



Article

The Effect of Social Media Promotion on Consumer Purchase Behaviors

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Abstract: The increasing popularity of social media has changed the manner in which consumers respond to products as well as their purchasing behavior. Currently, a large number of people make use of social networking sites like Facebook, Instagram, TikTok, and Snapchat to market their products, thereby impacting the buying decisions of consumers. At the same time, the popularity of e-commerce platforms, especially Amazon, has been on the increase in Baghdad. This has not been the subject of research despite its impact on buying behavior, as this research aims to investigate the impact of social networking on the buying decisions of Baghdadian Amazon users. The questionnaire was administered to around 150 respondents in order to explore the impact of social networking on the respondents' buying behavior. This analysis examines relationships between social media marketing promotion, customer trust, purchase intentions, and buying behaviors through multiple regression analysis, correlation analysis, and descriptive statistics. The empirical findings show that advertising on social platforms positively impacts purchase intentions and buying behaviors; this is largely attributed to customer reviews, social promotion discounts, and endorsement by social influencers. However, platform trust plays an important role in influencing relationships between social marketing promotion and buying behaviors on these online platforms. Other key factors that mitigate this impact or reduce its significance are demographic elements namely age, gender, and income levels in this research study. In this context, it can be concluded that social influencers are an important aspect for social platform marketing that must be addressed by online sellers if they are seeking to maximize social platform marketing impact in locations such as Baghdad.sales.

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1. Introduction

In the recent past, the face of social media has transformed from being mainly for communication to becoming an effective marketing tool that brings about significant influence in consumer behaviors [1]. The modern-day social media tools like Facebook, Instagram, TikTok, and Snapchat have become the overriding medium for product search, interactions, purchase, and customer interactions, outdoing traditional forms of advertising. At the same time, the rise in online shopping platforms has completely reshaped the retail industry across the globe because of their efficiency, product diversification, and convenience [2], [3]. Among the online shopping platforms, Amazon stands out as the most preferred online shopping site around the world.

Traditionally, Iraq has remained at a lower level regarding e-commerce usage because of several challenges. But recently, a marked transition has been observed. Consumers in Baghdad are increasing their purchasing of merchandise from online retailer Amazon because of adverts they see on social media. Although a trend is observed in relation to the increasing number of people in Baghdad buying from Amazon, little literature has explored the effect on the shopping habits in the Iraqi environment when the product is advertised on social media platforms [4]. Consumers in Baghdad might show varying responses in relation to cultural values and purchasing capacity. It is also unclear whether a similar pattern exists among individuals in Baghdad who are utilizing the services of Amazon.

Although research has been conducted globally, proving the efficiency of advertisements on social media networks in influencing consumer buying intentions, the study intends to examine the impact that advertisements on social media networks have on the purchasing behavior of users in Baghdad who shop at Amazon. In particular, this study aims to shed light on influencing factors and decision-making criteria that define digital consumer behavior in the city of Baghdad [5], [6]. This study will be instrumental in providing marketers with guidelines that can aid in the efficiency of their advertising campaign in the Iraqi market.

The specific impact of social media marketing on the purchasing behavior of Baghdadi consumers is still unclear, although the increasing use of social media for promotion and the proliferation of online shopping sites like the popular e-commerce giant, Amazon, cannot be denied [7], [8]. The focus of this study is to find out the specific influence of various strategies used for promoting social media sites like Amazon on the purchasing behavior of its users in Baghdad on the basis of purchasing intentions and actual purchasing behavior [9], [10].

1. How social media marketing affects Baghdadi Amazon customers' purchase decisions.
2. A study of the overall impact of social media marketing on the purchasing behavior of Amazon platform users in Baghdad.
3. Identifying the relationship between exposure to promotional content on social media and consumer purchasing intentions on Amazon.
4. Evaluating the impact of different marketing tools.
5. Investigating how customer trust functions as a mediator in the connection between social media marketing and buying patterns.

Importance

1. Provides valuable information for digital marketers and Amazon sellers in Baghdad.
2. Presents global social media marketing literature in a context tailored to the local environment of Baghdad, thus filling a research gap in this area.
3. Contributes to the design of customized marketing strategies that help improve conversion rates and build user trust in e-commerce platforms.
4. Offers strategic and policy proposals aimed at enhancing transparency, ensuring consumer protection, and developing trust in the e-commerce market in general.

Literature Review

The work was directed by me [11]. This study looks at the purchasing process for complicated transactions made by consumers, focusing especially on the impact of social media use on the process. The phrase "complex buying behavior" here describes the consumer's infrequent but intensely involved purchases that drastically change the brand. Social media is becoming a new trend. Over the past 10 years, user-generated web technologies have expanded quickly on the World Wide Web, including blogs, social networks, and social media websites [12]. All things considered, that is referred to as social media, and these technologies are the true reason behind the expansion of the worldwide community of user-generated content. Social media has led to the emergence

of online platforms such as Facebook, Instagram, YouTube, and Twitter, which enable people to communicate with each other and share content and ideas. The social media revolution has enabled a new way to learn about products and services. Strangers can dominate a consumer's opinions and feedback on goods and services on social media, which then affects opinions offline as well [13]. However, social media has unquestionably given customers the ability to create content only through online chats, meaning that they are crucial to the success or failure of a company. Marketers want to comprehend how customers use social media and how they make decisions based on the information they see there, which can influence how they make decisions. The study also looks at how consumers' purchasing habits may be altered by the amount of content and user-generated information. The EBM model, which consists of six stages of the consumer decision process, has been applied. Additionally, the model's applicability to social media usage has been investigated [14]. To investigate the various facets of the customer decision-making process, a quantitative survey was conducted. And The goal of the investigation was Shrestha, Aditi, et al. This study looks at how social media marketing affects customer purchasing decisions in Nepal, a typical developing nation. The study surveyed 108 customers using non-probability convenience sampling and examined the impact of content marketing, social networks, social influence, and purchase intention [15].

2. Materials and Methods

In particular, it utilizes multiple regression, ANOVA, correlation, as well as descriptive statistics. Moreover, conclusions drawn from the research show that prioritizing marketing in terms of social networks, social influence, and content marketing has an effect on consumer purchasing behavior. The conclusions drawn from the research support previous research on the importance of the factors to consumer behavior . Worth noting, however, is that according to the research paper, not many studies have been conducted exploring consumer choices in developing countries like Nepal in regards to the effect created by social media. The conclusions drawn from the research have important applications for marketers in Nepal. Firstly, marketers in Nepal have to prioritize using different marketing approaches in terms of social media marketing to successfully explore consumer purchasing behavior. Secondly, to explore consumer participation, there have to be practices aimed at improving marketing performance in terms of building strong social networks, utilizing influence, as well as publishing beneficial content. Finally, marketers have to identify changes in consumer behavior based on purchase intention. In addition, having an effective marketing strategy for improving consumer purchasing behavior in terms of using approaches for social media marketing from an advertising perspective remains critical. In addition, from an introduction perspective, the paper provides new insights on whether or not marketing in terms of SNM impacts consumer purchase behavior in regards to CPB. As articulately cited in the research paper by Ebrahimi, Pejman, et al. in 2022, objectives for the paper include exploring in an articulately presented aspect why SNM can influence CPB. We used the combination of structural equation modeling (SEM) and unsupervised machine learning approaches as an innovative method. The statistical population of the study concluded users who live in Hungary and use Facebook Marketplace. Convenience sampling is used in this study to reduce bias. A total of 466 respondents successfully completed all 475 questionnaires, yielding a 98.1% response rate. Consumer purchasing behavior (CPB) in Facebook Marketplace was found to have been positively and significantly impacted by every aspect of social network marketing, including entertainment, personalization, engagement, WoM, and trend. Additionally, we clustered customers using K-means unsupervised techniques and hierarchical clustering. Based on behavior related to demographic characteristics, the study's respondents can be grouped into nine distinct categories, according to the findings. It implies that various clusters can employ different tactics. For each group, marketing managers can offer a variety of options, goods, and

services. This work is significant since it demonstrated the predictive power of the model by utilizing the Matrixpls and plspm packages in R. In the meanwhile, we clustered consumer behaviors using unsupervised machine learning methods.

3. Results

Conceptual Framework

Social Media Promotion: In today's corporate world, sales promotion is essential to marketing. Techniques used to temporarily increase sales are referred to as sales promotion. Sales promotions are typically brief campaigns created by producers to persuade consumers to purchase a product. The exchange of information between sellers and prospective customers with the goal of influencing their choices is known as sales promotion. Consumer sales promotions and trade sales promotions are the two main categories of sales promotion. When it comes to consumer sales promotion, the incentive is provided directly to consumers in order to encourage them to buy the goods. Because it encourages customers to approach selling points in order to purchase the marketed goods, it is a pull tactic. Studies reveal that sales promotions account for a significant portion of a company's revenues. and social media is a medium that has evolved over the past decade. Social media evolves in tandem with information technology advancements. Social media has permeated every aspect of human life and society. In a same vein, entrepreneurs must use technology to promote their products, access markets, and keep positive relationships with their clients. Entrepreneurs can use a variety of social media platforms, including Facebook, Instagram, Line, YouTube, and blogs. From a business standpoint, social media can be used in a number of ways to enhance operations and boost a company's profile, including through improved communication, increased exposure through word-of-mouth marketing, strengthening relationships with existing customers, attracting new ones, promoting company goods and services, raising brand awareness, increasing website traffic, boosting sales, improving collaboration, and creating online communities. As a result, companies are making a greater effort to integrate social media into their daily operations and use it to gain a competitive edge.

Consumer Purchase Behavior: Customer Purchase Behavior: Social networks have a significant impact on how consumers make purchases and how online purchasing has evolved. According to studies, people frequently utilize social media to research products before making selections about what to buy. Social networks facilitate the gathering of consumer groups to discuss goods and services and exchange opinions about particular brands. One of these platforms' most significant contributions to consumer behavior is this. According to a study on how Facebook likes affect users' shopping decisions, people are more inclined to buy and recommend products from the linked website when there are more Facebook likes on the page. The favorable impact of likes, subjective online reviews, online recommendations, ratings from other customers, and influencer endorsements on consumers' inclination to buy on social networks is also mentioned in other studies. The process of selecting, acquiring, and using products and services to fulfill one's preferences and needs is referred to as consumer buying behaviors. The behavior of clients is linked to several cycles. The patron's decision-making process, purchasing preferences, buying behaviors, the brands he chooses to buy from, and the stores he chooses to visit are all impacted by a number of factors, characteristics, and attributes. All of these elements influence the choice to buy. The consumer first tries to evaluate the items he might need or want to use, and then he chooses the most practical ones that offer better features. The customer chooses the budget after choosing the merchandise. In the end, the buyer determines what he has purchased after weighing the total cost of the goods.

Hypotheses

1. Overarching Theory: Social media marketing influences the purchasing decisions of Baghdadi customers.

2. Sub-hypotheses:
 - Social media marketing increases consumer awareness of products.
 - Purchase intention is influenced by interactions with advertising campaigns.
 - Engaging content encourages customers to make actual purchases.
 - Different social media platforms have different effects on how people behave as consumers.

Sampling Plan & Research Instrument

1. Research Period: (July, August, September, October, and November 2025)
2. Research Sample: (Sample size: 150 participants)
3. Sample Areas: (Baghdad /Karkh and Rusafa)
4. Sampling Method: Simple random sampling to ensure representativeness of consumers in both areas.
5. Instrument Type: Quantitative questionnaires
6. Scale: Most items are on a 5-point Likert scale, which makes it possible to analyze attitudes, perceptions, and behaviors quantitatively.
7. Distribution Method: Paper-based
8. Questionnaire Components: (Demographic data / Social media use / Social media advertising exposure / Purchasing behaviors / Response scale)
9. Research Implementation Steps: (Designing the questionnaire and confirming its validity and reliability through literature review and consultation with specialized professors)
10. Randomly selecting the sample from the Karkh and Rusafa areas.
11. Distributing the questionnaires to participants and explaining the research objectives.
12. Collecting completed questionnaires within the specified research period.
13. Data entry and analysis using appropriate statistical methods such as SPSS or Excel.

Analysis

1. Demographic data

Table 1. shows the results of the distribution of the sample members by gender

Gender	Repetitions	Percentage %
Male	82	54
Female	68	45
Total	150	100

Table 1. shows that 54% of the study sample are males and 45% are females, which indicates that the majority of the study population is male.

Table 2. shows the results of the distribution of the sample members according to age.

Age	Repetition	Percentage %
Under 18	2	1.3
25-18	21	14
26-35	38	25
36-45	61	40
45 and over	28	19
Total	150	100

Table 2. shows that 40% of the studied sample were between 36 and 45 years old, 1.3% were under 18, and 14% were 26 and 35 or older. It is noteworthy that the highest percentage was associated with individuals aged 5-36, which explains why the majority of the research sample was comprised of young people.

Table 3. shows the results of the distribution of the sample members according to academic achievement.

Educational attainment	Repetition	Percentage %
Less than high school	31	21
High school	62	41.3
Bachelor's degree	29	19
Master's degree	28	19
Total	150	100

Table (3) shows that the percentage is 21%. The percentage of the studied sample members who have less than a high school diploma is 41.3%, with a high school diploma in a different specialization. 19% hold a bachelor's degree, and 19% hold a master's degree in different fields. This illustrates that the highest percentage was for those with a high school diploma (41.3%).

1. Social Media Promotion

Table 4. Arithmetic mean and standard deviation of its item (Social Media Promotion)

No.	Social Media Promotion	arithmetic mean	standard deviation	Rank	Level of importance
1	I Follow Product Advertising Campaigns on social media	4.60	0.48	Never	High
2	I trust the information presented in advertisements on social media	4.57	0.49	sometimes	High
3	I share promotional content with my friends or family	4.59	0.49	rarely	High
4	I seek out more information about a product after seeing it on social media	4.59	0.52	mostly	Medium
All paragraphs		4.59	0.30		

It is clear that the arithmetic mean ranges between (4.60 - 4.6) compared to the overall arithmetic mean of (4.59). The highest arithmetic mean relates to item (1), which states (I follow product advertising campaigns on social media) which came in first place with an arithmetic mean of (4.60), which is higher than the overall arithmetic mean and with a standard deviation of (0.48). The lowest arithmetic mean relates to item (4), which contains (I seek out more information about a product after seeing it on social media) and with an arithmetic mean of (4.6), it came in fourth place, which is lower than the overall arithmetic mean. With a standard deviation of (0.52).

2. Consumer Purchase Behavior

Table 5. Arithmetic mean and standard deviation of its item (Consumer Purchase Behavior)

No.	Social Media Promotion	arithmetic mean	standard deviation	Rank	Level of importance
1	Social media advertising influences my purchasing decisions	4.56	0.50	mostly	High
2	I buy products that have been advertised on social media	4.60	0.48	sometimes	High
3	I decide to try a new product after seeing it on social media	4.65	0.47	rarely	High
4	I repeatedly purchase products that have piqued my interest on social media	4.69	0.45	never	Medium
	All paragraphs	4.62	0.30		

It is clear that the arithmetic mean ranges between (4.69-4.59) compared to the general arithmetic mean which reached (4.62), and the highest arithmetic mean relates to paragraph (4) which states (I repeatedly purchase products that have piqued my interest on social media) which obtained first place with its arithmetic mean which reached (4.69), which is higher than the general arithmetic mean and with a standard deviation of (0.30).

The lowest arithmetic mean was related to paragraph (1), in which (Social media advertising influences my purchasing decisions) appeared, and with its arithmetic mean reaching (4.56), it came in fourth place, which is less than the overall arithmetic mean. With the standard deviation (0.50).

4. Conclusion

Promotion's Effect on Consumer Awareness: According to the study, social media promotion has a major role in raising consumer awareness of a range of goods and services. The majority of participants said that following advertising campaigns on different platforms like Facebook and Instagram helped them learn more about new deals and items. This illustrates how social media may efficiently and swiftly spread information.

Engagement with Advertising Campaigns and Purchase Intention: The findings indicated that customers were more inclined to purchase if they engaged with promotional content, as seen by comments, likes, and shares. This suggests that interaction is more than just a digital activity; rather, it represents heightened consumer interest in the product and a greater chance of turning that interest into real buying behavior.

The Effect of Engaging Content on Actual Buy: It was found that appealing and creative advertising content—such as excellent photos, brief movies, and special offers—

played a big part in persuading customers to make a buy. A compelling marketing experience produced by high-quality content encourages customers to try the product.

Differing Effects of Different Platforms: The study found that different social media platforms have varying degrees of influence over consumers' purchasing decisions. For instance, young adults and teenagers were more affected by social media sites like Instagram and TikTok, but middle-aged people were more affected by Facebook. This emphasizes how crucial it is to target the appropriate platform for every consumer segment in order to generate the best possible promotional outcomes.

Promotion Timeframe: It was shown that frequent and ongoing campaigns had a greater influence on consumer behavior than limited or short-term advertisements during the study period (months 7, 8, 9, and 10). This suggests that regular marketing is important for increasing awareness and encouraging purchases.

Recommendations

1. To better interact and appeal to their target market, businesses can improve their social media marketing tactics.
2. The goal of advertising campaigns should be to raise consumer awareness of goods and services and promote involvement.
3. To increase its influence on purchasing decisions, it is advised to use a variety of content (text, photos, and videos).
4. To determine which platforms are best at influencing consumer behavior, it is critical to examine how well they function.
5. To increase social media marketing's influence on customers, marketers might take training courses on best practices.

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