

The Impact of Snapchat Advertisements on Saudi Consumers Purchase Intention: A Focus on Tourism Products

تأثير إعلانات سناب شات على نية الشراء لدى المستهلكين السعوديين: التركيز على منتجات السفر والسياحة

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الملخص

تناولت هذه الدراسة تأثير إعلانات سناب شات على نية الشراء لدى المستهلكين السعوديين من خلال التركيز على منتجات السفر والسياحة. من هذا المنطلق اهتمت الدراسة في اختبار دور السناب شات وتأثير على نية الشراء للمستهلكين السعوديين. قامت الدراسة باختبار النظريات المرتبطة بسلوك المشتري مثل المواقف والتأثير وما إلى ذلك لتقديم صورة كاملة عن أهمية السناب الشات كأداة تسويقية تؤثر على السلوك الشرائي لدى المستهلك. بالنسبة للمنهجية البحثية تم تصميم طريقة جمع البيانات من خلال طرق البحث الكمي في شكل بحث مسحي من خلال الاعتماد على عينة عشوائية من مجتمع مستخدمي السناب شات في المملكة العربية السعودية. اعتمدت هذه الدراسة أيضا على تقنية سمات بلس 3 في تحليل البيانات الإحصائية. استنتجت هذه الدراسة أهمية وسائل التواصل الاجتماعي كما حلقت وصل بين الشركات والمستهلكين وهناك حاجة ماسة للشركات لفهم طبيعة هذه العلاقة وتعزيزها من خلال فهم احتياجات المستهلكين. ما فيما يخص الإطار النظري للدراسة أظهرت النتائج ان هناك علاقة مباشرة بين المواقف والثقة والمعايير الشخصية وتأثير استخدام المشاهير على نية السلوك الشرائي للمستهلكين في المملكة العربية السعودية. الجدير بالذكر أنه هناك حاجة إلى مزيد من الأبحاث المستقبلية ذات الطبيعة المقارنة بين أكثر من مكان لأن هذه الدراسة توفر فقط تحليلاً للدولة، واحدة، وتطبيق، واحد.

الكلمات المفتاحية: إعلانات السناب شات، منتجات السياحة، تأثير المشاهير.

Abstract

The purpose of this paper is to examine the role of Snapchat in the purchase intentions of Saudi consumers. Within this paper, the examination of theories associated with buyer behavior such as attitudes, influence, etc. will be examined to provide a full picture of the importance of Snapchat as a marketing tool. Designing the method of data collection will be done through quantitative research methods in the form of survey research. The data will be analyzed using PLS-SEM to provide an evaluation of the data collected. It is noted that the importance of social media for communication between business and consumer is clear and there is a requirement for businesses to engage further. in terms of the theoretical framework, the results show that is a direct relationship between attitudes, trust, subjective norms, and influence celebrities influence on Saudi consumers purchase intention of tourism products through the Snapchat advertisements. Further research will be required of a comparative nature as this study only provides an analysis of one country and one app.

Keywords: Snapchat Advertisements, Tourism Products, celebrities influence.

1. Introduction

The purpose of this paper is to examine the impact of Snapchat advertisements on Saudi consumer purchase intention of tourism products. Tourism products defined as "a combination of tangible and intangible elements, such as natural, cultural and man-made resources, attractions, facilities, services and activities around a specific center of interest which represents the core of the destination marketing mix and creates an overall visitor experience including emotional aspects for the potential customers" (Artal-Tur, et al. p.107, 2019). It is important that social media theories are identified in context with the Snapchat platform and how it can be used to market products. The impacts of digital technology have shaped society and culture, particularly from the conception of the internet as individuals want the most mobile of devices to provide information instantly. This paper will investigate how social media can shape consumer choice through how connections are made for individuals using a platform where ideas and information can be created, exchanged, and shared in a virtual world (Lucky, 2013).

1.1 Overview of Snapchat advertisements in Saudi Context

Khan (2019) identifies the use of social media marketing as one of the most influential ways to market a business. It has also redefined how business communicates with the consumer affecting their purchase intentions (Khan, 2019). Using social media allows the consumer to have confidence in the product that is being advertised and reduces uncertainty. Using a platform such as Snapchat can build positive eWord Of Mouth (e-WOM) and the creation and building of brand loyalty. Social media marketing can target brand, value conscious consumers, and influence their purchase intentions. Use of social media by business can ensure instant support and creation of an online community of those devoted to the brand (Erdogmus & Cicek, 2012; Zarella, 2010; Kaplan & Haenlein, 2009; Weinberg, 2009). On such platforms information about brands and products can be shared by the consumer with their peers.

Snapchat user data suggests that in the Middle East there are about 33 million users, and in this region company growth has outpaced many other countries (Hardin, 2020). Snapchat even has its own office in Dubai. Hardin (2020) identifies that the number of Snapchat users in Saudi Arabia is 13,425,000 and they are the highest active daily users of Snapchat. However, Radcliffe (2021) suggests that this figure is higher at 17,900,00 and ranked fifth in the world behind U.S.A., India, France, and the U.K. Serrano (2020) quotes the regional director of Snap Inc. Mena, Hussein Freijeh 'In Saudi Arabia, more people watch Snapchat Discover content every day than any of the top ten TV channels, both before and during Covid-19.'

Alghamdi & Bogari (2022) identify that Snapchat is one of

the most popular social media platforms alongside Instagram on the purchasing intentions of Saudi consumers. The findings of Alghamdi & Bogari (2022) found that social media had a positive impact on young females and their purchasing decisions, while overall the effectiveness of generating positive e-WOM has been established. Online shopping in Saudi Arabia has produced significant attitudes of consumers particularly due to factors such as a lack of autonomy for Saudi females and driving. Makki & Chang (2015) found that regardless of gender, Saudi individuals relied on the use of smartphones or tablets to access the internet in comparison to the use of personal computers. However, it is clear that in Saudi Arabia, social media is pivotal in the purchasing intentions of its consumers. The focus of this paper will present what impact Snapchat advertisements have on the purchase intention of Saudi consumers. It will be appropriate to address social media theories in relation to marketing and how tourism products can be marketed to consumer loyalty. It will be necessary to further explain the use of Snapchat in the Saudi market and how important this platform is to the consumer and why. There are significant factors which must be addressed within this paper, for example the use of online shopping as a response to the autonomy for females and driving. It will also be essential that marketing activities are discussed in the literature review of the paper. The objectives of this study are integral to how the research is conducted and this will set out the plan for the research. It is essential that objectives can be identified and presented to provide a legitimate study. The objectives set for this study are.

- 1) Examine the impact of Snapchat advertisements to Saudi consumer purchase Intention regarding tourism products.
- 2) Investigate the impact of celebrities' influence on the Saudi Purchase Intention toward Snapchat advertisements
- 3) Address the marketing strategy of tourism products on Snapchat in Saudi Arabia.

2. Literature Review

This section will seek to understand the role of Snapchat on consumer behaviors. As already identified in the previous section Snapchat has a massive following in the Middle East, particularly in Saudi Arabia. This section will also identify the value of the use of celebrities to provide further evidence on consumers' purchase behaviors. Examination of the theories including the role of attitudes, subjective norms, perceived behavior control and trust are essential to understanding how important Snapchat is to the Saudi market. Accordingly, this study framework has applied plan Behavior Theory (TPB) that is established by Ajzen on the 1980. This thought has been put forward to characterize activities that a person has impact over. In

businesses like open relations, tourism, and publicizing, TPB hypothesis has been utilized to investigate the associations between demeanors, convictions, behavioral eagerness, and behavior. According to this theory, behavioral intentions are influenced by behavioral attitudes, subjective standards, and perceptual behavior control (PBC) (Ajzen, 1980, Fishbein, 1980; Taylor & Todd, 1995a). When deciding whether to buy online products and services. This is crucial when it's necessary to link behavioral intents (as stated in the TPB) with behavioral influences before a transaction is made. TPB, in the words of Ajzen (1991), includes a variety of elements that collectively demonstrate the actual influence that an individual has over customer behavior. Studies in the context of the Internet frequently incorporate TPB theory. Since its inception, TPB has been utilized in many technology adoption contexts to forecast and explain both actual self-reported behavior and individual behavioral intents from both marketing and consumer perspectives (Chen, 2005; Chen et al., 2007; Troise, et al., 2020). In previous research (Armitage & Conner, 2001 Montano & Kasprzyk, 2018), TPB has received substantial validation. It is a useful tool for understanding customers' intentional behavior when they shop online. It is demonstrated that there (Alam & Sayuti, 2011 Shim et al., 2001). TPB has also been used in online activities involving information about purchases (Alam & Sayuti, 2011 Huang et al., 2011; Oteng-Pepurah, et al., al.2020). The research study model does, however, suggest five factors that affect how important Snapchat advertisements on Saudi Consumers purchase' intention with regards to tourism products. The components and theories that potentially enhance Saudi consumers' perceptions of and real experiences with the significance of Snapchat advertisements on Saudi Consumers purchase' intention are described in more detail in the subheadings below.

2.1 Social Media Marketing

Since the internet was conceived, individuals have been able to connect and engage with other users. This has become more important in the connectivity of the business environment to the consumer. Sey & Castells (2004) identify the internet as the ultimate tool of technology, and Newsome et al., (2009) stating that the development of social media has diminished communication barriers. The human experience has been enhanced with the use of platforms such as Snapchat and Instagram which allows for the user to participate in the consumer culture. A key component of business and organizational profitability is customer loyalty, and the use of social media as a platform is essential as electronic word of mouth (eWOM) can be used as a positive tool for the promotion of a brand/ product. On a forum such as Snapchat, the consumer has a platform for sharing positive or negative experiences (Trusov et al., 2009). When this tool is used correctly it can provide an

organization with countless opportunities (McGaughey & Mason, 1998; Hlavinka & Gomez, 2007). Customer engagement is key, and algorithms individualize many of the advertisements. In real terms, organizations have opportunities to engage with their consumer base through cost effective marketing, but they also have to be careful not to oversaturate the customer. Most business strategies are set-up for social media, and they have become popular tools for the attraction and retention of customers and that optimizing the reach for their consumer base can be well-intentioned (Bruera & Del Fabbro, 2018). Organizations have turned to the use of algorithms to understand consumer behavior, and this will be elaborated on later in this section.

2.2 Importance of Snapchat advertisements on Saudi Consumers purchase' intention

As identified social media is extremely important in the Middle East and it is crucial that this study can understand why. According to Castells (2001, 2011, 2012 & 2014) social media which has created spaces and occupied the emotions of hope and outrage that can be promoted through platforms. Khan (2019) identifies that in the context of Saudi Arabia, there has been an 91% internet penetration rate in 2018 with 30 million users from a population of nearly 33 million (Global Media Insight, 2018). Hardin (2020) identified that Saudis are the highest active daily users of Snapchat in the Middle East, with the suggestion that the paid advertising features of the app are only available in Saudi Arabia, UAE, and Qatar but that there is the opportunity to build brand loyalty through customer engagement through organic interactions. Organisations have realized to importance of social media to promoting their brand/ products and technology has played a key role in this. According to Bellavista et al., (2019) social networks have become essential from a marketing perspective. They are platforms that allow consumers to gain knowledge and to share their experiences, views, and opinions whether negative or positive (Bellavista et al., 2019). Radcliffe (2021) identifies the pairing of Snapchat with Ramadan and the growth in users. This is a key development and could help organizations to more effectively promote their tourism product in the Middle Eastern market. Radcliffe (2021) refers to Dubai Tourism's advertising campaign on Snapchat during the first wave of COVID-19 and how virtual tourists were able to visit some of the UAE's famous landmarks. Radcliffe & Hadil (2021) state that there is continual investment in Snapchat as an advertising platform.

2.3 The value of using celebrities for snapchat advertising

Using celebrities as a source of advertising and marketing is not a new concept, but through advances in technology,

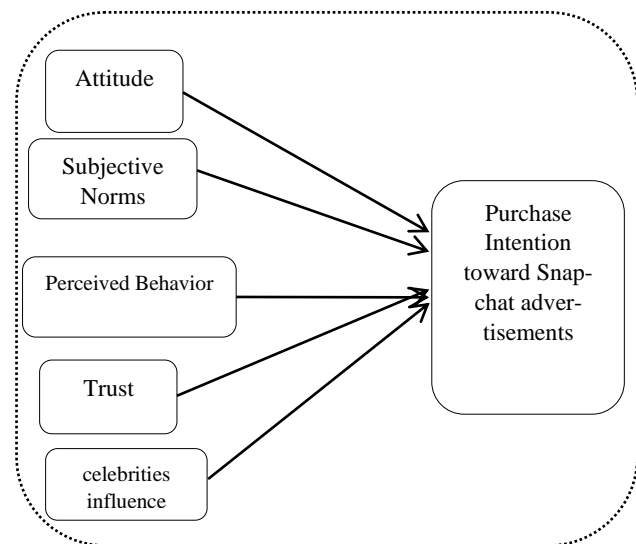
organizations can use celebrity endorsements to influence consumers. Social media influencers, according to Brown (2021) use their influence to push their followers towards brands they are promoting. Using the endorsement of celebrities is a relevance and acceptable form of advertising particularly on social media platforms such as Snapchat and Instagram. In many cases, the celebrity is created in combination with the brand. This form of branding or self-branding helps organizations to understand the requirements of their customer and by using algorithms they can better promote their brand/ product (Burns, 2009). One identification realized by Franssen (2020) is that self-branding celebrities are often portrayed as stereotypical. The celebrity has a certain amount of influence over the consumer and Marshall (2010) suggests that in this way the celebrity has served the purpose of teaching individuals' engagement in consumer culture. With social media, the power given to the celebrity provides a mutual connection (Debord, 2021). However, social media is a clear factor in the popularity and influence on consumers and this influence on consumers' purchase intention can be identified through the attitudes, subjective norms, perceived behavior control and trust. The influences provided by celebrity endorsement is also a factor and was dealt with in the last section. Applications such as Snapchat have allowed content developers the ability to produce heap, simple and short videos which can be shared by users (Buscemi & Kaposi, 2020). Algorithms provide the marketers with content that can be individualized to suit their purposes, but it is also important for marketers to understand the consumer purchase intentions. Many users interact with others discussing topics such as climate change, however, algorithms have enhanced the capability of organisations to understand how a consumer is stimulated. The use of data mining can produce insights into understanding the visitor trends and social media provides a platform for business to engage with its customer.

2.4 The role of attitudes, subjective norms, Perceived Behavior Control, and Trust on Purchase Intention toward Snapchat advertisements in Saudi Arabia

As already identified in this paper, significant changes are happening in Saudi, giving individuals much greater freedoms than they are used to. Snapchat advertisements has become important as Saudi Arabia opens up to tourism – domestic and international. However, it is also necessary to understand the roles of certain behaviors such as attitudes, subjective norms, Perceived Behavior Control, and Trust on using Snapchat advertisements to purchase tourism products. By examining the impacts of these factors, tourist intentions towards purchasing tourism products in respect of Snapchat advertisements can be fully promoted. The WTM (2019) states that Saudi is the largest tourism market in the Middle East. Mansour & Mumuni (2019)

found that there was enthusiasm from their participants towards domestic tourism and that trust and familiarity with the role of social media for communication between business and consumer. This can also have an influence on the subjective norms and Perceived Behavior Control, particularly in identifying a destination using tourism blogs, reviews, etc. With technological advancements, information can be gathered in seconds, and negative and positive reviews can impact decision-making. Interaction with others can influence how an individual shows their intentions toward Snapchat advertisements influences on purchase intention. However, based on the subheadings above, the proposed theoretical framework of this study as below.

Fig 1: Proposed Theoretical framework



Accordingly, the following hypothesis are anticipated:

Hypothesis1: Attitude will have a significant impact on using Snapchat advertisements to purchase tourism products

Hypothesis 2: Subjective Norms will have a significant impact on using Snapchat advertisements to purchase tourism products

Hypothesis 3: Perceived Behavior Control will have a significant impact on using Snapchat advertisements to purchase tourism products

Hypothesis 4: Trust will have a significant impact on using Snapchat advertisements to purchase tourism products

Hypothesis 5: Celebrities influence will have a significant impact on using Snapchat advertisements to purchase tourism products

3.0 Methodology

Section one has identified the importance of this study by identifying the research question and objectives of this study. Using the theories identified in the literature review are a requirement to the outcome of this study which should be easily replicated by other researchers studying this subject. Necessitating the ability to conduct this study through quantitative research as this study is a systematic

search for information on a specified subject (Kothari, 2004) so that the who, what, why, etc. can be explained. Apuke (2017) states that using quantitative research allows for data to be collected in a numerical format. Apuke (2017) identifies the types of quantitative research methods as correlational, experimental, causal-comparative and survey. For the purposes of this study, it has been decided that survey research will be used.

3.1 Research Design and Data Collection

The methodology provides a solid structure to the research, and this is clearly identified by Saunders et al., (2009) analogy of research being like the layers of an onion. Understanding the type of research is important to any study, and to how it is structured. According to Creswell (2014: 1) 'Research approaches are plans and the procedures for research that span the steps from broad assumptions to detailed methods of data collection, analysis and interpretation.'

The nature of the research project must be addressed in the research design. The method must be the best fit for the study. Creswell (2014) states that while qualitative and quantitative research are not rigid, they are representative of different ends of the continuum, while the mixed methods approach is situated in the middle of the two. There are also factors which must be considered when planning the research design, such as time and resources. This is particularly evident when using a survey approach. However, using the method of survey research, questionnaires will be administered online to 250 Snapchat users in Saudi. This study used Purposive sampling. It is important that the researcher can consider the implications of the size of the sample and the time this may take to be sent to participants and to be received back to the researcher and the data analysis process. The researcher will contact each participant via Snapchat to provide them with information on the study and to gain their consent which they are required to sign and send back to the researcher. At this point the questionnaires will be sent to the participants. Demographical data will also be collected. In identifying the sample, it is also appropriate to identify those Snapchat users who are relevant to the study as consumers of tourism products.

3.2 Data Analysis and Limitations

As identified by Hart (1998) the analysis of data is integral to the research study. An evaluation system must be identified and relevant to the study. In the case of this study, the decision has been taken to use Structural Equation Modeling (SEM) to correlate the data into meaningful results. Taking this further, the study has decided to use SEM in the format of PLS (Partial Least Squares). PLS- SEM, is according to Memon et al., (2021) is the method most used of multivariate data analysis. PLS-SEM will produce a set of statistical techniques which will be used to analyze any relationships between observed and latent variables. The

variables will be presented as Purchase Intentions as the dependent variable with independent variables of attitudes, subjective norms, perceived control behavior, trust and celebrity influence. The collection of the relevant data will be further analyzed in section 4. However, limitations to this study are inclusive of the sample being from one country only, so it will be appropriate for future research to extend this to other countries. Participants are also from different age groups and educational backgrounds. Time and resources are other limitations to this study and are dependent on how many surveys are returned. In terms of ethical considerations, while human participants are involved in this study, there is no risk of harm as all communication will be online. The participants will be made aware of their right to withdraw at any time. The researcher will also reassure participants that their information will be held confidentially, and they will remain anonymous throughout the study.

4. Findings and Data Analysis

This study has employed Harman's One-Factor Test to find the common method bias (Podsakoff et al., 2003). However, the analysis implied not a severe issue of common method variance in this study. If the total variance for a single factor is less than 50%, it suggests that CMV does not affect the data. For the current study the total variance was 29.483% which is less than 50% conform no CMV exists in the study data (Podsakoff et al., 2003).

4.1 Demographic Profile of the Respondents

After removing outliers and missing data, we obtained a valid and analyzable sample size of 250 (response rate: 53.22%) to test five hypotheses. Of these, only 66% were received from male; 34% came from female. Many of the respondents were relatively young with 24.40% of them aged younger or equal to 20 years, another 58.80% aged between 21–30 years and 12.80 % is in between 31 to 40 years of age, and 4.0% of respondents are above 40 years old.

A significant proportion of respondents held a BA degree: 68.80% which is the highest, 16.80% held a diploma degree, 10.80% held a MA degree, and 3.60% held PhD degree. Most of the participants (i.e., 82.40%) were using snapchat every day, 6.0% usages 4-5 times weekly, 8.40% using the snapchat once or twice in a week, and the rarely using the snapchat only 3.20%.

4.2 Mean Values, and correlation of the study variables

All of the constructs' descriptive statistics and intercorrelations were listed in Table 1. All of the variables were found to have a substantial correlation with PITSA. With regards to the mean value, attitude has the lowest mean value (3.943) while CI has the highest mean value 4.280.

Table 1: Means, standard deviation, and zero-order correlation of the study variables.

| Variables | Mean | SD | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|------------------------|-------|-------|--------|--------|--------|-------|--------|--------|--------|--------|--------|-------|
| 1. Gender | 1.340 | 0.475 | 1.000 | | | | | | | | | |
| 2. Age | 1.964 | 0.730 | .140* | 1.000 | | | | | | | | |
| 3. Edu_Level | 3.012 | 0.649 | 0.026 | .679** | 1.000 | | | | | | | |
| 4. So- cial_M_Usage | 1.324 | 0.762 | .593** | .779** | .528** | 1.000 | | | | | | |
| 5. ATT | 3.943 | 0.808 | 0.042 | 0.057 | 0.026 | 0.070 | 1.000 | | | | | |
| 6. SN | 4.271 | 0.744 | .263** | .139* | 0.028 | 0.022 | .399** | 1.000 | | | | |
| 7. PBC | 4.110 | 0.713 | 0.018 | 0.081 | 0.007 | 0.035 | .518** | .550** | 1.000 | | | |
| 8. TR | 4.172 | 0.673 | 0.097 | 0.017 | 0.002 | 0.025 | .307** | 0.017 | 0.070 | 1.000 | | |
| 9. CI | 4.280 | 0.757 | 0.049 | .170** | .181** | 0.102 | .302** | 0.022 | 0.093 | .490** | 1.000 | |
| 10. PITSA | 4.212 | 0.700 | 0.036 | 0.011 | 0.018 | 0.058 | .377** | .202** | .178** | .516** | .479** | 1.000 |

Note. SD = standard deviation. ** two-tailed significant correlation at 0.01 level.

4.3 Measurement Model Assessment

Before testing the proposed hypotheses, we checked the construct validity and reliability, convergent validity, and internal consistency of all the study variables. Smart-PLS 3.3.3 was engaged to check all these measures in measurement model first then we test the hypotheses in structural model assessment step (Hair, Hult, Ringle, & Sarstedt, 2017; Ringle, Wende & Becker, 2020). Through the PLS algorithm procedure in Smart-PLS we obtained the results of factor loadings of all the items which were in between 0.674 to 0.920 achieved the threshold values of (Hulland, 1999) and the Average Variance extracted (AVE) was higher than 0.5 achieved the recommendation of Hair et al. (2017), the Cronbach’s alpha and composite reliability were higher than 0.7 that also confirmed the internal consistency Hair et al. (2017). When all the required assessment like internal consistency and convergent validity assured (see Table 2 and figure 2) then we check discriminant validity. The discriminant validity was confirmed through the Hetrotrait and Monotrait Ratio (HTMT). All the correlation values were less than 0.9 that achieved the recommendation of Henseler et al. (2015). Check the discriminant validity in Table 3.

Table 2: Constructs validity and reliability

| Constructs | Code | Items | F.L | CA | CR | AVE |
|---|-----------------------|--------|-------|-------|-------|-------|
| Attitude | Attitude | ATT1 | 0.674 | | | |
| | | ATT2 | 0.835 | | | |
| | | ATT3 | 0.869 | 0.892 | 0.916 | 0.647 |
| | | ATT4 | 0.868 | | | |
| | | ATT5 | 0.758 | | | |
| | | ATT6 | 0.803 | | | |
| Celebrities Influence | Celebrities Influence | CI1 | 0.856 | | | |
| | | CI2 | 0.865 | | | |
| | | CI3 | 0.845 | 0.936 | 0.950 | 0.759 |
| | | CI4 | 0.917 | | | |
| | | CI5 | 0.847 | | | |
| | | CI6 | 0.894 | | | |
| Perceived Behavior Control | PBC | PBC1 | 0.723 | 0.887 | 0.910 | 0.631 |
| | | PBC2 | 0.847 | | | |
| | | PBC3 | 0.920 | | | |
| | | PBC4 | 0.792 | | | |
| | | PBC5 | 0.748 | | | |
| | | PBC6 | 0.717 | | | |
| Purchase Intention toward Snapchat advertisements | PITSA | PITSA4 | 0.845 | | | |
| | | PITSA1 | 0.805 | | | |
| | | PITSA2 | 0.871 | 0.911 | 0.931 | 0.693 |
| | | PITSA3 | 0.879 | | | |
| | | PITSA5 | 0.776 | | | |
| | | PITSA6 | 0.813 | | | |
| Subjective Norms | Subjective Norms | SN1 | 0.716 | | | |
| | | SN2 | 0.813 | | | |
| | | SN3 | 0.822 | 0.868 | 0.900 | 0.600 |
| | | SN4 | 0.811 | | | |
| | | SN5 | 0.761 | | | |
| | | SN6 | 0.716 | | | |
| Trust | Trust | TR1 | 0.816 | | | |
| | | TR2 | 0.885 | | | |
| | | TR3 | 0.889 | 0.929 | 0.944 | 0.739 |
| | | TR4 | 0.863 | | | |
| | | TR5 | 0.832 | | | |
| | | TR6 | 0.871 | | | |

Figure 2: Measurement model with outer loadings and AVE values from PLS-Algorithm

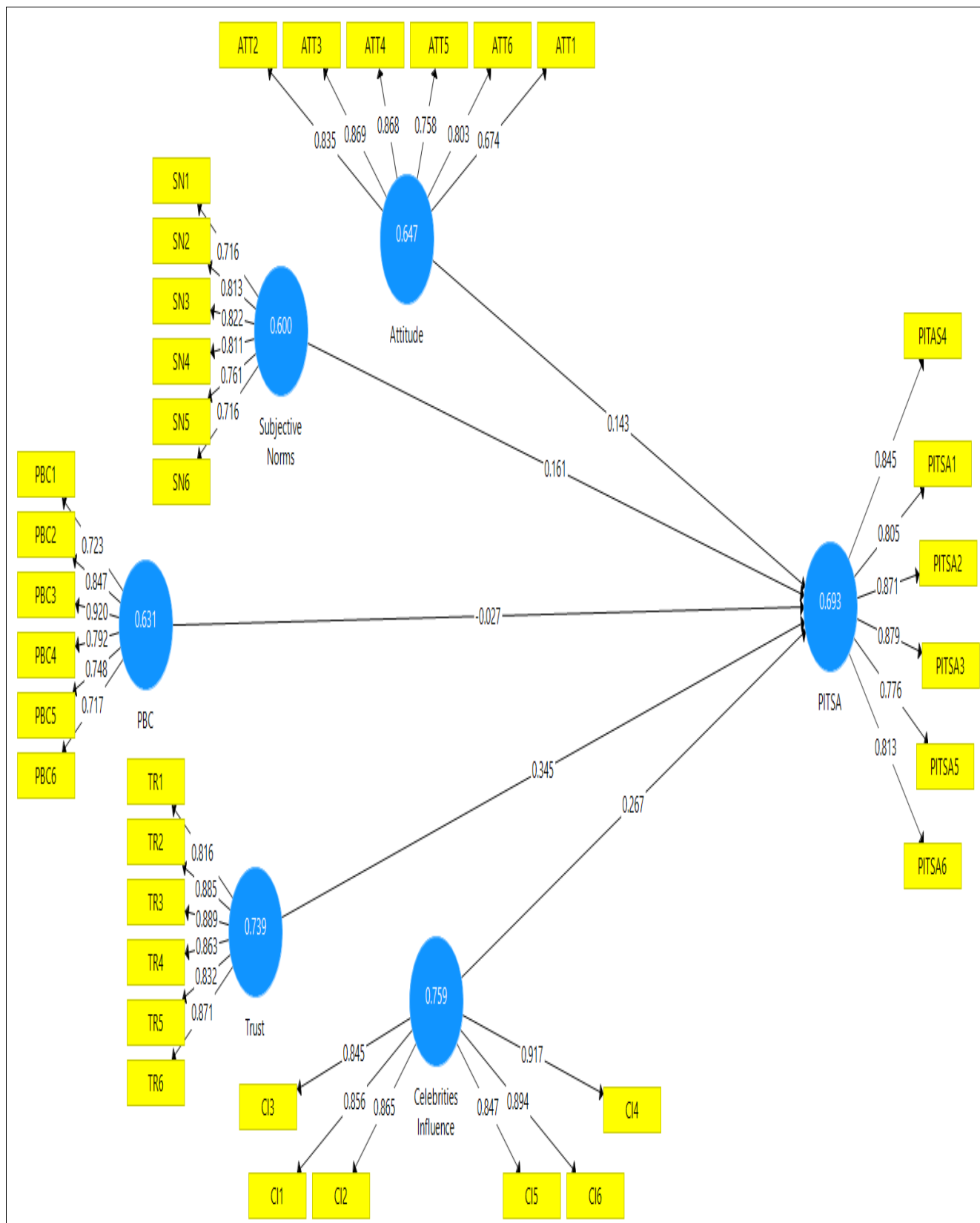


Table 3: Discriminant validity- HTMT

| Constructs | Attitude | Celebrities Influence | PBC | PITSA | Subjective Norms | Trust |
|-----------------------|----------|-----------------------|-------|-------|------------------|-------|
| Attitude | | | | | | |
| Celebrities Influence | 0.324 | | | | | |
| PBC | 0.578 | 0.118 | | | | |
| PITSA | 0.409 | 0.516 | 0.196 | | | |
| Subjective Norms | 0.448 | 0.076 | 0.624 | 0.229 | | |
| Trust | 0.333 | 0.524 | 0.116 | 0.555 | 0.066 | |

4.4 Structural Model Assessment

After assessment of measurement model, we check the collinearity through inner VIF, the R² values, effect size (f²), and predictive relevance (Q²) in structural model. All the recommended values of R², F², Q² and inner VIF were achieved that has been presented in Table 4. Then we proceed for observing the proposed hypotheses results.

Table 4: Assessment of the structural model

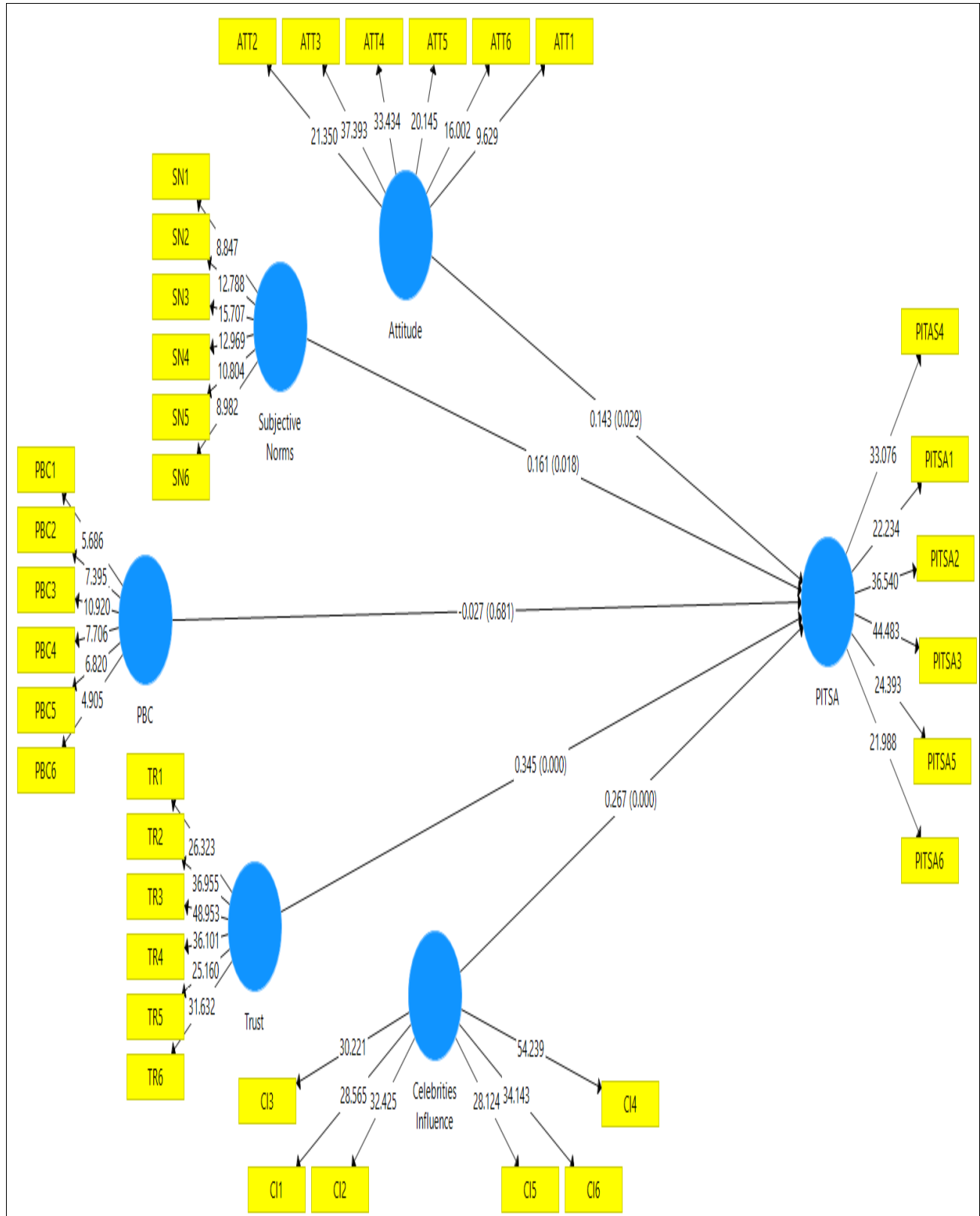
| R-Square | Endogenous Variables | R Square | R Square Adjusted | 0.26: Substantial, 0.13: Moderate, 0.02: Weak (Cohen, 1989) |
|---------------------------------|-----------------------|----------|-------------------|---|
| | PITSA | 0.391 | 0.378 | |
| Effect Size (F-square) | Exogenous Variables | PITSA | | 0.35: Substantial, 0.15: Medium effect, 0.02: Weak effect (Cohen, 1989) |
| | Attitude | 0.020 | | |
| | Celebrities Influence | 0.085 | | |
| | PBC | 0.001 | | |
| | Subjective Norms | 0.028 | | |
| | Trust | 0.140 | | |
| Collinearity (Inner VIF) | Exogenous Variables | PITSA | | VIF <= 5.0 (Hair et al., 2017) |
| | Attitude | 0.020 | | |
| | Celebrities Influence | 0.085 | | |
| | PBC | 0.001 | | |
| | Subjective Norms | 0.028 | | |
| | Trust | 0.140 | | |
| Predictive Relevance (Q-Square) | Endogenous Variables | CCR | CCC | Value larger than zero (0) indicates Predictive Relevance (Hair et al., 2017) |
| | PITSA | 0.258 | 0.563 | |

A bootstrapping 500 resampling procedure was used to examine the proposed hypotheses and all the results are presented in Table 5. In term of first prediction (H1), was direct relationship between Attitude and PITSA revealed statistically significant as the p < 0.029 which is less than 0.05 and the t-value is 2.191 which is higher than 1.96 that confirms significant effect. Similarly, the second prediction (H2) between Subjective Norms and PITSA also found significant as the β = 0.161, t = 2.382, p < 0.018. Since the p-value is lower than 0.05 and the t-value is higher than 1.96 that confirms significant effect. The fourth prediction (H4) between Trust and PITSA also found significant as the β = 0.345, t = 4.834, p < 0.000. Since the p-value is lower than 0.05 and the t-value is higher than 1.96 that confirms significant effect. Furthermore, the fifth prediction (H5) between Celebrities Influence and PITSA also found significant as the β = 0.267, t = 3.696, p < 0.000. Since the p-value is lower than 0.05 and the t-value is higher than 1.96 that confirms significant effect. However, the third prediction (H3) between PBC and PITSA did not revealed significant as the β = -0.027, t = 0.411, p < 0.681. Since the p-value is higher than 0.05 and the t-value is lower than 1.96 that confirms no significant effect. Thus, all the mentioned results presented in Table 5 and Figure 3.

Table 5: All proposed hypotheses result

| Hypotheses | OS/Beta | SM | SD | T | P | Decision |
|---|---------|--------|-------|-------|-------|---------------|
| Hypothesis1: Attitude will have a significant impact on using Snapchat advertisements to purchase tourism products | 0.143 | 0.141 | 0.065 | 2.191 | 0.029 | Supported |
| Hypothesis 2: Subjective Norms will have a significant impact on using Snapchat advertisements to purchase tourism products | 0.161 | 0.170 | 0.068 | 2.382 | 0.018 | Supported |
| Hypothesis 3: Perceived Behavior Control will have a significant impact on using Snapchat advertisements to purchase tourism products | -0.027 | -0.008 | 0.065 | 0.411 | 0.681 | Not Supported |
| Hypothesis 4: Trust will have a significant impact on using Snapchat advertisements to purchase tourism products | 0.345 | 0.343 | 0.071 | 4.834 | 0.000 | Supported |
| Hypothesis 5: Celebrities influence will have a significant impact on using Snapchat advertisements to purchase tourism products | 0.267 | 0.261 | 0.072 | 3.696 | 0.000 | Supported |

Figure 3: Path coefficient and p-values from Bootstrapping test



5. Discussion

To produce a discussion of the analysis and results, it is important that the literature review can be linked back into the research. It is clear that the objectives set for this study have been answered through both the literature review and in the findings of this paper. It is also appropriate to note that these results are based on data collected in one country and users all used Snapchat. Implication of the findings could be more widespread once research is carried out on other countries and in a comparative nature. In providing a discussion, each of the objectives must be examined in context with the findings in this paper.

From the examination of academic materials and the findings of the survey, there is a clear correlation that would suggest that advertising of any kind catches the eye of the consumer, but it is important that marketers and the organisations they represent advertise according to the platform they are using. It is suggested that Snapchat advertising has been impactful on the consumers' purchase intention which can be observed from the literature review which identifies a statement from Sey & Castells (2004) declaring that the internet is the ultimate tool of technology. Technology has allowed organisations to connect in a different way with the user and they can communicate at a more conscious level by ingraining images into the subconscious of its customers. The behaviors experienced by Saudi customers will no doubt be the same on a global capacity, but as further research is required this cannot be a statement but rather an assumption. As identified by Newsome et al., (2019) there are no longer the barriers to communication there once was and now the user can instantaneously receive as well as share information. The ability to participate allows the consumer more freedom and has made the market extremely competitive with the realization that organizations will have to use newer technology to communicate with their customer. Building brand loyalty is also harder due to algorithms constantly bombarding the user. Digital technology has allowed customers to communicate with each other and through eWOM, they are able to share their views on products.

Social media platforms are important to users in the Middle East which has seen a 91% penetration rate in 2018 (Khan, 2019) and Snapchat has the most daily users in the Middle East on the app. This was also a conclusion drawn in the results that the app is used more frequently in Saudi society. Organisations have the opportunity to get their message across to their customers and to influence them through certain behaviors or celebrity influencers who are branding themselves alongside the product or are getting paid to do so. Using social media has become a cost-effective form of marketing because in most cases the advertising is free. Building loyalty through engagement is priceless and can become a major commodity and competitive advantage for an organization. Bellavista et al.,

(2019) alludes to the role of social media for negative and positive communication of products which can be shared by the organization or their consumers, to name a few. Pairing Snapchat with Ramadan (Radcliffe, 2021) has seen a growth year on year with advertising and user engagement on the app. This is a key development which could appeal to the wider ranging advertising of other events, etc. on social media.

Tourism products are items that are always going to sell. However, as seen in the global economy, the COVID-19 pandemic has damaged a lot of industries, so it is necessary for organisations to come up with fresh ideas to sell their products. Radcliffe (2021) used the example of Dubai Tourism and how they marketed their country to anyone who wanted to see the beauty of their nation. This was done virtually by the company and allowed its consumers to take a virtual tour on Snapchat. Snapchat has become the go to app for Saudis and there is continual investment in Snapchat in the country for advertising.

Table 6: This study hypotheses results

| Hypotheses | P | Decision |
|---|-------|---------------|
| Hypothesis1: Attitude will have a significant impact on using Snapchat advertisements to purchase tourism products | 0.029 | Supported |
| Hypothesis 2: Subjective Norms will have a significant impact on using Snapchat advertisements to purchase tourism products | 0.018 | Supported |
| Hypothesis 3: Perceived Behavior Control will have a significant impact on using Snapchat advertisements to purchase tourism products | 0.681 | Not Supported |
| Hypothesis 4: Trust will have a significant impact on using Snapchat advertisements to purchase tourism products | 0.000 | Supported |
| Hypothesis 5: Celebrities influence will have a significant impact on using Snapchat advertisements to purchase tourism products | 0.000 | Supported |

The results show that there is a strong link between Attitude and using Snapchat advertisements to purchase tourism products. This finding is in line with the prior studies (de la Hoz-Correa and Muñoz Leiva 2019; Styliadis, Bellassen, et al., 2017) that reported attitude has a strong link with Intention. Similarly, the results have shown that there is a strong link between Subjective norms and using Snapchat advertisements to purchase tourism products. The finding is in line with the earlier research by Chang et al. (2009), and Delafrooz, Paim, and Khatibi (2011). Surprisingly, results also show that the link between Perceived behavior control and using Snapchat advertisements to

purchase tourism products is not supported in this study. The results also show that there is a strong link between trust and using Snapchat advertisements to purchase tourism products. This finding is in line with the prior studies, such as Lai, et al. in (2020) who noted that a review of the factors influencing trust and how trust connected to internet use affects customers' intentions to use online services. This is also match with Aziz, et al. (2019) study who found that trust can impact a consumer's decision to buy. In terms of the Celebrities influence, the results demonstrate that Celebrities influence will have a significant impact on using Snapchat advertisements to purchase tourism products. The finding is in line with the earlier research by Brown (2021) who noted that using the endorsement of celebrities is a relevance and acceptable form of advertising particularly on social media platforms such as Snapchat and Instagram. In many cases, the celebrity is created in combination with the brand. This form of branding or self-branding helps organizations to understand the requirements of their customer and by using algorithms they can better promote their brand/ product (Burns, 2009). One identification realized by Franssen (2020) is that self-branding celebrities are often portrayed as stereotypical. However, to conclude this section, there have been numerous tourism studies that show that the Celebrities influence can influence purchase intention with regards to tourism products. This paper expanded the theory of planned behaviour to see if the Celebrities influence can serve as an additional factor in the model. Accordingly, it is clear that technology is the way forward for business and it should be embraced by organisations to produce positivity of their products and to attract new customers as well as keeping their loyal base. Understanding social media as a format to advertise is important in a global context, which requires further study.

6. Conclusion

In concluding this paper there is a clear positive use of social media for advertising purposes. Social media has been a technological breakthrough that no-one could anticipate. Using social media can be useful in many fields including advertising as it can get to the audience instantaneously. Many organisations are concluding that social media is not only cost-effective, but it can also reach the audience easier. Society is changing and how we communicate is getting less social thus business have an advantage by using apps such as Snapchat to focus on their brand and consumer. The digitalization of consumer culture basically allows the business to step into the user's domain. Both positive and negative experiences are recorded on social media due to the participatory culture of platforms. Meanwhile, countless opportunities exist for those businesses who embrace the technology to allow them to provide a customer experience which the consum-

er will remember. Using social media allows for the digitalization of word of mouth which places greater emphasis for the business on the customer experience. Celebrities influence their followers and what better way to endorse a product than through the use of celebrities. Understandably as the media is so new, many businesses have not observed the opportunities for promotion of their products on social media and by celebrities. There are other factors involved in the buying process that influence purchase intentions. Engagement with the customer is key to the profitability and competitive advantage of an organization. It is also necessary, however, that an organization does not oversaturate their customer base and while it is appropriate that algorithms are used to individualize the experience, too much can turn a customer off. Customer behavior can also be prompted through attitudes, subjective norms, perceived control behavior and trust. All of this influence what the customer perceives as a brand for them. Social media promotes popular brands which are necessary to the customer and how a customer perceives a brand can be the difference between good and bad social media feedback. Further study will be required and should be based on data gained from other countries regarding the use of social media for business promotion.

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