A Study Approach for Online Marketing Over Social Media

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ABSTRACT

This research proposes a study approach for electronic commerce and online advertising over social media and present vital contributions. First, we exhibit traditional E-commerce approaches, discuss all its related topics and we provide a brief description of the history of social media. Second, we discuss the current state of E-commerce and social media in Jordan and propose solutions to enhance it. Finally, we propose a new approach that provides better way to do online business using social media rather than using classical ways, which can dramatically influence E-commerce and expand business revenue.

Key words : Social Media; Online Business using Social Media; E-commerce

1. INTRODUCTION

E-commerce is one of the E-business categories that can be defined as an interaction between seller and buyer that is conducted over electronic medium such as internet; the parties can exchange money, information, services and goods [1].

As discussed before E-commerce is growing day after day and spread all around the world, there are many countries who adopted E-commerce to be a life style, while there still countries that is developing and trying to adopt E-commerce. In this section we will discuss the recent statistics about E-commerce in the world as following:
Global   state   of   E-commerce   [2].

- In 2015 and 2016 the number of people uses the internet around the world was 2,520 million that equals (45%) of the world population who are over 15 years old, while the number of people who are E-shoppers equals 1,436 million that is (26%) of the total internet users.

In 2014, 2015, 2016 the global E-commerce turnover was 23.3%, 19.9%, and 17.5% in the same order, as it shown in figure 1 below.
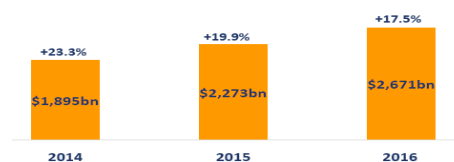

Figure 1: Global E-commerce turnover

- In 2015 and 2016 the E-commerce turnover in specific regions can be summarized as shown in table 1 below.

Table 1: E-commerce region market shares

Region	Turnover
Asia-Pacific	+28%
North America	+13%
Europe	+13%
Latin America	+28%
MENA	+19%
Others	+23%

- According to the turnover rates showed in table 1 the percentage of each region market share can be presented with the pie chart shown in figure 2 below:
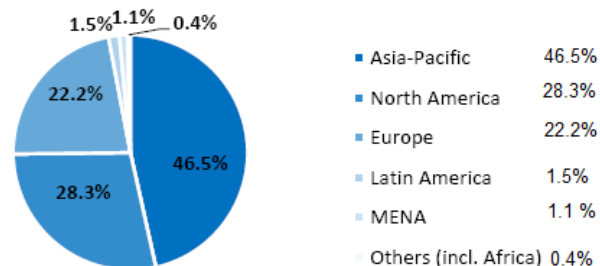

Figure 2: E-commerce region market shares

- In 2015 and 2016 the Average spending per E-commerce consumer was 1,582 $.
- In 2015 and 2016 the percent of buying services was 38% on the other hand the percent of buying goods was 62%.
- In 2015 and 2016 the top 10 countries share of E-commerce can be concluded as the following figure 3 presents:
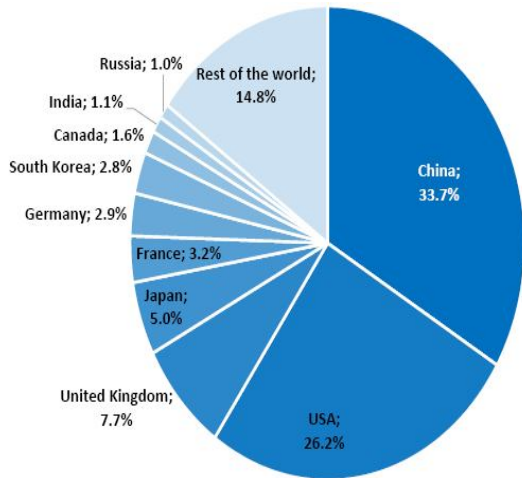

Figure 3: Top 10 countries share of E-commerce

State of E-commerce in the MENA region [9].

- In 2015 and 2016 the number of people uses the internet around the world was 148 million that equals (38%) of the region population who are over 15 years old, while the number of people who are E-shoppers equals 82 million that is (21%) of the total internet users.
- In 2015 and 2016 the E-commerce turnover in specific countries in the MENA can be summarized as shown in table 2 below :

Table 2 : E-commerce MENA countries market shares

Region	Turnover
UAE	$6,200
Saudi Arabia	$6,000
Egypt	$5,000
Kuwait	$1,050
Qatar	$1,000
Jordan	$975

- In 2015 and 2016 the Average spending per E-commerce consumer was 313 $.
- In 2015 and 2016 the percent of buying services was 50% on the other hand the percent of buying goods was 50%.

1.1 State of E-commerce in Jordan:

The number of internet and E-commerce user is expanding every year in Jordan in light of number of reasons for example; the awareness of Jordanian citizen to the significance and effectiveness of utilizing E-commerce transaction. Finally the economic environment in Jordan also enhance doing business online [10].

On the other hand there still some issues that limits the expansion of E-commerce users in Jordan those limitations can be summarized as following [11]:

- Tax charge on IT and IT- Enabled services.
- Proposed modification to the E-transaction law and other regulations (Digital signature, E-transaction, E-payment, Privacy, Data Protection, etc.) are not passed.
- Lack of motivation by institutions to apply ICT security standards.
- Lack of funding for research and training programs.
- Absence of participation between private and public sectors.
- The political issues and instability in the region around Jordan

2. ONLINE ADVERTISEMENT

Online advertising is a kind of huge communication that is based on conventional form of advertising but builds up its own communication methodologies in connection with the new technical and medium based prerequisites. In other words online advertising is responsible of delivering advertisements to online users via electronic channels such as Web sites, e-mail, ad-supported software and smart phones [3-4].

Online advertising has many goals such like; generating sales (35%), building brand loyalty (19%), improve customer convenience (22%), increase website traffic (10%) and build social media followers (14%) [5-6].

Online advertisements (ads) have many types like the following [8, 12]:

- Floating advertisements: it is a kind of online ads that contains rich media and is shown to user for specific time (typically 5-30 seconds) and then disappears.
- Expanding advertisements: it is a kind of online ads that expands when the user clicks on it and it is different from ads that expand when moussing on hyperlink.
- Pop-up advertisements: it is a kind of online ads where a new window pops-up in front of the current window to show the advertisement.
- Pop-under advertisements: it is a kind of online ads where a new window pops-under behind the current window to show the advertisement and it will be seen after closing some opened windows.

2.1 Limitations of online advertising

The greatest weakness of online advertising that you're promoting material is accessible for anybody on the world to copy, regardless of the law and ethics. Logos, images and trademarks can be replicated and used for business goals, or even to mock company.
on the other hand TV and magazine advertising, wherein images must be replicated rather than simply copied electronically, another drawback of online advertising that people started to hate, avoid, and ignore online advertisements because it cause a lot of harassment and annoying them such what happens with banner advertisements and spam email[12].

2.2 Online Advertising Statistics and Trends

There are a lot of studies and researches about online advertisings and its impact, those statics can be concluded by the following [13, 14]:

- 31% of people respond to advertisement by clicking on it , while 27% respond by searching about product and company , also 21% types the company web address in their browsers , finally 9% do further more search about the product.
- 20 second advertisements have a complete rate of 60%, while the rate increases to 84% with 15 seconds advertisements, but the rate increases to 90 % for 30 seconds advertisements.
- Around 95% of Google income come from online advertisements
- 4% of advertisements were delivered outside the intended geography.
- In the Digital Advertising; the retail industry make about 13, 9% of revenue.
- About 80,180$ are generated from the Digital Advertising alone in the United States.
- At least 16% of users of the smartphone are not allowing advertisements to be shown on their web pages
- About 54% of users don't trust banner advertisements and therefore they do not click on them.
- The most important digital marking is done through email marketing.
- The collection of email addresses is not done over social media.

3. SOCIAL MEDIA

Social media can be defined as websites that let users to have their own profiles, and connect with other users who share same proprieties such as mutual friends or interests , the connection varies between different social media websites

from just viewing other people profiles, to chatting with them using many ways such as written , video or voice , the difference between social media websites is not only in the connection type but also it could be in the content that can be shared on profile such as text, images, videos and voice clips. There are many examples on social media websites such as; Facebook, twitter, YouTube, Google+, and Instagram [15, 16].

3.1 Social media benefits

Social media have many advantages that can be concluded as following [7, 20,21]:

- Global communication: using social media people can communicate all around the world despite of the geographical location, and they can share their ideas, thoughts and interests even they come from different backgrounds.
- Real time information exchange: people can share and reach any information they want instantly, such as new and location, and special moments of their lives.
- Targeted advertisement: using social media advertisers can target their audience on social media according to such factors, because social media profiles contains the needed classification information that is important in targeted advertisement.
- Connects job seekers and business: social media provide a good connection between business and job seekers.
- Entertainment: social media users can spend time on watching videos, and having great enjoyable time.

3.2 Social media disadvantages

Social media have many advantages that can be concluded as following [16, 17]:

- Spread of false and unreliable Information: because on social media information cans spread fast to millions of people so some people use it to spread fake and false information.
- Cyber bullying: Especially with kids they are harassing each other, and posting inappropriate things that are broadcasted to all of the cyber world users.
- Increasing the risk of fraud or identity theft : users on social media sometimes do mistakes by putting personal information on their social media , and hackers and trackers are using the info that users post on their social media accounts to do many illegal things

- Time wasting : day after day people addicts on social media and spend a lot of time more than days before until they start wasting a huge time on doing nothing but using social media
- Invasion of copy rights: by spreading quotes images and videos that contain not owned content without having the right to do this.

3.3 Social media statistics:

As discussed before social media is growing day after day and spread all around the world, in this section we will discuss the recent statistics about social media around the world as following:

Global statistics of social media [18,19]:

- According to the number of monthly users social media websites can be ordered in decreasing order as following ; first is Facebook then YouTube then Google+ the next is Instagram , then linked in , and finally twitter . this is clarified by figure 4 below :
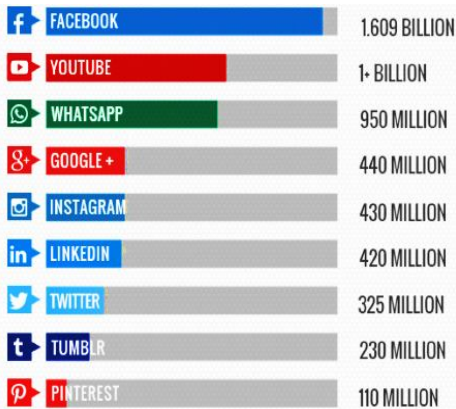

Figure 4: Monthly number of user access of social media

- Facebook female users are 52% of the total number of users while males are 48%
- 34.5 % of Facebook users are between 18-29 while 31.5% are between 30-49 , and 16.5% are between 50-64 , finally 9.5% are older than 65.
- YouTube female users are 38% of the total number of users while males are 62%
- 11% of YouTube users are between 18-24 while 23% are between 25-34 , and 26% are between 35-44 , and 16% are between 45-54 , and 8% are between 55-64 , finally 3% are older than 65.
- Google+ female users are 26.2% of the total number of users while males are 73.7%
- Instagram female users are 49% of the total number of users while males are 51%
- 53 % of Instagram users are between 18-29 while 25% are between 30-49 , and 11% are between 50-64 , finally 6% are older than 65.

- Linked in female users are 46% of the total number of users while males are 54%
- 23 % of Linked in users are between 18-29 while 31% are between 30-49 , and 30% are between 50-64 , finally 21% are older than 65.
- Twitter female users are 55% of the total number of users while males are 45%
- 37 % of Twitter users are between 18-29 while 25% are between 30-49 , and 12% are between 50-64 , finally 10% are older than 65.

Statistics of social media in MENA region [17]:

- 55% of people are using social media to chat with other people and 12% use social media to gain information, listen to music, watch videos and share posts.
- As shown in figure 5 below Facebook is the most common used platform in the Arab world.
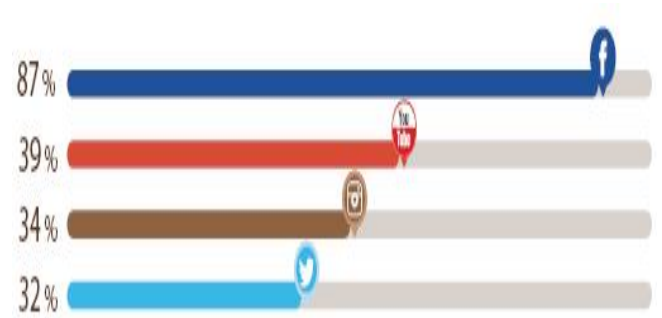

Figure 5: Social media users in Arab countries

- 14% of people use social media in morning while 21% use it in the afternoon and 52% use social media at evening finally 13% use it at night.
- Around 83% of people access social media using their smartphone while 11% uses laptops and only 3% uses desktops, and finally 3 % uses tablets.
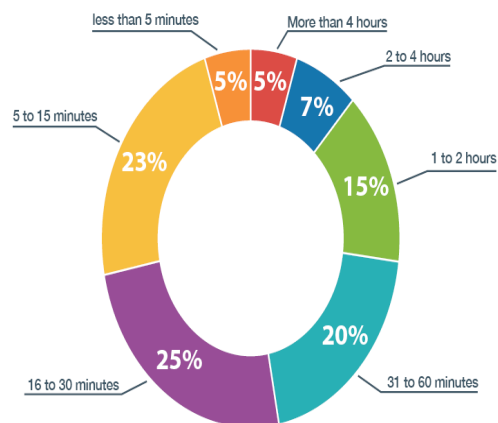- Figure 6 below shows the average length of social media session :

Figure 6: Average length of social media session

Statistics of social media in Jordan [22, 23]:

- 89% of people are using social media in Jordan are using Facebook.
- 66% of people are using social media in Jordan are using YouTube.
- 43% of people are using social media in Jordan are using Google+.
- 34% of people are using social media in Jordan are using Instagram

- Ongoing problem is absence of purchaser mindfulness, which has an impact in E -commerce trust [24, 25].
- Adequate and efficient E-commerce requirements in general, but there is no suitable and appropriate Community Culture in order to reach E-commerce Readiness Stage. Some recommendations are then made based on research findings [26].

4. PROPOSED APPROACH

As shown in figure 7 above the approach consists of five factors that affect the success of online advertising over social media , in this section we will discuss each of those factors as following :
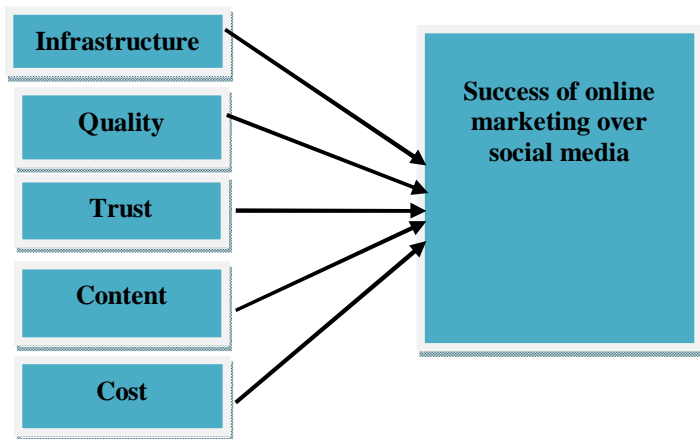

Figure 7: A Study Approach for Online marketing over Social Media

- Quality: Since the client connects through a web service, it is apparent that E-commerce quality is identified with the nature of the web pages, mobile application and the services that are provided to the end user. Contended that the nature of E-commerce systems is related to four quality factors, which are:
- Usefulness: specified characteristics that satisfy stated needs. Its sub-characteristics are suitability, accuracy, interoperability and security.
- Dependability: set of characteristics that bear on the ability of software to maintain its performance level, under expressed conditions, for an expressed timeframe. Sub-characteristics of reliability are maturity, fault tolerance and recoverability, and security such as encryption.

- Ease of use: set of characteristics that bear on the effort needed for the use and on the individual assessment of such use by expressed or suggested set of clients. According to ISO 9126, usability's sub-characteristics are understandability, learnability and operability.
- Efficiency: alludes to an arrangement of properties that bear on the connection between the software's performance and the amount of assets utilized under expressed conditions. Sub-qualities of proficiency are time conduct and asset conduct.

- Infrastructure: it means that the speed and availability of internet , the needed hardware , government support and laws affects the success of E-commerce on social media

- Trust: it is a cultural factor that is affected by different people backgrounds and the common culture in such place, trust is one of the most important factors that affect the success of the E-commerce online.

- Cost: it is the fourth factor that affects E-commerce and cost here is a generic approach that consists of time, money, effort.

- Content : which means the type of advertisement , its content and how it is displayed to customer

4.1 Hypotheses:

- **H1**: There is no significant relationship between quality and success of online marketing over social media approach.
- **H2**: There is no significant relationship between infrastructure and success of online marketing over social media approach.
- **H3**: There is no significant relationship between content and success of online marketing over social media approach.
- **H4**: There is no significant relationship between trust and success online marketing over social media approach.
- **H5**: There is no significant relationship between cost and success of online marketing over social media approach.
- **H6**: There is no significant relationship between quality, cost, content, trust and infrastructure together and success of online marketing over social media approach.

5. RESEARCH OBJECTIVES

The objective of the research is to answer the two main questions; the first one is what the main criteria of the successful approach would be, the second is how to implement the approach on the real world, and introduces:

- A successful approach of online marketing over social media that solves the challenges discussed in problem statement.

- A detailed study of the current state of E-commerce, social media, and online advertising in Jordan.

- Recommendations and guides that results from testing the proposed approach.

6. RESEARCH LIMITATIONS

Sample size: our sample size is too large so it will be hard to cover the entire sample due to budget and time constraints.

- Measure used to collect the data: this research only used questionnaire methodology to collect data and integrating additional methods of data collection could have increased the scope and depth of analyses.
- Longitudinal effects: the time available to investigate a research problem and to measure change or stability over time is pretty much constrained by the due date of the thesis submission date.

7. RESEARCH METHODOLOGY

A questionnaire / survey technique will be employed in this research study to obtain the most appropriate information for identifying the main criteria of the successful approach of online marketing over social media and its current state in Jordan. An online questionnaire and printed traditional questionnaire will be used as a method for obtaining data from social media users. Our survey will focus on Facebook users because in all the previous studies it was clear that Facebook has the largest number of users around the world who are from different ages, experiences and backgrounds. After collecting data it will be analyzed and tested using SPSS software and many statistical tests to validate the previously discussed hypothesis.

7.1 Questionnaire:

As discussed before in this research an electronic survey and printed survey was used to collect the needed data to prove the hypothesis and to test the approach, the survey consisted of 33 questions that can be categorized in 6 main domains as shown in table 3 below.

Table 3: Categories of survey questions

Domain	No of questions
Domain 1: initial questions	7
Domain 2: social networking sites and E-marketing questions	5
Domain 3: Infrastructure of online marketing and social media website questions	4
Domain 4: Content and quality of online marketing and social media advertisement questions	6
Domain 5: Trust of online marketing and social media website questions	7
Domain 6: Cost of online marketing and social media website questions	4
Total No of Questions	33

7.2 Questionnaire study sample

The questionnaire was answered by 1000 person from different genders, ages, work experiences and cultural backgrounds; 200 people answered the off line traditional survey by hand and 800 people answered the online survey that was published using Google forms and promoted over social media such as Facebook and Instagram using sponsored advertisement, the sample description is shown below:

- ❖ Gender : The questionnaire was answered by 502 males and 498 females as clarified in table 4 and figure 8 below:

Table 3 : Gender Statistics

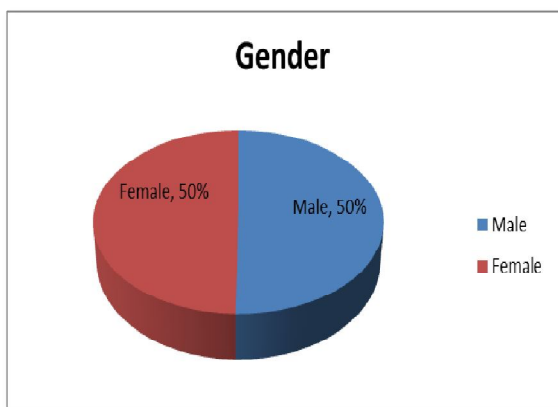| Gender	Frequency	Percent	Rounded percent
Male	502	50.2	50.0
Female	498	49.8	50.0
Total	1000	100.0	100.0

Figure 8: Gender Statistics

Note#1: By studying figure 8 and table 4 it can be noticed that the studied sample was equally divided between males and females

❖ Age : The questionnaire was answered by 55 person less than 20 years old, 632 person between 20 and 30 years old , 206 person between 30 and 40 years old , 42 person between 40 and 50 years old , 64 person between 50 and 60 years old and 1 person above 60 years old as shown in table 5 and figure 9 below :

Table 4 : Age ranges

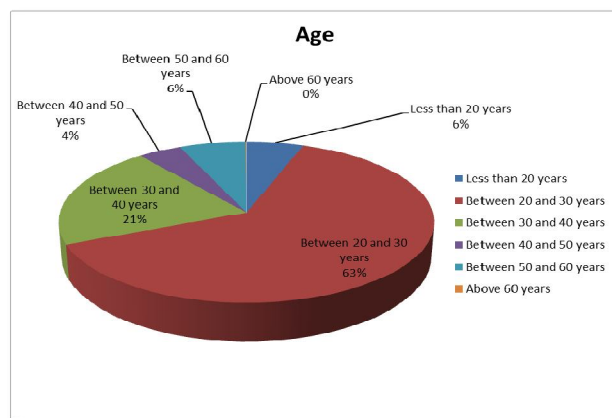| Age ranges	Frequency	Percent	Rounded Percent
Less than 20 years	55	5.5	6.0
Between 20 and 30 years	632	63.3	63.0
Between 30 and 40 years	206	20.6	21.0
Between 40 and 50 years	42	4.2	4.0
Between 50 and 60 years	64	6.4	6.0
Above 60 years	1	0.1	0.0
Total	**1000**	**100.0**	**100.0**

Figure 9: Age ranges

Note#2: By studying figure 9 and table 5 it can be noticed that the studied sample most people were 20-30 and the minimum percentage was 40-50

❖ Experience: The questionnaire was answered by 640 person who have less than 5 years of work experience , 257 person who have between 5 and 10 years of work experience , and 103 person how have more than 10 years of work experience as shown in table 6 and figure 10 below :

Table 5: Experience range

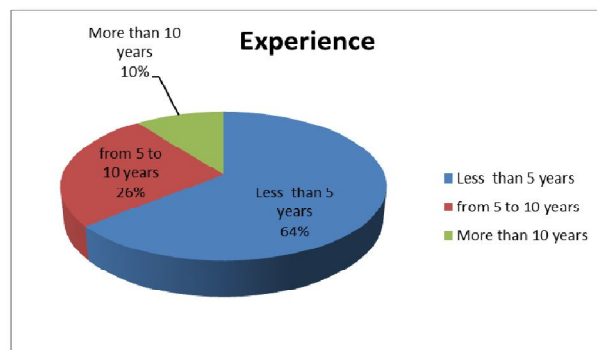| Experience range	Frequency	Percent	Rounded Percent
Less than 5 years	640	64.0	64.0
from 5 to 10 years	257	25.7	26.0
More than 10 years	103	10.3	10.0
Total	**1000**	**100.0**	**100.0**

Figure 10: Experience ranges

Note#3: By studying figure 10 and table 6 it can be noticed that most people of the studied sample had less than 5 years of work experience on the other hand only 10% have more than 10 years of working experience.

❖ Education : The questionnaire was answered by 82 person who holds less than Bachelor's degree , 627 person who holds Bachelor's degree , 188 person who holds Master's degree , and 103 person who holds Doctorate degree , as shown in table 7 and figure 11 below :

Table 6: Education

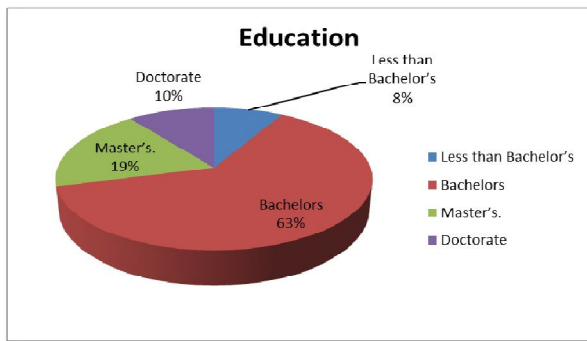| Education	Frequency	Percent	Rounded Percent
Less than Bachelor's	82	8.2	8.0
Bachelors	627	62.7	63.0
Master's.	188	18.8	19.0
Doctorate	103	10.3	10.0
Total	1000	100.0	100.0

Figure 11: Education

Note#4: By studying figure 11 and table 7 it can be noticed that most people of the studied sample hold bachelor's degree while only 8% hold no certificates.

❖ mostly used social media site is shown in table 8 and figure 12 below :

Table 7 : Social media users' frequency

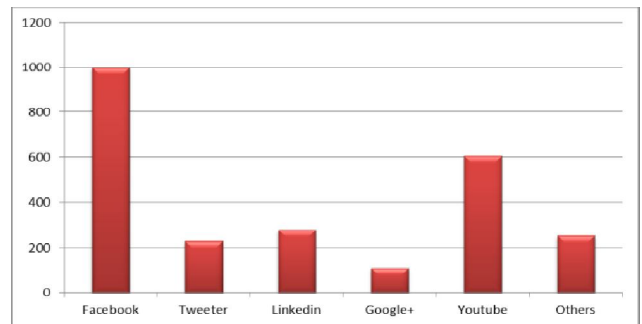| Social media account	Frequency	Percent
Facebook	1000	100%
Tweeter	228	23%
LinkedIn	277	28%
Google+	108	11%
YouTube	607	61%
Others	251	25%

Figure 12: Social media users' frequency

Note#5: By studying figure 12 and table 8 it can be noticed that the entire studied sample uses Facebook while only 11% uses Google+, which lead us to focus on Facebook as an ideal online advertisement platform.

❖ number of different social media account the user uses are shown in table 9 and figure 13 below :

Table 8: Number of social media account the user uses

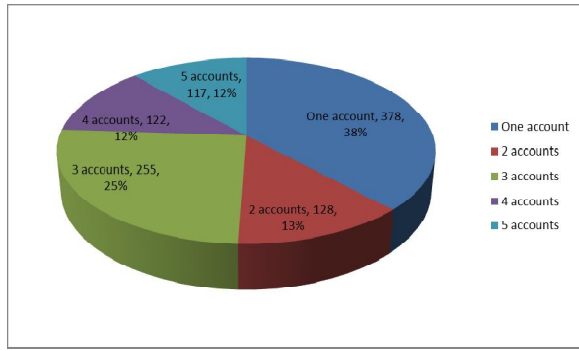| Number of accounts	Frequency	Percent
One account	378	38%
2 accounts	128	13%
3 accounts	255	26%
4 accounts	122	12%
5 accounts	117	12%
Total	1000	100.0

Figure 13: Number of social media account the user uses

Note#6: By studying figure 13 and table 9 it can be noticed that most of the studied sample uses one account on social media while 24% uses more than 3 accounts, which lead us to think that many of Facebook users only use it and some of the sample may also use Instagram and twitter, and if we take in consideration that Facebook owns Instagram and some of the other used platforms that will make any online adv. reaches to many people.

❖ what purposes do social media user use the social media for are shown in table 10 and figure 14 below :

Table 9 : Social Media use purposes

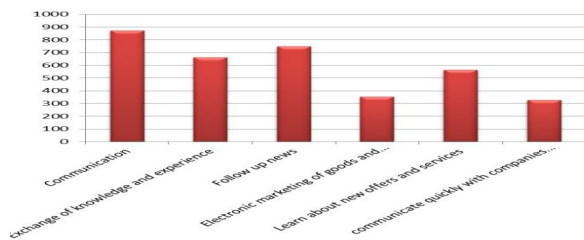| Purpose	Frequency	Percent
Communication	873	87%
Exchange of knowledge and experience	663	66%
Follow up news	748	75%
Electronic marketing of goods and services	353	35%
Learn about new offers and services	563	56%
Communicate quickly with companies and vendors	326	33%

Figure 14: Social Media use purposes

Note#7: By studying figure 14 and table 10 it can be noticed that most of the studied sample uses social media to communicate and exchange info. And follow news which means that ads can spread fast and good services and products will be known better that directly impacts the sales and increases loyalty and profits.

❖ The usage of personal social media accounts by year are shown in table 11and figure 15 below:

Table 11: The usage of personal social media accounts by year.

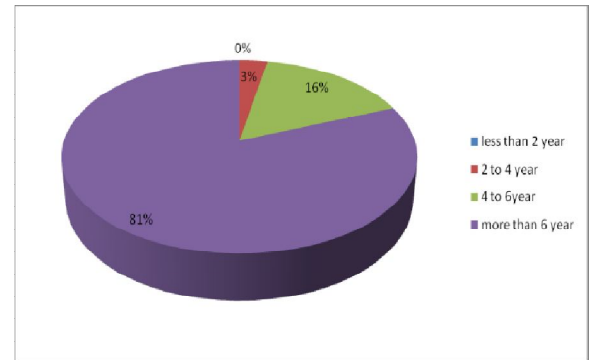|	Frequency	Percent	Valid Percent	Cumulative Percent
Less than 2 years	0	0	0	0
From 2 to 4 years	29	2.9	2.9	2.9
From 4 to 6 years	164	16.4	16.4	19.3
More than 6 years	806	80.7	80.7	100.0
Total	999	100.0	100.0	

Figure 15: The usage of personal social media accounts by year.

Note #8: By studying figure 15 and table 11 it can be noticed that the most of the studied sample uses social media account more than six years while 3% uses from two to four years.

7.3 The results study sample

- Gender percent is balanced.
- Most of study group are Between 20 and 30 years.
- Most of study group have Bachelors Education.
- Most of study group have Less than 5 years of job experience.
- The entire study group use Facebook social media account.
- YouTube come in the second rank in the study group use of social media accounts.

- Most of the study group uses one to three social media accounts.
- Most of the study groups have a social media account for period more than six years.
- The most purposes social media are used for are Communication, Follow up news, Exchange of knowledge and experience.

7.4 Questionnaire core questions answers analysis

The researcher used the following statistical transactions to analyze and study the survey results scientifically and get correct results:

- Cronbach Alpha reliability test.

For the purpose of checking the reliability of the tool used the researcher equation cronbach Alpha, and the value of the reliability factor of the total degree according to the equation cronbach Alpha (0.817), which is high value. The objective of this analysis is to obtain the same data when re-studying, using the same study tool under the same conditions.

- Frequencies: Is the frequency of data.
- Percentages: The frequency is divided by the number of data multiplied by 100.
- Weighted average:

It was calculated by the following equation: ((Sum of "disagree" x 1) + (Sum of "neutral" x 2) + (Sum of "agree" *3))/ N. and that one response per phrase

7.5 Judgment on the measure level by using the average:

Formation beginning and end of the gradient trio of categories: the coding and data entry into the computer, and to determine the length of scale cells (lower and upper) border, was calculated term (3-1 = 2), then it was divided by the number of scale cells to obtain the correct cell length (2/3 = 0.67), and was then add this value to a lower value on the scale (or the beginning of the scale, a right one) in order to determine the upper limit of the cell, and thus became the length of the cells as follows:

Low	If the average value of the range or distance between 1 to 1.67
Average	If the average value ranged between a dimension or more than 1.68 to 2.34
High	If the average value ranged between a dimension or more than 2.35 to 3

- standard deviation: According to know the extent of dispersion or non-dispersion respondents responses, and assist in arranging phrases or variables with center-weighted, that in the case of equality of phrases in the total weights and thus the center weighted, the ferry or the variable that deviation standard less takes the arrangement.

- Pearson Correlation test: It measures the relationship between two variables and the strength of this relationship.

7.5 Core questions answer results

According to the calculations and analysis above results were selected and listed below due to their ranks that were sorted depending on the weighted mean:

- What do you think about social networking sites and E-marketing
- The online marketing pages in the social networking sites give more opportunities for inquiries and comments about the service.
- Offers, advertisements and transactions in social networks save the time and effort than other sites.
- Social networks provide advertising services more effectively than online marketing sites.

- Infrastructure of online marketing and social media website
- The Internet service quality.
- The availability of electronics banks services.
- The laws and regulations.

- Content and quality of online marketing and social media advertisement
- Attractive presenting.
- Availability of different displays (videos- photos- text).
- Accuracy of information.
- Information displaying on the web.

- Trust of online marketing and social media website
- Maintain the privacy of personal information.
- Security of the payment process.
- Quick response to queries and requests.
- Clear billing procedures.
- Ability to evaluate product and seller.

- Cost of online marketing and social media website.
- Online marketing save the effort.
- Online marketing save time spent in buying and researching.

7.6 Status of study hypotheses

- There is significant relationship between quality and success of online marketing over social media approach; H1 approved.

- There is a significant relationship between infrastructure and success of online marketing over social media approach; H2 approved.

- There is a significant relationship between content and quality and success of online marketing over social media approach; H3 approved.

- There is a significant relationship between trust and success of online marketing over social media approach; H4 approved.

- There is a significant relationship between cost and success of online marketing over social media approach; H5 approved.

- There is a significant relationship between quality, cost, content, trust and infrastructure together and success of online marketing over social media approach; H6 approved.

7. CONCLUSIONS AND FUTURE WORK

Because of the explosive growth of the number of information technology and social media users, a huge number of institutions and individuals around the world started to move their business online instead of just working offline, E-commerce and online advertising has been perceived as a key research topic, researchers have indicated extraordinary enthusiasm for online business, online advertising and E-commerce. Likewise companies call for different marketing methods to better reach clients all over the world, to enhance the service provided and to expand business revenue.
In light of such an interest and due to the huge number of social media users, this research proposed an approach for online marketing over social media and presented vital contributions as following:

- This research exhibited E-commerce, online advertisement and social media approaches, then discussed all their related topics.

- This research showed the current state of online advertising, E-commerce and social media in Jordan.

- This research it suggested 6 hypotheses about the factors that affect online marketing over social media, and proved them using an online survey that was answered by 1000 person from different ages, genders, and cultural backgrounds, and a statistical analysis using SPSS tool.

Finally, the researcher recommends the following rules that provide better way to do online business using social media rather than using classical ways, which can dramatically influence and expand business revenue:

- Use E-marketing strategies' for Facebook as it is the most used social media tool.

- Gain users trust on the social media offers and ads.

- Use attractive social media presenting.

- Use different displays on the social media presenting.

- Use accurate information to gain costumer trust.

- Use security networking to save the privacy of personal information.

- Have a good customer service.

This work is a seed contribution in the world of scientific research and it can be expanded and extended by following any of the following:

- Covering the business side opinion in the survey.

- Creating a standard that guide the user to do online marketing.
- Expanding the sample size.

- Approaching guidelines for social media websites owners to enhance the online marketing.

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