



**The Increase of Social Media Advertising and its Impact  
on Consumer Confidence Cihan University-Erbil  
Students as a model A field study**

**Submitted by**

**Ahmed Jamal Hama  
Karim**  
Department of Media, Cihan  
University-Erbil, Erbil, Kurdistan  
Region, Iraq.

**Ali Munem AlQudah**  
Department of Media, Cihan  
University-Erbil, Erbil, Kurdistan  
Region, Iraq.

**DOI:**

**<https://doi.org/10.21608/ijmcr.2025.420731>**

**IJMCR**

**International Journal of Media and  
Communication Research**

**Volume (5). Issue (16). March 2025**

**P-ISSN: 2812-4812**

**E-ISSN: 2812-4820**

**<https://ijmcr.journals.ekb.eg/>**

**Publisher**

**Association of Scientific Research Technology and  
the Arts**

**<https://srtaeg.org/>**



## **The Increase of Social Media Advertising and its Impact on Consumer Confidence Cihan University-Erbil Students as a model A field study**

### **Submitted by**

**Ahmed Jamal Hama  
Karim**

**Department of Media, Cihan  
University-Erbil, Erbil, Kurdistan  
Region, Iraq.**

**Ali Munem AlQudah  
Department of Media, Cihan  
University-Erbil, Erbil, Kurdistan  
Region, Iraq.**

### **ABSTRACT**

The increase of social media advertising has brought about significant changes in digital marketing, yet its impact on consumer trust remains unclear. This research sheds light on the complex relationship between social media advertising and consumer trust, emphasizing the role of advertising strategies in shaping trust. Depending on descriptive research approach, using a questionnaire to collect data from a sample of students at Cihan University-Erbil.

Research aimed to explore several issues related to the impact of social media advertising on consumer trust. The most prominent objectives were to understand how increased social media advertising affects consumer trust and to identify the key factors affecting social media advertising. The following two questions were also key to the field study: How does increased social media advertising affect consumer trust? And what are the key factors affecting social media advertising? Results showed that (38%) of respondents are heavily exposed to social media advertising, while (35%) engage with it less frequently. In addition, 45% of respondents trust social media ads to a large extent. (52%) of respondents also expressed greater trust in ads that offer money-back guarantees.

**KEYWORDS:** Weather; Construction Project; Riyadh; Saudi Arabia; Project Timelines.

---

## Introduction:

This research will examine the theoretical background of advertising and its place within various theoretical models of the digital space. It seems crucial to understand the effects of advertising on consumers in the digital age. Social media ads have grown in importance as a reliable form of advertising. These ads have become a widely used advertising medium in recent years, with local advertising revenues for these platforms exceeding (27) billion US dollars. (Queensbury, 2020) Social media platforms are extremely popular and have a significant impact on consumer behavior and attitudes in public life. Because they are primarily used by people to connect with friends and family, follow the news, or engage in social networking opportunities with those who share their interests, they are considered less threatening to everyday interactions. However, some recent research indicates the use of social media platforms to check other people's profiles, a concern for many consumers.

Despite generating the highest advertising revenues ever, social media platforms are still considered a primary source for consumers to obtain all their information while shopping online for the best deals. As consumers use social media platforms for a variety of reasons, it is increasingly important to understand how these reasons affect their self-esteem and how they respond to advertising when social media platforms are most able to influence their behavior.

## Statement of the Problem:

The rapid growth of advertising on social media platforms has transformed the way businesses communicate with consumers. Platforms such as Facebook, Instagram,

TikTok, and Snapchat have become essential for digital marketing. However, the impact of this shift on consumer confidence remains unclear. The goal of this research is to unravel the mystery surrounding how the increase in advertising on social media platforms affects consumer confidence, and to determine the extent to which the evolution of advertising on social media platforms has affected consumer confidence.

### **Significance of the Research:**

The importance of this research stems from:

1. Its demonstration of how advertisements published on social media platforms affect consumer trust.
2. Its exploration of the influencing factors and the relationship between advertisements published on social media platforms and consumer trust.
3. It's a revelation of the effects of misleading advertising information published on social media platforms on consumer perceptions.
4. It's a demonstration of the impact of digital advertisements on decision-making, perceptions, and trust in electronic content.

### **Research Objectives:**

1. To understand how the increase in advertising on social media platforms affects consumer confidence.
2. To understand the key factors of social media advertising that influence consumer confidence.
3. To understand the extent to which previous experiences with advertising on social media platforms affect consumer confidence.
4. To understand the role that engagement with ads plays in shaping consumer confidence in advertising on social media platforms.

5. To understand how the spread of influencer advertising affects consumer confidence.

### **Research Questions:**

1. How does the increase in advertising on social media platforms affect consumer confidence?
2. What are the key factors of advertising on social media platforms that influence consumer confidence?
3. Do previous experiences with advertising on social media platforms affect consumer confidence?
4. What role does engagement with ads play in shaping consumer confidence in advertising on social media platforms?
5. How does the spread of influencer advertising affect consumer confidence?

### **Methodology:**

This research adopted the descriptive analytical approach to determine the extent of consumers' trust in advertisements published on social media platforms, by analyzing data collected using a questionnaire from Cihan University-Erbil students, (research sample).

Descriptive research is an organized and objective process that studies the conditions, practices, beliefs, opinions, viewpoints, values, and attitudes surrounding a particular topic, phenomenon, or issue by collecting information and data and expressing them in a way that clarifies their characteristics and features, quantitatively or qualitatively, or both (Al-Qudah, 2021: 46).

## Research Terms and Concepts:

**Advertising:** Advertising is a form of communication used to persuade the audience (viewers, listeners, or readers) about products, ideas, or services. (Jalal, 2019: 13)

**Social Media Advertising:** Taylor, Lewin, and Strutton (2011) defined social media advertising as “a general term capturing all forms of advertising- whether explicit (e.g., banner advertising and commercial videos) or implicit (e.g., fan pages or firm-related 'tweets')-that are delivered through social networking sites.” Also, marketers use social media advertising (e.g., display ads on social networking sites) to persuade users to buy their products (Neti, 2011).

**Consumer:** A consumer is a person who consumes or uses any commodity or service available to him, either from natural resources or through a market, for final consumption. (Kapoor, 2017: 3)

**Consumer Confidence:** Consumer confidence in advertising refers to the level of trust and belief that consumers place in the messages, claims, and representations made by advertisements. It reflects how credible, reliable, and persuasive consumers perceive advertising to be, influencing their attitudes toward brands and purchase decisions. (Darke & Ritchie, 2007).

## Theoretical Background

### Social Media Advertising

According to academics like Ndubuisi (Ndubuisi, 2019), social media is commonly understood to be an affordable and widely available electronic device that allows everyone to create a profile, write an article and access information, work together on a project, or make relationships. According to Odiboh (Odiboh, 2002), social media is a collection of web-based tools that facilitate user-generated content production and exchange while building on technological and ideological

underpinnings. According to him, the creation of highly participatory platforms for communities and individuals to exchange, co-create, discuss, and edit user-generated material is made possible by mobile and web-based technology. Social media refers to computer-mediated tools that enable individuals to create, share, and exchange ideas, photographs, videos, and information about their career interests in virtual communities and networks (Khalid, 2022).

Social media advertising is online advertising that uses social networking websites like Facebook, YouTube, and Twitter as a marketing tool and focuses on social networking services. In order to assist a business in boosting brand awareness and expanding its client base, the objective is to create content that consumers would want to share with their social networks. Social media platforms give marketers access to a wide variety of techniques and plans for content promotion. Because Internet audiences may be more precisely categorized, many social networks enable users to share extensive personal, demographic, and geographic information. This enables marketers to customize their message to the user's most likely point of resonance (Yar'Adua et al., 2023).

You may contact almost any kind of customer on social media, since over half of the world's population uses these platforms for enjoyment, business, and idea exchange. Social media websites, applications, and platforms come in a variety of shapes and offer a range of services (Rezvani, 2008).

It is the simplest and quickest method of global business promotion. You may utilize these networks as a valuable marketing tool if you're searching for a solid marketing plan to promote your goods or services, and when you start using social media for business, you should see an increase in sales. The remarkable surge in online advertising is indicative of our strong inclination to establish global connections with one another (Khalid, 2022).



## The Rise of Social Media Advertising

The emergence of advertising on social media is a witness to the dynamic interplay between technological advancement, changes in consumer behaviour, and inventiveness on the part of business. These platforms have become fertile ground for companies to interact with their target demographics as an increasing number of individuals flock to these platforms for communication, entertainment, and information. Each social media platform, from Facebook and Instagram to Twitter(X) and LinkedIn and newer entrants in the social media space, offers advertisers one-of-a-kind opportunities to reach their target audiences with precision and creativity. These opportunities range from Facebook and Instagram to Twitter(X) and LinkedIn. The advertising that is done on social media platforms has developed from its infancy into its current position as a fundamental component of contemporary digital marketing. The transformative impact of advertising on social media platforms in terms of altering the purchase behaviour of consumers. Social media has transitioned from a simple communication medium into a dynamic advertising platform in recent years. (Garg, Malik, 2022).

## Major Social Media Platforms for Advertising

Today, numerous social media platforms are leveraged for advertising purposes. We will examine the most important platforms available to advertisers:

**Facebook:** Among the most well-known social media sites worldwide is this one. Facebook was used by almost a third of the world's population, with 2.7 billion monthly active users. Since its founding on 4 February 2004, Facebook has continuously changed to meet the demands of its users and draw in new ones. This covers the purchase of WhatsApp and Instagram. Companies are able to make their own events, groups, and pages. Facebook also provides options for customized advertising to companies looking to reach a certain customer base. Additionally,

Facebook Messenger allows business owners to message clients directly (Yar'Adua & Aondover, 2020).

**TikTok:** is quite fresh to the social media scene. But it has already left a lasting impression on the social media scene. A user of the software can produce brief, imaginative videos. Over 800 million people utilize it every month in active countries. Owners of businesses can utilize it to express their creativity and produce viral content for their social media marketing campaigns. (Vitalis et al., 2024)

**Snapchat:** is a social networking messaging app for mobile devices. A user has the option to post articles that are seen by all of their followers or share special content with pals. When the app was released in 2011, it gained popularity right away, especially among younger users. As of then, it has somewhat slowed. Nevertheless, this social media platform is still used by over 360 million people each month across the globe. Advertisers on the app can create business accounts and target younger consumers. (Vitalis et al., 2024)

**Instagram:** Instagram can be interpreted as a medium for taking photos and sending them quickly (Sari 2017:6). Instagram has 5 main menus (Atmoko, 2012:28), namely HomePage is the main page that contains photos or videos from other users who have been followed. You can see it by sliding the screen up and down. Comments, namely photos or videos that have been uploaded to Instagram, can be commented on by other users in the comments column provided. Explore is a collection of popular photos or ideas that get lots of likes. The profile contains user information that can be found through the profile. News Feed is a feature that contains notifications about various activities carried out by Instagram users. (Silvira, Riswanto, 2023)

**YouTube:** is more than just the world's most widely used website for sharing videos. After Google, it is also the second most popular search engine. The business

was established in 2005, and Google eventually purchased it. Every month, almost 2 billion people log into YouTube. Even more people access the website and watch videos without creating an account. Basically, YouTube can be used by any business to reach a large audience through video marketing. Additionally, the website offers data, promotes user engagement, and allows you to embed movies on other web pages. (Vitalis et al., 2024)

### **Consumer Confidence:**

Consumer confidence is a psychological construct that measures customers' expected changes and variance of their household finances and the economic climate (Curtin 2007; Katona 1974; Lemmens, Croux, and Dekimpe 2007). At the lower end of the Consumer confidence continuum, customers pessimistically expect a financially worse off outlook that is attached with uncertainty. at the higher end of the Consumer confidence continuum, customers optimistically expect a financially better off outlook that is attached with certainty. These dimensions of pessimism/optimism and uncertainty/certainty mainly guide customers' purchase decisions (Curtin 2007).

On social media, consumers often look for reviews and recommendations from other users before deciding to buy a particular product. This approach is known as "user-generated content"(UGC), where content produced by other consumers is more trusted because it is considered more honest and objective. (Daugherty, Eastin, & Bright, 2008).

Research from Erkan and Evans (2016) shows that positive UGC can increase consumer trust perceptions towards certain products or services. In addition, direct interaction with companies on social media can also strengthen consumer trust, because they feel that the company is open and responsive to questions or complaints they convey .(Fahrurrozi & SE, 2023).

## **The Role of Social Media in Building Consumer Confidence**

One of the main advantages of social media in building consumer Confidence is its ability to provide a platform where consumers can see social proof and other people's experiences with the same product. According to Utomo (2023), social proof is an important element in building consumer Confidence, especially when consumers see that others have had positive experiences with the product. On social media, consumers can easily find this social proof through reviews, testimonials, and experience-sharing content from other users.

Social media also provides an opportunity for companies to build a more transparent and authentic image. Unlike traditional marketing media that tend to be rigid, social media allows companies to interact with consumers more informally, which can increase consumer closeness and Confidence. (Anjani & Irwansyah, 2020). A study by Sashi (2012) shows that consumers who feel close to a brand tend to Confidence the products offered more. In addition, when companies are open about product information, including its advantages and disadvantages, consumers are more likely to have Confidence the brand (Choi and Lee, 2017).

## **Factors Influencing Consumer Confidence in Social Media**

There are several factors that influence consumer Confidence in social media, including company openness, responsive interaction, and content quality. Company openness in providing transparent product information can increase consumer Confidence (Kwan, Cysneiros, & do Prado Leite, 2021).

Consumers are more likely to Confidence companies that provide clear product information and do not hide important facts. In addition, responsive interaction, such as answering questions or responding to consumer complaints on social media, also plays an important role in building Confidence (Luo, 2002).

Quality and informative content is also a major factor in building consumer Confidence. Content that is educational and useful for consumers can increase positive perceptions of the brand (Lou, Xie, Feng, & Kim, 2019).

### Previous Studies:

1. **Chuxiong Zhang, Mengying Li (2025), The Impact of Social Media Advertising on Consumer Purchase Decisions, Frontiers in Business, Economics and Management Journal, Frontiers Media, Vol. 18, No. 1, 2025, Switzerland.** In the digital era, the rise of social media advertising has changed the way advertisements interact with consumers. This paper first discusses the concepts of consumer purchase decisions and social media advertising, and then analyzes the mechanisms through which social media advertising influences consumer purchase decisions, including information delivery, emotional stimulation, trust building, and guiding comparison. It also explores the role of factors influencing consumer purchase decisions in social media advertising, such as personal, product, and external environmental factors. Finally, strategies such as precise targeting and personalization, emotional resonance and value communication, trust building and word-of-mouth marketing, information optimization and guiding comparisons, as well as interactive participation and experiential strategies are proposed to provide a comprehensive reference for effectively influencing consumer purchase decisions through social media advertising.
2. **Aljudayi, Faisal (2024); The impact of social media on consumer behavior, International Journal of Financial, Administrative, and Economic Sciences, (IJFAES, Midocean University,). Vol, (3) No, (10), 594-627, UAE.** This study analyzes the impact of social media on consumer behavior focusing on the role of influencers, advertisements, and social interaction. The research aims to

provide new insights on how companies can use social media as an effective marketing tool: The study's main objectives were to analyze the role of social media in influencing consumer purchasing decisions, evaluate how brands interact with their audiences via social media, and the impact this has on consumer behavior. It also analyzed the impact of social media on consumer behavior. The most important questions are: How does social media influence consumer purchasing decisions? How does interaction with brands affect purchasing decisions? And how does social media influence consumer behavior? The study found that social media plays a significant role in shaping purchasing decisions and increasing brand loyalty. It also found that social media has a significant impact on consumer behavior and purchasing decisions, and that social interaction with advertisements and content published by influencers plays a significant role in shaping purchase intentions and increasing brand loyalty.

3. **Bassant Eyada, (2024), The Role of Advertising in Shaping Consumer Perceptions of Sustainable Brands, Journal of Ecohumanism, (Online), Global Association for Research and Education (GARE), Volume: 3, No: 3, pp. 930– 943, UAE:** This research investigates the pivotal role of advertising in shaping consumer perceptions of sustainable brands, delving into the intricate mechanisms by which advertising strategies influence consumer attitudes and behaviors towards sustainability. Through an extensive review of literature, empirical findings, and prospective research directions, this study illuminates the nuanced landscape of sustainability advertising and its profound implications for marketers and consumers. The research underscores the burgeoning significance of sustainable branding within contemporary marketing paradigms, propelled by the escalating consumer interest in

sustainability and ethical consumption. Empirical investigations affirm a robust positive correlation between advertising exposure to sustainable brands and consumer perceptions, underscoring the substantial impact of advertising on molding attitudes and driving purchase behavior. The researcher explores the influence of advertising on consumer perceptions of sustainable brands, through a comprehensive review of literature, qualitative and empirical analysis, investigates the mechanisms by which advertising strategies impact consumer attitudes and behaviors towards sustainable brands, explore theories and concepts that provide insights into the mechanisms by which advertising strategies impact consumer attitudes and behaviors towards sustainable brands. Additionally, present the findings of empirical analysis, which further elucidates these relationships and sheds light on the significant role of advertising in shaping perceptions of sustainability and provide insights for marketers aiming to promote sustainable products and initiatives.

4. **Thomas Kartomo, (2024). THE ROLE OF SOCIAL MEDIA IN BUILDING CONSUMER TRUST IN PRODUCT, Journal of Consumer Market Trends, Asean University International, Selangor, Vol. 2, No. 2, Malaysia.** This study explores the role of social media in building consumer trust in products in the digital era. Using a qualitative method, the research examines consumers' perspectives and experiences with social media as a transparent and interactive marketing platform. Based on in-depth interviews and content analysis, the study finds that consumer reviews on social media significantly influence purchasing decisions, especially those reviews that include visuals and testimonials from other users. Additionally, brand transparency and responsiveness to consumer feedback highlight the importance of openness in fostering trust. Educational content provided by brands also enhances

consumers' positive perceptions, as it offers additional value beyond typical promotions. Direct interaction between consumers and brands on social media strengthens the emotional connection, creating a sense of appreciation and trust toward the brand. The findings provide practical insights for companies to strategically leverage social media in establishing sustainable relationships with consumers. By focusing on aspects of consumer review credibility, transparency, educational content, and responsive interaction, companies can increase consumer trust in their products.

5. **Madeeha Irshad, Muhammad Shakil Ahmad, Omer Farooq Malik (2023), Understanding consumers' trust in social media marketing environment, International Journal of Retail & Distribution Management, Emerald Group Publishing, UK.** Purpose – The purpose of this study was to examine the impacts of consumers' motivations (i.e. remuneration, social, and empowerment) on online purchase intentions mediated through trust towards retailers present on social media. Design/methodology/approach – Data were collected from consumers residing in the three metropolitan cities of Pakistan, and the research model was tested using the covariance-based structural equation modelling in Amos. Findings – The results showed that remuneration and social motivations positively influenced consumers' online purchase intentions directly, as well as indirectly mediated through trust. However, trust fully mediated the relationship between empowerment motivation and consumers' online purchase intentions. Originality/value – The existing literature reveals that only a handful of studies have endeavoured to understand consumers' trust in the context of social media marketing, and the literature in this field is not matured yet. The novelty of this research lies in its contribution to understanding the impacts of consumers' motives (i.e.



remuneration, social, and empowerment) on trust towards retailers present on social media, which have not been explored before. In addition, it examines trust towards retailers present on social media as an underlying mechanism that affects the relationships between consumers' motives and online purchase intentions.

6. **Archana R Motta, Dr.C.Muralikumaran, Dr. V. Kalaierasi, Dr M Vigneshkumar, Mr. Vikram Bajaj, (2023) Impact of Social Media Advertising on Consumer Buying Behavior - An Empirical Study, Tuijin Jishu/Journal of Propulsion Technology, Beijing Institute of Technology (BIT), Vol. 44 No. 4 . China:** This study examines the influence of social media advertising on consumer purchasing behavior. Amidst the prevalence of digital communication and online interactions, it is imperative for businesses to comprehend the impact of social media on consumers' buying choices. The study utilizes a comprehensive methodology, investigating the many phases of the consumer decision-making process that are influenced by social media advertising. The study highlights several important elements, including the impact of social media exposure on brand recognition, the efficacy of targeted advertising in reaching certain consumer segments, and the influence of engagement and interaction on consumer views. The study also examines the impact of user-generated content, influencer partnerships, and real-time updates on consumer confidence and intention to purchase. The research seeks to analyses the data collected from various social media platforms in order to find patterns and trends in consumer behavior that arise from exposure to social media advertising companies. In addition, the study examines the possible disadvantages, such as excessive information and privacy issues, linked to social media advertising and their influence on

consumer decision-making. The purpose of the research is to provide valuable insights for making strategic decisions in order to enhance social media advertising campaigns and ensure they are in line with customer tastes and behaviors.

7. **Atyah, Lara (2023),The impact of viral advertising on electronic purchasing decision making. A survey study on social media in Syria. Al-Baath University Journal, Volume 45, Issue 27, Pages: 105-144, Al-Baath University, Syria:** The aim of this research is to study the impact of viral advertising (creativity through viral advertising, and material stimulation through viral advertising) on purchasing decision-making during the year 2023. The descriptive approach was used to reach the specific goals by relying on Arabic and foreign references, articles, peer-reviewed periodicals, and previous studies to collect secondary and primary data through the researcher conducting a survey study on a sample of social media users in Syria, using a questionnaire designed to collect primary data and then It was analyzed using the statistical program SPSS 26 by relying on a set of statistical tests. The research found that there is a statistically significant positive effect of creativity in viral advertising, and material stimulation in viral advertising on purchasing decision-making, and that creativity in viral advertising has the greatest influence on purchasing decision-making. The most important thing recommended by the research: Paying attention to the element of creativity due to the abundance and crowding of advertisements through social media, by applying new ideas in advertisements, adopting the element of suspense and surprise in advertisements, moving away from the traditional model of advertising and strengthening the material stimulus element by offering free offers and gifts for what they have. Who has a role in spreading the

advertisement through social media. In the field of purchasing decision-making: providing methods that raise the level of confidence and security in buying product through electronic means, by delivering product to consumers as quickly as possible, providing safe payment methods, and others.

8. **Alkhabaybeh, Odai & Alsaraireh, Shadi, (2023). The Impact of Using Social Networking Sites on the Efficiency of Electronic- Advertising in the Small and Medium Enterprises Institutions in Amman City: Field Study, Journal of Research and Studies, Humanities and Social Sciences Series, Volume 38, Issue 1, 2023, Pages: 35-88, Mutah University, Karak, Jordan.** This study aimed at identifying the impact of using the social media; (Facebook, Twitter, Instagram and Google) on the efficiency of the electronic advertising and its dimensions; e-advertising characteristics, incentives of electronic advertising, content of electronic advertising and mental image in governmental funding institutions in Amman. In order to achieve the objectives of the study, the research used analytical descriptive method and a questionnaire was developed specifically for the current study and its validity and reliability were confirmed. It distributed on (269) respondents from the upper, middle and lower staff departments in the governmental funding institutions. The results showed that the levels of using the social media in the governmental funding institutions were respectively: Google came at first rank (79.0%), Facebook at the second rank (78.4%), Twitter at the third ranked (55.2%), and finally Instagram at the fourth rank (40.2%) with a low and a weak use. In addition, the efficiency levels of the electronic advertising were respectively; the dimension of incentives of electronic advertising came at first rank (79.6%); on the other hand, the dimension of content of electronic advertising came at the fourth ranked (76.4%) and it was the lowest acceptable dimension. As for the

result of the test of the main hypothesis; there is positive impact on using Google as it was ranked the first by the respondents in governmental funding institutions.

9. **Kitan Rabab, (2023), The impact of commercial advertisements on the consumer behavior of Diyala University students (electronic commercial advertisement as a model), Bilad Alrafidain Journal of Social and Human Sciences, 1(1) 131-144, Bilad Alrafidain University, Iraq:** The study aimed to identify the impact of electronic commercial advertisements on the consumer behavior of students of the University of Diyala, through the method of advertisements followed by social media in displaying their commercial advertisements to affect the consumer behavior of the citizens in general and the Iraqi university student in particular, as well as to identify the most important topics that focused on electronic commercial advertisements in social media, including the study sample (Facebook, Instagram and Telegram), and reflecting the impact of electronic advertising through the means of communication Electronic on consumer behavior. The researcher relied her research on observation and questionnaire tools as the main tool being the most tools that allowed the collection of information about the respondents, but the most important conclusions reached by the researcher are: - Commercial advertisements tended through Iraqi electronic social networking sites to focus on influencing the consumer and his purchasing behavior by displaying display ads and short and quick videos containing elements of advertising attraction. The research conclusions also revealed the conviction of the majority of research samples from Diyala University students that commercial advertisements through websites and means of communication are characterized by their technical, technical and editorial methods better than

the rest of the other advertising and media means, such as magazines, newspapers and some satellite television channels, which have a place among the local audience (Iraqi student) and have a role in influencing their consumer behavior. The research also recommended the need to circulate the results of the current study to companies and commercial institutions governmental and private to adopt them in the production of commercial advertisements whose objectives are related to influencing consumer behavior, as well as the recommendation of those in charge of communication in the various media to the need to follow advertising standards in the manufacture and processing of electronic commercial advertisements in a moderate manner.

10. **Mustafa, Abdul Khaliq, and Saeed, Shilan Talat, (2023), The Impact of Advertising on Social Media on Consumers Towards the Brand: Erbil Polytechnic University, Polytechnic Journal for Social and Human Sciences, Erbil, Iraq, Volume 4, Issue 1:** The study aimed to identify the most important effects of advertising via social media on consumer attitudes in the Kurdistan Region. The study is descriptive and the media survey approach was used. The study population included all consumers of telecommunications companies' services in the Kurdistan Region, consisting of (Asia Cell, Korek Telecom, and Zain) companies. University professors in the region were selected as a deliberate sample for the study to measure the potential effects of electronic advertising. The research relied on a questionnaire as the main tool for collecting information. (380) questionnaires (paper and electronic) were distributed to the study sample. One of the most important results reached by the study is that advertising via social media significantly affects the attention and interest of buyers and enhances their purchase intention for the services of telecommunications companies and their favorite brand.

11. Anil Garg, Kanwarjeet Malik (2022), **Impact of Social Media Advertising on Consumer Purchasing Behavior** INTERNATIONAL JOURNAL FOR RESEARCH PUBLICATION & SEMINAR (IJISRT), Volume: 13 Issue: 05, Jaipur, Rajasthan, India: The use of social media has developed into an indispensable component of contemporary life, with billions of users actively participating on a variety of platforms on a daily basis. the influence that advertising on social media platforms has on the purchase decisions of consumers, giving light on the complex link that exists between online marketing methods and customer preferences. the ways in which customers' perceptions, preferences, and decision-making processes might be influenced by advertising on social media platforms. This paper investigates the persuasive strategies that are employed in social media advertising. Some of these strategies include influencer marketing, user- generated content, and targeted advertising. The paper draws from a wide range of academic papers and empirical research. In addition, it investigates the ways in which consumer trust in internet advertising is shaped by factors such as authenticity, social proof, and trust. Marketers are offered a deeper grasp of how to leverage the power of social media to drive sales and establish brand loyalty in the digital age through an in-depth investigation of both positive and negative consequences, the complex interactions between social media advertising and consumer behavior.
12. Al Akayleh Fayq, (2021), [The influence of social media advertising on consumer behavior](#), Middle East Journal of Management Middle East University, Vol. 8, No. 4, Jordan: The purpose of this study is to investigate the impact of e-marketing in the context of consumers in Riyadh City, Saudi Arabia. The research methodology is of quantitative type using the simple

random sampling. Data were collected through a questionnaire distributed to a sample of 1,425 social media consumers. The study variables include consumer buying decision as a dependent variable and social media advertising as an independent variable. Income, education level, gender, age and culture were used as moderating variables. The results of the study indicate that social media advertising significantly influence consumer buying decision. Gender, age, and culture of consumers have significant moderating effects whereas income and education have insignificant effects on the relationship between consumer buying decision and social media advertising. This paper is pioneering in that it investigates the effects of social media marketing on consumer buying decision in the context of consumers in Riyadh City.

13. **Qamari Halima. Ras El Kef. Fatiha. Jaafar Mustafa (2021), The Contribution of Social Media Marketing to promoting Tourism in Hammam Bouhnefia, Algeria, The Added Value of Business Economics Journal, Hassiba Ben Bouali University of Chlef, Volume 2, No 2, Pages 177-201, Algeria:** The study aims to identify the extent of the contribution of marketing through social media to promoting tourism in Hammam Bouhnefia, Algeria, with its three dimensions represented in: (Advertising via social media, electronically transmitted word, and interaction via social media ), The study sample consisted of 120 individuals made up of different clients of the hotel, and this is based on the Convenience sample, The statistical package program in the social sciences ( IBM SPSS V.22) has been used. The study found that there was a statistically significant effect at the significance level (0.05) of the marketing through social media on the febrile tourism in Hammam Bouhnefia, Algeria, and its various dimensions. The study recommends the need to intensify the marketing efforts made in Social media, and to enhance access to

current and potential customers in order to introduce them more about the tourism services provided by the institution.

### **Population of Research:**

The research community consists of students at Cihan University-Erbil, Kurdistan Region, Iraq, currently pursuing their academic studies across various colleges, levels, and academic departments, between January and March 2025.

### **Sample:**

A random sample of (100) male and female students from various colleges and specializations at Cihan University - Erbil was selected to ensure diversity of opinions and their comprehensive representation of the target group.

### **Research Tool:**

The research used a questionnaire (form) which was distributed to the research sample students at Cihan University-Erbil. It consisted of 100 complete items distributed to students from different colleges. The researchers then retrieved, processed and analyzed them according to scientific principles.

### **Validity and Reliability of the Tool:**

The researchers distributed 100 questionnaires to the research sample, and all were returned with a 100% accuracy rate. Four expert referees confirmed the apparent validity of the questionnaire to determine the appropriateness of the statement to measure its intended purpose and the appropriateness of the words to the dimension to which they pertain. The researcher took these observations into account in the final formulation.

### **Statistical analysis:**

The researchers used SPSS to statistically analyze the data. SPSS is a sophisticated and widely used data analysis system that employs several established methods.



SPSS is considered an advanced and important tool for interpreting statistical data and incorporates various established rules into its analysis process.

### Data Analysis:

#### General Characteristics of the Sample

Table No (1) Gender of Research Sample

Gender	Frequency	Ratio
Male	66	%66
Female	34	%34
<b>Total</b>	<b>100</b>	<b>%100</b>

Table No. (1) shows that the percentage of males among the sample members reached 66% of the total, compared to 34% for females.

Table No (2) Age of Research Sample

Age Group	Frequency	Ratio
18-27	40	%40
28-37	36	%36
38-47	22	%22
48-57	2	%2
<b>Total</b>	<b>100</b>	<b>%100</b>

The average age of students entering Iraqi universities is 18 years. Therefore, the sample age group was divided into four categories ranging from 18 to 57 years. The youngest participant was 18 years old, while the oldest was 54 years old. The reason some sample members were over 40 years old is due to the presence of students enrolled in postgraduate programs (master's degrees) in some of the university's academic departments.

Table (2) shows the distribution of sample members by age group. The number of participants aged 18 to 27 years was 40, representing 40% of the total sample. The 28-37 age group ranked second, representing 36% of the sample. The 38-47 age group ranked third, representing 22% of the total sample. The over-47 age group represented only 2% of the research sample.

**Table No (3) Educational Level of Research Participants**

<b>Academic Stage</b>	<b>Frequency</b>	<b>Ratio</b>
First	14	%14
second	20	%20
Third	28	%28
Fourth	34	%34
Fifth	4	%4
<b>Total</b>	<b>100</b>	<b>%100</b>

The educational system followed at Cihan University-Erbil is a year (stage) system. Most majors have four stages, but some majors have a fifth year (stage). Therefore, the table was divided accordingly, and the questionnaire was distributed to students from all levels.

The largest percentage of participants were in the fourth level, with 34 participants, representing 34% of the sample. Then came third-year students at the second level, with 28 participants, representing 28% of the total sample. Twenty-two students from the second level participated, while 14 first-year students participated, representing 14% of the total sample. Finally, only four fifth-year students participated, representing 4% of the total sample.

Table No (4) Distribution of Research Sample by Using Social Media

Using social media	Frequency	Ratio
Using social media Daily	97	%97
Using social media 2-3 times a week	2	%2
Using social media Once a Week	0	%0
I don't use social media	1	%1
<b>Total</b>	<b>100</b>	<b>%100</b>

Examining Table 4, it is clear that the vast majority of the sample (97) individuals use social media platforms daily, representing 97% of the sample. Additionally, 2% of the sample use social media platforms two to three times a week, while only one person in the sample does not use social media platforms, representing only 1%.

Table No (5) The Extent of Sample's Use of Social Media Platforms

Social Media Platforms	Frequency	Percentage
Snap chat	51	%29.3
Instagram	36	%20.7
Tik Tok	33	%19
Face book	31	%17.8
YouTube	17	%9.8
X	٦	%٣.٤
<b>Total</b>	<b>174</b>	<b>%100</b>

Table (5) shows the extent of the sample members' use of social media platforms. It was found that Snapchat is the most used application by the sample members, with 51 of the sample members expressing that they use it, representing 29.3% of the total sample. This was followed by Instagram, which is used by 36 users of the sample, representing 20.7%. Facebook comes in third place, as its use constitutes

19% of the total sample, with 33 users, followed by TikTok, which is used by 31 users, representing 17.8%. YouTube is used by 17 participants, representing 9.8%, and in last place was the use of platform X, representing 3.4% of the research sample.

### **Specific Information of the Research:**

#### **First: Consumer Interaction with Social Media Advertising:**

**Table No (6) Consumer Interaction with Social Media Advertising**

The provisions	nothing		less		to some extent		many		Mean	Standard deviation	Companionship Ratio
	F	%	F	%	F	%	F	%			
How exposed are you to social media advertising?	4	4%	22	22%	36	36%	38	38%	3.08	0.87	77%
How much do you interact (like, comment, share) with social media ads?	23	23%	35	35%	29	29%	13	13%	2.32	0.97	58%
How often do you watch a social media ad?	15	15%	40	40%	32	32%	13	13%	2.43	0.90	61%

The provisions	nothing		less		to some extent		many		Mean	Standard deviation	Companionship Ratio
	F	%	F	%	F	%	F	%			
How relevant are social media ads to your interests or preferences?	20	20%	26	26%	47	47%	7	7%	2.41	0.89	60%
To what extent do you feel social media advertising is misrepresented or exaggerated?	7	7%	15	15%	40	40%	38	38%	3.09	0.90	77%
<b>Total</b>	<b>100</b>								<b>2.67</b>	<b>0.91</b>	<b>67%</b>

### 1. Exposure of participants to social media advertising

Table 6 and Phrase 1 indicate that 38 individuals, or 38% of the sample, are heavily exposed to social media advertising. In contrast, 36 individuals, accounting for 36%, are somewhat exposed to social media advertising

The survey further reveals that 22 individuals have little exposure to social media advertising, representing 22% of the sample, while 4 participants, or 4%, report no exposure at all.

The agreement rate for this survey item is 77%. The arithmetic mean is 3.08, and the standard deviation is 0.87.

## **2. Interaction (like, comment, share) with social media advertising**

Table 6 and phrase 2 indicate that 35 individuals, representing 35% of the sample, chose to interact with social media advertising through likes, comments, or shares. In contrast, 29 individuals also engaged with social media advertising in a similar manner.

According to the survey, 23 participants, or 23% of the sample, reported no interaction with social media advertising, while 13 participants indicated a high level of interaction through likes, comments, or shares.

The agreement rate for this item is 58%, with an arithmetic mean of 2.32 and a standard deviation of 0.97.

## **3. Watch social media advertising in its entirety**

Table 6 and Phrase 3 indicate that 40 subjects engage with social media advertisements, accounting for 40% of the respondents. In contrast, 32 subjects view these advertisements, representing 32% of the sample.

According to the survey, 15 people (15% of the sample) never watch social media advertising, while 13 participants (13%) do watch it. The agreement rate stands at 61%, with an arithmetic mean of 2.43 and a standard deviation of 0.90.

## **4. The relationship of social media to the interests and preferences of participants**

Table 6 and phrase 4 indicate that 47 respondents (47%) believe that social media advertising is somewhat related to consumer interests and desires. In contrast, 26 respondents (26%) feel that social media advertising is only slightly related to these interests and desires, placing them in second place.

Additionally, 20 respondents (20%) believe that social media advertising has no connection to consumer interests and preferences, while seven participants (7%) agree that it has a strong relationship with those interests and preferences.

Overall, the agreement rate is 60%. The arithmetic mean for this item is 2.41, with a standard deviation of 0.89.

### 5. Feeling misleading and excessive in social media advertising

Table 6 and phrase 5 indicate that 40 subjects (40%) feel that social media advertising is misleading and excessive. Another 38 subjects (38%) share this sentiment, placing them in second place.

According to the survey, 15 respondents (15%) felt that social media advertising is slightly misleading and excessive, while 7 participants (7%) did not find it misleading or excessive, ranking fourth.

The overall agreement rate is 77%, with a mean score of 3.09 and a standard deviation of 0.90 for this item.

### Second: Consumer confidence in social media platform advertisements

Table No (7) Consumer confidence in Social Media platform Advertising

The provisions	nothing		less		to some extent		many		Mean	St.D	Companion ship Ratio
	F	%	F	%	F	%	F	%			
How much do you trust advertising on social media?	20	20.0%	32	32.0%	45	45.0%	3	3.0%	20	<b>0.83</b>	<b>58%</b>
How often do you buy goods and services based on a social media advertisement?	19	19.0%	42	42.0%	32	32.0%	7	7.0%	19	<b>0.85</b>	<b>57%</b>

**The Increase of Social Media Advertising and its Impact on Consumer Confidence Cihan University-Erbil**  
**Students as a model A field study**

The provisions	nothing		less		to some extent		many		Mean	St.D	Companion ship Ratio
	F	%	F	%	F	%	F	%			
How satisfied were you with the goods and services you bought through social media advertising?	15	15.0%	44	44.0%	36	36.0%	5	5.0%	15	<b>0.79</b>	<b>58%</b>
To what extent does the number of repeat ads on social media affect your credibility?	30	30.0%	23	23.0%	34	34.0%	13	13.0%	30	<b>1.04</b>	<b>58%</b>
How much do you trust advertisements that offer a money-back guarantee if you don't like the goods you receive?	5	5.0%	8	8.0%	35	35.0%	52	52.0%	5	<b>0.83</b>	<b>84%</b>
<b>Total</b>	<b>100</b>								<b>2.51</b>	<b>0.87</b>	<b>63%</b>

## 6. Consumer trust in social media advertising

Table 7 and phrase 6 indicate that 45 respondents have some trust in social media advertising, representing 45% of the sample. Meanwhile, 32 respondents, or 32%, have little trust in social media advertising. According to the survey, 20 individuals, which is 20% of the sample, do not trust social media advertising at all, while only 3 participants, or 3%, express a high level of trust in it.



The overall agreement rate on this topic is 58%. The arithmetic mean for this item is 2.31, with a standard deviation of 0.83.

#### **7. Purchasing goods and services based on social media advertising**

Table 7 and Phrase 7 indicate that 42 individuals, accounting for 42% of the sample, purchase goods and services based on social media advertising. In second place, 32 individuals, representing 32%, also make purchases influenced by social media advertising. Additionally, 19 individuals, or 19% of the respondents, do not make any purchases based on social media ads, while 7 participants (a significant number) report buying goods and services driven by social media advertising.

The agreement rate for these findings is 57%, with an arithmetic mean of 2.27 and a standard deviation of 0.85.

#### **8. Satisfaction with goods and services through social media advertising**

Table 7 and Phrase 8 indicate that 44 subjects (44%) were slightly satisfied with the goods and services they purchased through social media. In contrast, 36 subjects (36%) reported being somewhat satisfied, placing them in second place. According to the survey, 15 respondents (15%) were not satisfied with any of the goods and services they bought through social media, while seven participants expressed that they were very satisfied.

The agreement rate for this item is 58%, with an arithmetic mean of 2.31 and a standard deviation of 0.79.

#### **9. The effect of repeated advertisements on social media on consumer trust**

Table 7 and phrase 9 indicate that 34 subjects (34%) experienced some effect on their trust, while 30 subjects (30%) reported no effect on their trust. Additionally, according to the survey, 23 individuals (23% of the sample) experienced a low impact on their trust due to repeated advertising on social media, while 13 participants reported a high impact.

The agreement rate for this item is 58%, with an arithmetic mean of 2.3 and a standard deviation of 1. have no effect on their trust (30%). Table 7 and sentence 9 show that 34 subjects have no effect on their trust (34%).

According to the survey, 23 individuals in the study have a low impact on their trust due to repeated advertising on social media, which is 23% of the sample, and 13 participants have a high impact on their trust due to repeated advertising on social media.

The agreement rate is (58%), the arithmetic mean of this item is (2.3) and the standard deviation is (1.04).

#### **10. Level of trust in advertisements with money back guarantee in case of dissatisfaction with goods and services**

Table 7 and Phrase 10 indicate that 52 respondents, representing 52% of the sample, trust advertisements that offer a money-back guarantee if they are not satisfied with the products received. Meanwhile, 35 respondents, or 35%, have a moderate level of trust in similar advertisements that also guarantee refunds for dissatisfaction.

Additionally, eight respondents, accounting for 8% of the sample, reported a slight increase in trust toward such advertisements, while five respondents noted that their trust in advertisements remains unaffected. Social media advertisements ranked fourth in terms of trust, with 5% of respondents expressing confidence in them.

Overall, the agreement rate for these findings is 84%. The arithmetic mean for this item is 3.34, with a standard deviation of 0.83..

### Third: Factors Affecting Consumer Trust in Social Media Advertising

Table 1: Factors Affecting Consumer Trust in Social Media Advertising

The provisions	nothing		less		to some extent		many		Mean	St. D	Companionship Ratio
	F	%	F	%	F	%	F	%			
To what extent does your experience with social media advertising affect your current confidence in them?	9	9.0%	24	24.0%	29	29.0%	38	38.0%	2.96	0.99	74%
To what extent do social media engagement metrics (likes, comments, shares) affect your trust in ads?	19	19.0%	34	34.0%	36	36.0%	11	11.0%	2.39	0.92	60%
How does the presence of influencers in advertising affect your trust in a product or brand?	12	12.0%	43	43.0%	35	35.0%	10	10.0%	2.43	0.83	61%
How important is	7	7.0%	16	16.0%	50	50.0%	27	27.0%	2.97	0.85	74%

**The Increase of Social Media Advertising and its Impact on Consumer Confidence Cihan University-Erbil**  
**Students as a model A field study**

The provisions	nothing		less		to some extent		many		Mean	St. D	Companionship Ratio
	F	%	F	%	F	%	F	%			
brand reputation in influencing your trust in social media advertising?											
How does the presence of customer reviews and ratings (feedback) affect your confidence in social media advertising?	7	7.0%	23	23.0%	39	39.0%	31	31.0%	2.94	0.91	74%
<b>Total</b>	<b>100</b>								<b>2.74</b>	<b>0.90</b>	<b>68%</b>

### 11. The effect of experience with social media advertising on current consumer trust

Table 8 and item 11 indicate that 38 subjects (38%) report having significant past experiences that influence their current confidence. Additionally, 29 subjects (29%) indicate that they have some past experiences affecting their confidence.

The survey also shows that 24 individuals (24%) have slight past experiences impacting their current confidence, while 9 participants report having no past experiences at all.

Overall, the percentage of agreement among respondents is 74%. The arithmetic mean for this item is 2.96, with a standard deviation of 0.99.

## **12. The impact of social media engagement metrics (likes, comments, shares) on trust in advertisements**

Table 8 and item 12 indicate that 36 research participants (36%) believe that participation criteria on social media, such as likes, comments, and shares, significantly affect their trust, ranking it as the most influential factor. In contrast, 34 individuals (34%) felt that sharing content on social media impacted their confidence, placing this factor in second position.

According to the survey, 19 participants (19%) reported that participation in social media had no effect on their confidence, while 11 participants noted a significant positive impact on their confidence.

Overall, the percentage of agreement among participants is 60%. The arithmetic mean for this item is 2.39, with a standard deviation of 0.92.

## **13. The impact of influencers in advertising and the impact on trust in a product or brand**

Table 8 and item 13 indicate that among the respondents, 43 individuals (43%) believe that the presence of influencers in advertising has a slight impact on their trust in a product or brand. In contrast, 35 respondents (35%) feel that influencers have a somewhat significant influence on their trust. Additionally, 12 respondents (12%) stated that the presence of influencers in advertising has no effect on their trust in a product or brand, placing this response in fourth place.

Overall, the agreement percentage stands at 61%. The arithmetic mean for this item is 2.43, with a standard deviation of 0.83.

#### **14. Importance of brand reputation in influencing trust in social media advertising**

Table 8 and item 14 indicate that 50 respondents reported a slight impact on their trust in social media advertising, which corresponds to 50% of the sample. Additionally, 27 respondents experienced a strong impact on their trust, representing 27%.

Furthermore, the survey revealed that 16 respondents felt a minimal impact on their trust in social media advertising, accounting for 16% of the total, while 7 participants stated that there was no impact at all, making up 7% of the sample.

Overall, the percentage of respondents who agreed with the statements regarding impact on trust is 74%. The arithmetic mean for this item is 2.97, with a standard deviation of 0.85.\

#### **15. The effect of customer feedback and evaluation on trust in social media advertising**

According to Table 8 and item 15, 39 respondents reported a slight impact on their trust in social media advertising, which accounts for 39% of the total. In contrast, 31 respondents indicated a strong impact on their trust in social media advertising, representing 31%.

The survey also found that 23 respondents felt that customer feedback and evaluation had a slight impact on their trust in social media advertising, which is 23% of the sample. Additionally, seven participants indicated that customer feedback and evaluation had no impact on their trust in this form of advertising.

Overall, the percentage of agreement is 74%, with an arithmetic mean for this item of 2.94 and a standard deviation of 0.91.

#### Fourth: The Role of Influencers on Consumer Trust in Social Media Advertising

Table No (9) The Role of Influencers on Consumer Trust in Social Media Advertising

The provisions	nothing		less		to some extent		many		Mean	Standard deviation	Companion ship Ratio
	F	%	F	%	F	%	F	%			
How much do you interact with social media posts through influencers?	1 4	14.0 %	3 1	31.0 %	3 7	37.0 %	1 8	18.0 %	2.59	0.94	65%
How much do you trust a product or service advertised by an influencer on social media?	1 3	13%	4 0	40%	3 8	38.4 %	8 8	8%	2.42	0.82	61%
How likely are you to buy a product based on an influencer's recommendation?	1 6	16%	3 7	37%	3 7	37.4 %	9 9	9%	2.4	0.86	60%
How has advertising for several different products in a short period of time affected your trust in	1 6	16.2 %	3 5	35.4 %	4 0	40.4 %	8 8	8%	2.41	0.85	60%

The provisions	nothing		less		to some extent		many		Mean	Standard deviation	Companion ship Ratio
	F	%	F	%	F	%	F	%			
influencers?											
How does an influencer's previous experience with a product affect your level of trust in that influencer?	16	16%	35	35%	30	30%	18	18%	2.51	0.97	63%
<b>Total</b>	<b>100</b>								<b>2.47</b>	<b>0.89</b>	<b>62%</b>

#### 16. You interact with social media posts through influencers.

Table 9 and item 16 indicate that 37 individuals (37%) engage with social media posts through influencers, while 31 individuals (31%) interact with posts through other personalities. The survey results show that 18 individuals, representing 18% of the sample, interact specifically with social media posts through influencers, whereas 14 participants (14%) do not engage with posts in this way, placing this category fourth. The percentage of agreement on this issue is 65%, with an arithmetic mean of 2.59 and a standard deviation of 0.94.

#### 17. Trust a product or service advertised by an influencer on social media.

Table 9 and item 17 indicate that 40 respondents (40%) trust products or services advertised by influencers on social media. In contrast, 38 respondents (38%) also trust these products and services but with a slightly lower percentage, placing them second. According to the survey, 13 respondents (13%) do not trust products or



services advertised by influencers on social media, while 8 participants (8%) trust such advertisements, ranking fourth.

The agreement rate for this item is 61%, with an arithmetic mean of 2.42 and a standard deviation of 0.82.

#### **18. The possibility of buying a product based on the recommendation of an influencer**

Table 9 and item 18 indicate that 37 individuals are slightly likely to purchase a product based on an influencer's recommendation, while another 37 are somewhat likely to do the same. The survey also found that 16 respondents, or 16% of the sample, are not likely to buy a product based on an influencer's recommendation.

In contrast, 9 participants, representing 9% of the sample, are very likely to make a purchase based on such recommendations. The percentage of agreement among respondents is 60%. The arithmetic mean for this item is 2.4, with a standard deviation of 0.86.1

#### **19. The effect of advertising for several different products in a short period of time on trust in influencers**

According to Table 9 and item 19, 40 respondents (40%) indicated that having an influencer advertise several products in a short period of time negatively affected their trust in that influencer. This was the most common response. Additionally, 35 respondents (35%) reported that when an influencer promoted multiple products within a short timeframe, it somewhat affected their trust. This response ranked second.

On the other hand, 16 respondents (16%) stated that advertising multiple products in quick succession by an influencer did not impact their trust in them, placing it in fourth position with a percentage of 8.1%.

Overall, 60% of respondents agreed with the statements presented. The arithmetic mean for this item is 2.41, and the standard deviation is 0.85.

#### **20. The effect of an influencer's previous experience with a product on the level of trust in the influencer.**

Table 9 and item 20 indicate that 35 subjects were slightly influenced by the prior experience of an influencer with a product, resulting in a trust level in the influencer of 35%. Additionally, 30 subjects were influenced by the previous experience of an influencer with a product, leading to a second trust level of 30%.

According to the survey, for 18 respondents, the influencer's prior experience significantly affected their trust, accounting for 18% of the sample. In contrast, 16 participants reported that their previous experience with a product had no impact on their trust in the influencer, ranking fourth with a level of 16%.

Overall, the percentage of agreement among respondents is 63%. The arithmetic mean for this item is 2.51, and the standard deviation is 0.97.

#### **Results:**

Based on the analysis and evaluation of the research questions, the researchers reached the following conclusions:

1. Most of the research sample members use social media platforms daily, at a rate of (97%).
2. Snapchat is the most widely used social media platform among the sample members.
3. (38%) of the research sample members are exposed extensively to social media platform advertisements.
4. (35%) of the research sample members interact with social media platform advertisements to a lesser extent.

5. (40%) of the research sample members pay little attention to social media platform advertisements.
6. (48%) of the research sample members believe that social media platform advertisements are (somewhat) related to their interests and preferences.
7. (40%) of the research sample members believe that social media platform advertisements are misleading and somewhat exaggerated.
8. (45%) of the sample members trust social media platform advertisements to some extent.
9. (42%) of the sample members purchase their goods and services through social media platforms.
10. Many respondents (44%) were only slightly satisfied with the goods and services they purchased through social media ads.
11. Most respondents believe that the relative frequency of social media ads affects consumer trust.
12. 52% of respondents believe that ads that guarantee money-back guarantees significantly increase their trust in these ads.
13. Most respondents believe that their experience with social media ads significantly affects their current credibility.
14. 36% of respondents believe that engagement measures on social media platforms (likes, comments, and shares) affect their credibility to some extent.
15. Most respondents believe that the presence of influencers has little impact on consumer trust in a product or brand.
16. 50% of respondents believe that brand reputation has some impact on their trust in social media ads.

17. (39%) of the research sample believe that customer reviews and ratings influence consumer trust.
18. (37%) of the research sample interact with social media posts published by influencers.
19. (40%) of the research sample trust a product or service advertised by an influencer.
20. (37%) of the research sample have a (low) likelihood of purchasing a product or service recommended by an influencer.
21. Most of the research sample believe that the advertising of multiple products in a short period of time by influencers has affected their trust in these influencers to some extent.
22. (35%) of the research sample believe that an influencer's previous experience with a product had a minimal impact on their trust.

### **Recommendations:**

The researchers make the following recommendations to advertisers, brand owners, companies, and other relevant stakeholders:

1. Focus on personalized and targeted advertising to make campaigns more relevant.
2. By using authentic and transparent messages in their advertising campaigns.
3. By focusing on improving product quality, delivery service, and after-sales support to enhance consumer confidence.
4. Highlighting return policies and satisfaction guarantees to increase confidence in the purchase process.
5. By focusing on expert support and customer and user testimonials instead of relying solely on influencers.

6. By featuring customer reviews in their ads to enhance the confidence of future consumers.
7. By focusing on social media influencers when presenting their ads, given that most consumers interact with them.
8. By focusing on frequent advertising on social media platforms, rather than temporary and short-term ads, to establish their brands in the minds of consumers.

### References:

1. Al Akayleh Fayq, (2021), the influence of Social Media Advertising on Consumer behavior, Middle East Journal of Management Middle East University, Vol. 8, No. 4, Jordan.
2. Aljudayi, Faisal (2024); The impact of social media on consumer behavior, International Journal of Financial, Administrative, and Economic Sciences, (IJFAES, Midocean University,). Vol, (3) No, (10), 594-627, UAE.
3. Alkhabaybeh, Odai & Alsaraireh, Shadi, (2023). The Impact of Using Social Networking Sites on the Efficiency of Electronic- Advertising in the Small and Medium Enterprises Institutions in Amman City: Field Study, Journal of Research and Studies, Humanities and Social Sciences Series, Volume 38, Issue 1, 2023, Pages: 35-88, Mutah University, Karak, Jordan.
4. Anil Garg, Kanwarjeet Malik (2022), Impact of Social Media Advertising on Consumer Purchasing Behavior INTERNATIONAL JOURNAL FOR RESEARCH PUBLICATION & SEMINAR (IJISRT), Volume: 13 Issue: 05, Jaipur, Rajasthan, India.
5. Anil Garg, Kanwarjeet Malik, (2022). Impact of Social Media Advertising on Consumer Purchasing Behaviour, <http://www.jrps.in> Volume: 13 Issue: 05

6. Anjani, S., & Irwansyah, I. (2020). Peranan Influencer Dalam Mengkomunikasikan Pesan Di Media Sosial Instagram [the Role of Social Media Influencers in Communicating Messages Using Instagram]. *Polyglot: Jurnal Ilmiah*, 16(2), 203–229.
7. Archana R Motta, Dr.C.Muralikumaran, Dr. V. Kalaiarasi, Dr M Vigneshkumar, Mr. Vikram Bajaj, (2023) Impact of Social Media Advertising on Consumer Buying Behavior - An Empirical Study, *Tuijin Jishu/Journal of Propulsion Technology*, Beijing Institute of Technology (BIT), Vol. 44 No. 4 . China.
8. Atmoko, B. D. (2012). *Instagram Handbook*. Jakarta: Media Kita. Nasrullah, R.(2015). *Media Sosial*. Bandung: Simbiosis Rekatama Media.
9. Atyah, Lara (2023),The impact of viral advertising on electronic purchasing decision making. A survey study on social media in Syria. *Al-Baath University Journal*, Volume 45, Issue 27, Pages: 105-144, Al-Baath University, Syria:
10. Bassant Eyada, (2024), The Role of Advertising in Shaping Consumer Perceptions of Sustainable Brands, *Journal of Ecohumanism*, (Online), Global Association for Research and Education (GARE), Volume: 3, No: 3, pp. 930– 943, UAE:
11. Chuxiong Zhang, Mengying Li (2025), The Impact of Social Media Advertising on Consumer Purchase Decisions, *Frontiers in Business, Economics and Management Journal*, *Frontiers Media*, Vol. 18, No. 1, 2025, Switzerland.
12. Curtin, Richard (2007), “Consumer Sentiment Surveys: Worldwide Review and Assessment,” *Journal of Business Cycle Measurement and Analysis*, 3 (1), 7-42.

13. Darke, P. R., & Ritchie, R. J. B. (2007). The Defensive Consumer: Advertising Deception, Defensive Processing, and Distrust. *Journal of Marketing Research*, 44(1), 114–127. DOI: 10.1509/jmkr.44.1.114
14. Daugherty, T., Eastin, M. S., & Bright, L. (2008). Exploring consumer motivations for creating user-generated content. *Journal of Interactive Advertising*, 8(2), 16–25.
15. Fahrurrozi, M., & SE, M. M. (2023). *Entrepreneurship \& Digitalisasi: Mengembangkan Bisnis di Era 5.0*. Universitas Hamzanwadi Press.
16. Katona, George (1974), "Psychology and Consumer Economics," *Journal of Consumer Research*, 1 (1), 1-8.
17. Khalid MI, Aondover EM. Sources of Information on National Issues among Border Communities in Yobe State, Nigeria. *ASEAN Journal of Community Engagement*. 2022; 6(1). doi: 10.7454/ajce.v6i1.1169
18. Kitan Rabab, (2023), The impact of commercial advertisements on the consumer behavior of Diyala University students (electronic commercial advertisement as a model), *Bilad Alrafidain Journal of Social and Human Sciences*, 1(1) 131-144, Bilad Alrafidain University, Iraq:
19. Kwan, D., Cysneiros, L. M., & do Prado Leite, J. C. S. (2021). Towards achieving trust through transparency and ethics. In *2021 IEEE 29th International Requirements Engineering Conference (RE)* (pp. 82–93).
20. Lemmens, Aure'lie, Christophe Croux, and Marnik G. Dekimpe (2007), "Consumer Confidence in Europe: United in Diversity?" *International Journal of Research in Marketing*, 24 (2), 113-127.
21. Lou, C., Xie, Q., Feng, Y., & Kim, W. (2019). Does non-hard-sell content really work? Leveraging the value of branded content marketing in brand building. *Journal of Product \& Brand Management*, 28(7), 773–786.

22. Madeeha Irshad, Muhammad Shakil Ahmad, Omer Farooq Malik (2023), Understanding consumers' trust in social media marketing environment, International Journal of Retail & Distribution Management, Emerald Group Publishing, UK.
23. Melva Silvira, Riswanto, (2023). Advertising in Instagram Social Media. Vol. I (2) July- December 2023
24. Mustafa, Abdul Khaliq, and Saeed, Shilan Talat, (2023), The Impact of Advertising on Social Media on Consumers Towards the Brand: Erbil Polytechnic University, Polytechnic Journal for Social and Human Sciences, Volume 4, Issue 1, Erbil, Iraq,
25. Ndubuisi BJ. Advertising Practice in Nigeria: development, new trends, challenges and prospects. EJOTMAS: Ekpoma Journal of Theatre and Media Arts. 2019; 3(1-2): 47-54.
26. Neti, S. (2011). Social Media and its Role in Marketing. International Journal of Enterprise Computing and Business Systems, 1(2), 1-15. [Neti, 2011].
27. Odiboh OO. Integrated Marketing Communication. APCON; 2002.
28. Perpetua Ogechi Vitalis, Timothy Ekeledirichukwu Onyejelem, Ademolu Patrick Okuneye, 2024. Understanding advertising in the era of social media, doi: 10.59400/issc.v3i1.502
29. Qamari Halima. Ras El Kef. Fatiha. Jaafar Mustafa (2021), The Contribution of Social Media Marketing to promoting Tourism in Hammam Bouhnefia, Algeria, The Added Value of Business Economics Journal, Hassiba Ben Bouali University of Chlef, Volume 2, No 2, Pages 177-201, Algeria.



30. Rezvani GH. Public Relations Management and Communication Behavior. Goharedanesh Press; 2008.
31. Saman Jalal, 2019. Advertising in Kurdish Media, Rojhelat Printing House, Erbil.
32. Sheetal Kapoor, 2017. Centre for Consumer Studies, Indian Institute of Public Administration, New Delhi, ISBN: 81-86641-53 X.
33. Thomas Kartomo, (2024). THE ROLE OF SOCIAL MEDIA IN BUILDING CONSUMER TRUST IN PRODUCT, Journal of Consumer Market Trends, Asean University International, Selangor, Vol. 2, No. 2, Malaysia.
34. Utomo, S. B., Andriani, E., & Devi, E. K. (2023). Pengaruh Penilaian Produk dan Testimoni Pelanggan terhadap Keputusan Pembelian di Platform E-commerce Bukalapak di Indonesia. Sanskara Ekonomi Dan Kewirausahaan, 2(01), 26–36.
35. Yar'Adua S, Aondover EM. A Prescriptive Approach to Development Communication. ABU Printing Press; 2020.
36. Yar'Adua SM, Aondover EM, Aliyu MA. Modernization, Marxist, Dependency and Alternative Theories of Development Communication: A Critical Review. International Social Science and Humanities Studies. 2023; 3(2): 1-20

