Original Research Paper

Modeling of Observer-Based Social Media Marketing for Saudi Arabia Consumers

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Abstract: Global change has been significantly amplified by the Internet's swift development of technology. The emergence of social media has marked a significant improvement in communication and information availability. Therefore, the social media marketing industry is a significant area used to advertise a wide range of products. In the Kingdom of Saudi Arabia (KSA), social media platforms have been widely used by people to interact with each other and share daily updates, as well as business and commercialization. Thus, the aim of this study is to propose a social marketing model for Saudi Arabian consumers to determine the influence of celebrity advertisements on consumer purchasing behaviors in Saudi Arabia such as actors, football stars, influencers, or public figures. The proposed model consists of eleven (11) common concepts: Famous-Person/Celebrity, Customer, Product, Brand Product, Normal Product, social media, TV Facebook, Snapshot, Instagram, and YouTube. The metamodeling approach has been utilized in this study for development purposes. The results revealed that celebrities or well-known people are accepted as credible sources of information and this can be used to influence consumer attitudes and behaviors in a positive way. Celebrities or well-known people can be used to promote products or services and increase product awareness. The results also showed that celebrities or well-known people can have a negative impact on consumers if they are seen to be endorsing questionable products or services, or if their actions are deemed to be inappropriate.

Keywords: Social Media Marketing, Social Consumers, Celebrity Advertisements, Product Smart City, Metamodeling

Introduction

Globally, there are substantial differences because of the rapid development of Internet competencies. The growth of social media marketing has been characterized by a significant improvement in communication and information availability. Social media apps and the Internet have grown significantly since their inception. According to Adly *et al*. (2020), there are now three billion social media users worldwide or approximately 65% of the world's population. Furthermore, as reported by Adly *et al*. (2020) there are currently four billion Internet users, a seven-fold increase from January 2020. In the Kingdom of Saudi Arabia (KSA), social media platforms are widely used because they make it easy for users to connect with others, share daily activities, and buy and sell goods. Saudi Arabia's Ministry of Communications and information technology reports that

the country's social media users have increased from eight to fifteen million, or 53% of the population, over the past two years (Yamin and Mattar, 2016). These statistics illustrate that social media apps are becoming more and more popular in the KSA. Additionally, using social media sites in Saudi Arabia goes beyond just connecting with people, sharing memories and images, and keeping up with current events. Businesses use them as marketing channels to reach customers with their goods and services. In this sense, businesses employ a variety of tactics to distribute their goods or services, including celebrity account advertising. These celebrities could be athletes, media personalities, actors, etc. Saudi Arabian consumers could be significantly influenced by the use of celebrities in social media advertisements (Qabur, 2018). The significance of social media in this marketing strategy highlights the need to pay attention to the capabilities of social media platforms and their social impact. The use of

celebrities in marketing by businesses to increase sales or brand recognition is known as celebrity endorsement (Priyankara *et al.*, 2017). This suggests that one of the most widely used strategies for marketing goods and services is celebrity endorsement. Further, Parmar and Patel (2015) claim that celebrities are increasingly being used in commercials by businesses as a trend that helps to promote and increase brand awareness for their goods and services. Celebrities may be used in advertisements to draw attention from consumers, keep them engaged, or help them remember (Balakrishnan and Kumar, 2011). Additionally, it has been hypothesized by researchers that using well-known individuals in advertisements can pique consumer interest, stimulate purchase intent and improve brand recall. Because the right choice can enhance the company's reputation, it is crucial that businesses choose the appropriate celebrities to promote their particular product (Nelson and Deborah, 2017). Due to their ability to connect businesses with a large audience, social media platforms are crucial for marketing. They also give celebrities and their fans a place to interact and work together (Zsila *et al.*, 2021). Social media allows celebrities to disclose specifics about their daily routines and preferences. This increases fans' curiosity about specifics surrounding their favorite celebrities. Since fans want to imitate stars by dressing like them and using the same products, this interest is reflected in the lives and choices of the followers. Because of this, a customer's intent is influenced by their desire to emulate the lifestyles of celebrities (Ahmed *et al.*, 2015). In general, the race among corporations to use celebrities on social media platforms as a tool to market and advertise their products has been fueled by the passion of celebrity fans and the growing number of social media users worldwide. However, there are disadvantages to celebrity endorsement. To demonstrate how media personalities, for instance, can have a negative effect on a product's sales if they are linked to unethical issues or bad news. For instance, large corporations such as Nike, Pepsi, and Kodak have been impacted by the negative publicity of celebrity actions (Seitz *et al.*, 2007).

Therefore, the objective of this study is to develop a social marketing model for Saudi consumers. This model explains how a well-known user on social media can influence purchasing choices. The KSA bases most of its purchasing decisions on well-known individuals. The social marketing media model for Saudi consumers is developed in this study using the metamodeling methodology. First, the model should address the importance of understanding the target audience and their needs. This includes understanding the target audience's demographic characteristics, such as age, gender, income, education, and lifestyle. Additionally, the model should incorporate the cultural and social norms of the target audience, as well as their attitudes, beliefs, and behaviors toward advertising. Second, the model should incorporate

an understanding of celebrity advertisement and its potential impact on consumer purchasing behaviors. This includes understanding how celebrities are perceived by the target audience, the types of messages celebrities are delivering, and the impact of celebrity endorsements on product/brand perception. Third, the model should consider the impact of online media, such as social media platforms, in influencing the target audience. This includes understanding how online media is used in Saudi Arabia, how it is influencing consumer behaviors, and how it is being used to deliver celebrity messages. Fourth, the model should identify the factors that may influence the target audience's responses to celebrity advertising. This includes understanding how celebrity endorsements may be perceived, the impact of celebrity messages on consumer behaviors, and the effectiveness of celebrity marketing in Saudi Arabia. Fifth, the model should incorporate an understanding of the potential risks associated with celebrity advertising. This includes understanding the potential for celebrities to be used to promote unethical products or services, the potential risk of misleading consumers, and the potential for celebrity messages to have a negative impact on consumer purchasing behaviors. Sixth, the model should identify potential strategies for engaging the target audience. This includes understanding the types of messages that are effective in engaging the target audience, the types of channels that can be used to reach the target audience, and the types of incentives that can be used to encourage the target audience to engage with celebrity advertisements. Seventh, the model should account for the potential for celebrity advertising to have a positive or negative impact on the target audience's attitudes and behaviors. This includes understanding the potential for celebrity advertising to have a positive or negative impact on attitudes and behaviors, as well as the potential for negative perceptions of celebrity endorsements to have a negative impact on the target audience's attitudes and behaviors. Finally, the model should identify potential strategies for measuring the effectiveness of celebrity advertising. This includes understanding the potential for measuring the impact of celebrity advertising on consumer behaviors, the potential for measuring the impact of celebrity messages on consumer attitudes and behaviors, and the potential for measuring the effectiveness of celebrity marketing in Saudi Arabia. Ultimately, the proposed model should be used to assess the influence of celebrity advertisements on consumer purchasing behaviors in Saudi Arabia and to identify potential strategies for improving the effectiveness of celebrity advertising.

The proposed social marketing model could have several positive contributions to Saudi Arabian consumers.

It could provide them with more information about products and services, enabling them to make more informed decisions:

a) It could help create more trust between consumers and businesses, as consumers could interact with businesses directly
b) It could provide a platform for businesses to better understand their customers and tailor their products and services to meet their needs
c) It could help increase engagement with Saudi Arabian consumers, driving loyalty and increasing the likelihood of future purchases

Materials

The purpose of this section is to discuss the impact of celebrity endorsements on consumers generally and celebrity endorsements in Saudi Arabia in particular.

The impact of celebrity endorsements on consumers, in general, is profound. Celebrities are seen as role models and their endorsements can influence the buying decisions of consumers (Calvo-Porral *et al.*, 2023). Celebrities can help build brand loyalty and trust and can also increase brand visibility. Furthermore, celebrity endorsements can help to persuade consumers to try new products and can also help to increase brand recognition and sales.

In Saudi Arabia, celebrity endorsements are becoming an increasingly popular form of advertising. Many celebrities in the region are well-known in the Arab world and have a large following (Alghanim, 2022). As a result, the use of celebrity endorsements has become a popular way for brands to reach out to a large audience in Saudi Arabia. Celebrity endorsements have helped to increase brand awareness and sales and have also helped to change consumers' perceptions about certain brands. In addition, celebrity endorsements have helped to create a positive image for brands in the minds of Saudi consumers (Alghanim, 2022).

Impact of Celebrity Endorsements on Consumers

Social media and Internet usage have grown significantly and this has helped Saudi citizens find new spaces to interact (Alotaibi, 2019). Young people aged 15 to 34 make up the majority of the population in Saudi Arabia (Aman, 2006), and Saudi media is currently embracing communication and taking inspiration from other cultures. This indicates that social media has had a significant impact on the Saudi community and that its culture is now adaptable. Social media and the advertising sector are significant to Saudi society. In the Arab media, it is very common to see advertisements for fitness, diet, cosmetic surgery, beauty products, and body-related work (Al-Jaaly, 2012). Celebrities have recently taken the lead in advertising, capturing, and selling merchandise on social media. They have also influenced the brand awareness and purchasing choices of their followers. According to Nelson and Deborah (2017), celebrity endorsement has undergone significant growth in Asia and Africa and has turned into a crucial strategy for marketers looking to sway consumers. Additionally, since social media allows celebrities to stay in touch with their fans by exchanging messages and answering their questions and comments, interaction on the platform is crucial for the purchase and promotion of social media (Qabur, 2018). As asserted by Al (2019), most Saudi participants became interested in a product especially after being recommended by celebrities. Based on the findings of the study, Instagram and Snapchat were the top two most used social networking platforms that have been commonly used by celebrities. In addition, makeup and healthy food were two of the most engaging products online. However, not all Saudi Arabians are interested in celebrity endorsement. As refuted by Qabur (2018), there are differences in perceptions of celebrity support based on demographics. For example, Qabur (2018) contended that Saudi women are highly influenced by celebrity endorsements compared to Saudi men. Additionally, mature (30 and over) consumers were less likely than young adults to be influenced by celebrity endorsements when making purchases (18-30). Therefore, contemporary advertisements use bloggers and models to reach young people on social media.

Celebrity Endorsement in Saudi Arabia

Celebrities are employed by businesses to endorse their goods and increase sales; as a result, these individuals are frequently referred to as brand ambassadors (Wang and Hariandja, 2016). According to Al (2019), entertainers, football players, and actors have all appeared in product endorsements over the years. According to Schlecht (2003), an endorsement is a tool for commercial communications where a celebrity acts as a brand spokesperson and certifies the brand's claim and position by applying their name, popularity, status in society, or expertise in their field to the brand. This gives an impression of the reliability and quality of the products with the aim to gain the consumer's trust and purchasing power (Al, 2019). Therefore, using celebrity status to influence consumer purchasing decisions is conceivable. Celebrity endorsements are now a significant part of the current advertising and marketing industry, as evidenced by the billions of dollars spent on stars like Grant Hill and Tiger Woods (Daneshvary and Schwer, 2000). For marketers, understanding consumer behavior can be a challenging and complicated task (Jisana, 2014). Consumer behaviors are the actions a person takes when purchasing and using goods and services, including the behavioral and social factors that influence these actions (Jisana, 2014). In this situation, it is reasonable to assume that many marketers would work to comprehend the factors that influence a

consumer's decision to purchase a particular good or to favor a particular brand. Additionally, we presumptively assume that most consumers would research a product's quality and advantages prior to purchase. Due to this, businesses seek to understand the factors that affect customers in order to more effectively and commercially interact with them (Armstrong *et al.*, 2014). In this manner, a large portion of this information would come from brand promotion. The purpose of promotion is to educate consumers about the goods or services that a business offers through marketing campaigns in order to persuade them to make a purchase (Weiers, 2010). There are many different aspects to promotion, including packaging, advertising, publicity, and sales promotion Advertising is described as the planned, impersonal dissemination of information intended to persuade a consumer to buy a product, typically through the purchase of airtime (Ocloo, 2013). This would imply that advertising might generally be the only element of promotion for businesses. Businesses can persuade customers to buy their products by emphasizing their special qualities, accessibility, and affordability. However, there are many different things that have an impact on consumers' choices. People who interact with various media, for instance, allow their beliefs to be influenced; this is how celebrities gain influence in advertising. The endorsement of a celebrity is a significant factor that can influence a consumer to purchase a product (White *et al.*, 2009).

Methods

The metamodeling methodology was used in this study in the same way as it was in several previous studies to build a model for the impact of celebrity endorsements on social media on the buying decisions of Saudi consumers (Al-Dhaqm *et al.*, 2014; 2017a-b; 2018; 2020a-c; 2021; Kassab *et al.*, 2009; Salem *et al.*, 2023; Saleh *et al.*, 2023; Ali *et al.*, 2017). The metamodeling method is part of design science used to model heterogenous and ambiguous fields (Gardner *et al.*, 2003). It is used to capture the complexity of a domain and its underlying knowledge. The method is based on the modeling of a domain through the construction of a unified model. The unified model is a representation of the domain's structure and its elements, relationships, and rules. The aim of the unified model is to provide a consistent and unified view of the domain. The metamodeling method is used to identify and capture the knowledge and relationships of a domain, which can then be used to develop an understanding of the domain. It is typically used in the development of software systems but can also be used in other areas such as business process modeling. By constructing a unified model, the domain can be represented in a more accessible and understandable way, making it easier to develop a deeper understanding of the domain.

This method identifies, collects, and proposes the common social media marketing concepts that affect Saudi consumers buying decisions. Then, developing a social media marketing model for Saudi consumers affects Saudi consumers' purchase decisions. Figure 1 displays the methodology and development process for developing the social media marketing model for Saudi consumers.

Identifying and Selecting Models

Several social media marketing models have been discussed in the literature. Wide coverage of social media marketing perspectives that are broadly applicable is required to fulfill the aim of proposing a common concept for the social media marketing domain. Model selection for this study was based on coverage factors identified in previous research (Ocloo, 2013; White *et al.*, 2009). The model is said to have a high coverage value if the model can cover all social media marketing perspectives (i.e., full coverage). The model has a reduced amount of coverage value if the model only describes a partial or specific social media marketing perspective. Consequently, based on this categorization, this study selected 21 models with a wide coverage of social media marketing perspectives in Table 1.
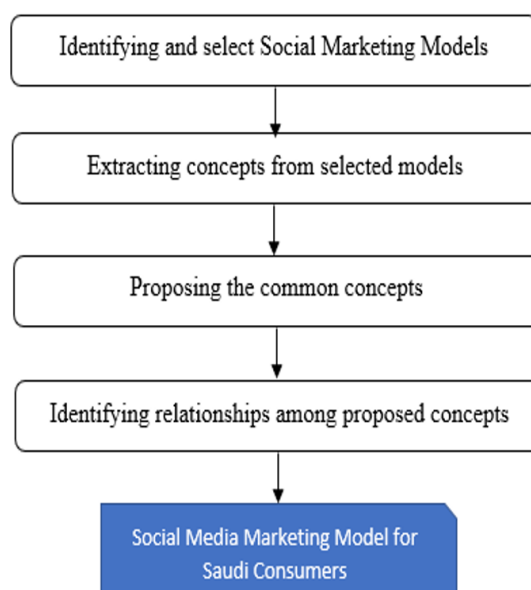

Fig. 1: Methodology and development process for developing the social media marketing model for Saudi consumers

Table 1: Social media marketing models

ID	Social media marketing models
1	Developing a conceptual model for examining social media marketing effects on brand awareness and brand image (Cheung *et al*., 2019)
2	Characteristics of social media marketing strategy and customer-based brand equity outcomes: A conceptual model (Pham and Gammoh, 2015)
3	Using brand equity to model ROI for social media marketing (Shay and Van Der Horst, 2019)
4	Measuring customer engagement in social media marketing: A higher-order model (Vinerean and Opreana, 2021)
5	The role of para-social relationship in social media marketing: Testing a model among baby boomers (Zhong *et al*., 2021)
6	The impact of social media marketing on brand trust and brand loyalty: An Arab perspective (Sohail *et al*., 2020)
7	The effect of different social media marketing channels and events on movie box office: An elaboration likelihood model perspective (Liao and Huang, 2021)
8	An analysis of social media marketing strategy and performance in the context of fashion brands: In the case of Taiwan (Wu *et al*., 2020)
9	Designing a customer experience and response improvement model using social media marketing (Khalouzadeh Mobarakeh *et al*., 2019)
10	The acceptance technology model for adoption of social media marketing in jabodetabek (Pranoto and Lumbantobing, 2021)
11	The impact of social media marketing on Indonesian SMEs' sustainability: Lesson from Covid-19 pandemic (Patma *et al*., 2021)
12	The role of confidence and trust in the ability to understand the effect of social media marketing. on brand loyalty and brand equity (Bhanot, 2021)
13	The adoption of social media marketing by home-based businesses in Saudi Arabia (Alharthi, 2021)
14	The role social media marketing plays in customers' purchase decisions in the context of the Fashion Industry in Saudi Arabia (Alatawy, 2022)
15	Impact of social media marketing on consumer behavior in Saudi Arabia (Saeed *et al*., 2021)
16	role of social media marketing in the development of users' attitudes towards tourism in Saudi Arabia (Bahurmuz and Al-Kubaisy, 2022)
17	The influence of Snapchat ads on students buying behaviors in Saudi Arabia (Alqahtani and Xue, 2022)
18	Buying intentions factors and growing e-commerce In KSA (Zamil *et al*., 2021)
19	Saudi youtube influencers, their relationship to dubai and the role of social media in dubai's urban branding strategy (Zahren, 2022)
20	Impact of digital marketing on SMEs performance in Saudi Arabia: Implications on building NEOM (Algumzi, 2022a)
21	Factors Influencing Saudi young female consumers' luxury fashion in Saudi Arabia: Predeterminants of culture and lifestyles in Neom City (Algumzi, 2022b)

Extracting Concepts from the Selected Models

In this step, social media marketing concepts from the 21 models are extracted based on criteria adapted from (Al-Dhaqm *et al*., 2017a-b; Alotaibi *et al*., 2022; Caro *et al*., 2014):

- Excluding the title, abstract, introduction, related works, and conclusion: The concept must extract from the main body of a textual or graphical model
- Excludes any concept unrelated to the domain: The golden rule for extracting concepts is "if it is not relevant to the domain, then do not include it in the case domain model"

According to Bogen and Dampier (2005), "It is important, to begin with, a very comprehensive list of concepts and gradually eliminate concepts that are irrelevant." Therefore, this study extracts concepts manually like previous studies (Al-Dhaqm *et al*., 2017a;

Alhussan *et al*., 2022). This is a hard process whereby every model is used to identify potential concepts that are required in this study. Selection and filtering the number of concepts from the social media marketing models were selected one by one based on their meaning and functioning. Table 2 displays the gathered concepts from the 21 models.

Proposing the Common Concepts

Nominating common concepts from extracted concepts is based on similarities in meaning or functioning regardless of naming (Al-Dhaqm *et al*., 2017a). Therefore, common candidate concepts that vary in naming, synonyms, definitions, and meaning is laborious and may lead to incorrect results. For this purpose, this study used three techniques to assist in filtering and proposing the common concepts from the extracted concepts. The techniques are synonyms checked using Wordnet2 and Thesaurus.com, finally extracting each concept's semantic functioning or meaning.

Table 2: Extracted concepts

ID	Model	Extracted concepts
1	Cheung *et al.* (2019)	Entertainment, Customisation, Interaction, EWOM, trendiness, brand awareness and image
2	Pham and Gammoh (2015)	Variety, diversity, intensity, connectivity, brand resonance, brand judgment, feeling, brand performance, brand salience
3	Shay and Van Der Horst (2019)	Frequency of company posts, active user responses, passive user responses, online reach, brand equity, frequency of company posts, active user responses
4	Vinerean and Opreana (2021)	Sex of the respondent, education level, annual household income, the industry of preferred brand, continent
5	Zhong *et al.* (2021)	Product, customer, cost, social media marketing
6	Sohail (2020)	Brand trust, brand community, entertainment, interaction, customization
7	Liao and Huang (2021)	Movie content, dismantling knowledge, sales, purchase intent, interaction, initiating the topic
8	Wu *et al.* (2020)	Entrepreneurial orientation, innovation orientation, social media strategy, product, brand, celebrity
9	Khalouzadeh Mobarakeh *et al.* (2019)	Social media marketing, customer experience, customer response
10	Pranoto and Lumbantobing (2021)	Social media marketing, cost, impact on business, compatibility
11	Patma *et al.* (2021)	Perceived usefulness, perceived ease of use, cost, social media marketing, sustainability of social media marketing
12	Bhanot (2021)	Overall social media marketing strategy, Facebook marketing strategy, Instagram marketing strategy, Twitter marketing strategy, LinkedIn marketing strategy
13	Alharthi (2021)	Micro-businesses, home-based businesses, social media marketing, technology acceptance model, social influence, usefulness
14	Alatawy (2022)	Perceived usefulness, compatibility, perceived ease of use, facilitating conditions, cost Social media marketing
15	Saeed *et al.* (2021)	Social media marketing, brand image, advertising, customer, digital marketing
16	Bahurmuz and Al-Kubaisy (2022)	Social media, online advertisements, social networking sites, electronic word of mouth, social media marketing
17	Alqahtani and Xue (2022)	Snapchat, buying behavior, students, attitude
18	Zamil *et al.* (2021)	Buying intentions, smartphones, small and medium enterprises social commerce
19	Zahren (2022)	Multi-Channel Networks (MCN s), TV Stations, media companies, advertising partners
20	Algumzi (2022a)	Digital marketing, financial performance, strategic performance, awareness, influencing factors
21	Algumzi (2022b)	Marketing, fashion, luxury, influencing factors, brands, motivation

The first and second techniques that were used in the selection process to common candidate concepts from extracted concepts are synonyms check using Wordnet2 and Thesaurus.com techniques. WordNet2 is the richest lexical database of English words that are gathered into several cognitive synonym sets and Thesaurus.com is a large and widely used free online thesaurus (Haghighi *et al.*, 2013). WordNet2 technique is a lexical-semantic resource that groups together words based on their meanings or functioning (Akinyemi *et al.*, 2010). For example, Figs. 2-3 illustrate how the WordNet2 and Thesaurus.com techniques are used to group the candidate of common concepts.

Identifying Relationships Among Proposed Concepts

In this step of the development process of the social marketing model for the Saudi consumer, the authors identify the relatiAonship among the proposed concepts. A Survey of social marketing models showed various UML relationships among concepts common among all models. A UML association relationship typically indicates that one class retains a connection to another type to achieve a mission (Pilone and Pitman, 2005). For example, the customer concept follows the famous person/celebrity and the customer uses the social media concept and then buys the product. The product includes brand or normal products and the celebrity uses social media for marketing the product. Social media includes TV, Fakebook, Snapshot, Instagram, and YouTube, as shown in Fig. 4.
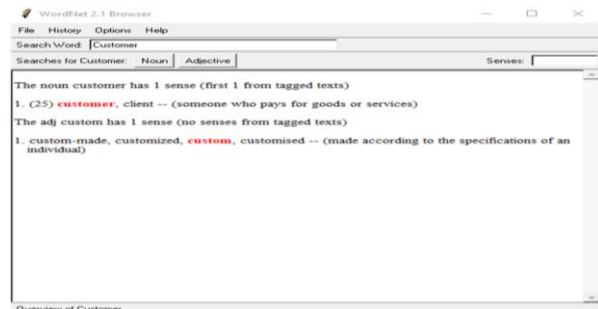

Fig. 2: The synonyms of customer concept using the WordNet2 technique

Fig. 3: The synonyms of customer concept using the thesaurus.com technique
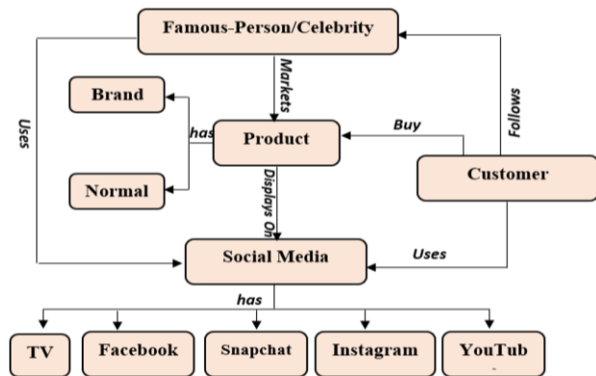
Fig. 4: Social media marketing model for Saudi consumers

This study proposed a conceptual model called the social marketing model for Saudi consumers. The proposed model consists of 11 common abstract concepts influencing buyers' decisions in the Saudi context which are Famous-Person/Celebrity, Customer, Product, Brand Product, Normal Product, social media, TV Facebook, Snapshot, Instagram, and YouTube. The model is based on the three core concepts of consumer behavior: Attitude, influence, and purchase decision. The model suggests that the attitude of the consumer is a crucial factor in the decision-making process. Attitude is influenced by Celebrities, Customers, and the Product. Also, the consumer's attitude is affected by the brand image and the product features of the product. The consumer's attitude is further affected by social media and TV. The model also suggests that the consumer's purchase decision is influenced by the consumer's attitude and the influence of the famous person/celebrity and the customers. The famous person/ celebrity and the customers influence the consumer's purchase decision through their presence on social media platforms like Facebook, Snapshot, Instagram, and YouTube. Finally, the model suggests that the consumer's purchase decision is also influenced by the brand image and product features of the product. Overall, this model provides a comprehensive understanding of the social marketing model for Saudi consumers and emphasizes the importance of attitude, influence, and purchase decisions in the decision-making process. The model can serve as a guide for marketers as they develop and implement social marketing strategies in the Saudi context.

Results and Discussion

The purpose of this study is to propose a conceptual model for Saudi consumers referred to as the social marketing model. As presented in the proposed model, there are eleven abstract concepts that are generally thought to be influencing buyers' decisions in Saudi Arabia. These concepts consist of Famous-

Person/Celebrity, Customer, Product, Brand Product, Normal Product, social media, TV, Facebook, Snapshot, Instagram, and YouTube. A conceptual model was then developed by linking the various concepts together to form a coherent whole. This model is designed with the main objective of providing Saudi marketers with a comprehensive understanding of the factors influencing Saudi consumers' purchasing decisions because of this study. Using the above model, it is possible to identify the key factors that affect Saudi consumers' purchase decisions and to develop effective social marketing strategies for Saudi markets to influence their purchase decisions.

As a result of the proposed social marketing model for Saudi consumers, Saudi marketers will have a better understanding of the factors that influence their purchasing decisions based on the model. Additionally, the model provides a framework for developing effective social marketing strategies for the Saudi market that can be applied to the model. This model can also be used as a tool for identifying the key factors influencing Saudi consumers' purchase decisions and for developing effective social marketing strategies for influencing their purchases. By understanding the factors influencing Saudi consumers' purchasing decisions, Saudi marketers can design appropriate social marketing campaigns tailored to the Saudi market.

The proposed social media marketing model differs from existing social media marketing models in that it is based on eleven abstract concepts that are generally considered to influence buyers' decisions in Saudi Arabia which are Famous persons/Celebrities, Customer, Products, Brand Products, Normal Product, as well as social media such as television, Facebook, Snapshots, Instagram and YouTube and many more. The proposed model considers the influence of these factors on the buyer's decision-making process while existing models primarily focus on the use of specific platforms, such as Facebook and Twitter, and their effectiveness in promoting a particular product or service. The proposed model aims to provide a more holistic approach to social media marketing by considering the various factors that may influence a buyer's decision. Additionally, the proposed model is tailored to the specific social and cultural context of Saudi Arabia, which is different from other countries.

Thus, the proposed model is based on the idea that celebrity endorsements have a direct impact on consumer behavior and that the endorsement is shaped by the content of the celebrity's message, the platform used for dissemination, and the behavior of the audience. It will reflect the influence of these aspects on the consumer's decision-making process. The proposed model includes variables such as the celebrity's reputation, the type of message the celebrity is delivering, the type of platform

used to disseminate the message, the number of followers, the sentiment of the message, the sentiment of the audience, and the sentiment of the content. Hence it will be used to analyze how these variables interact with each other and how they affect the consumer's decision-making process. The model proposed to identify the factors that have the greatest impact on the consumer's decision-making will be used to understand how to optimize the effectiveness of celebrity endorsements for the Saudi market.

Overall, this study provides a comprehensive model for understanding the influence of social media on consumer decision-making in the Saudi context. It provides valuable insights into how companies can use social media to reach their target audience and how to tailor their marketing strategies to the unique needs of the Saudis.

Conclusion

Social media marketing is a significant sector for buying or selling different products. Several studies have been proposed in the literature for the social media marketing sector. Various factors affect consumers' decisions to purchase products online. One of these factors is the famous person/celebrity, which can influence the buyer's decision. This study proposed a social media marketing model for Saudi consumers to determine the influence of celebrity advertisements on consumer purchasing behavior in Saudi Arabia. The model was developed using data collected from an online database. The results of the study showed that the influence of celebrity endorsements on the purchasing behavior of Saudi consumers is moderate. The study also revealed that the age, gender, and marital status of the respondents significantly affected their decision to buy products. Furthermore, the study indicated that most of the respondents were influenced by celebrities in their decision to purchase products. This study provides valuable insights into the role of celebrity endorsements in the social media marketing sector in Saudi Arabia. The future work of this is to study the effect of celebrity endorsements on the attitudes of Saudi consumers toward the advertised product. The research could also include other factors such as product features, brand reputation, and promotional offers.

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Author's Contributions

Mahmoud Alblowi: Provided the theoretical framework for the social marketing model for Saudi Arabian consumers, highlighting the importance of cultural and religious values in the development of effective communication and marketing strategies. He also emphasized the need for an integrated approach to marketing that incorporates both traditional and digital media channels.

Omar Aloufi: Conducted extensive research on Saudi Arabian consumer behavior and identified key characteristics that influence their purchasing decisions. He also developed a comprehensive segmentation model to better target Saudi Arabian consumers and provided valuable insights into the challenges and opportunities of marketing to this specific demographic.

Najmah Fallatah: Development of the social marketing model for Saudi Arabian consumers by conducted surveys to gain a better understanded of the motivations, attitudes, and preferences of the target audience. She also identified the most effective strategies for engaging Saudi Arabian consumers in a meaningful way and proposed creative solutions for overcoming cultural and religious barriers.

Ahad Abdulqader Allam: Provided expertise in the area of digital marketing, offering valuable insights into the use of digital channels to reach Saudi Arabian consumers. She also developed effective strategies for leveraging social media to engage, inform and influence Saudi Arabian consumers.

Arafat Al-Dhaqm: Development of the social marketing model for Saudi Arabian consumers by researched and analyzed the use of traditional media channels, such as print and broadcast, in the region. He also identified the best practices for utilizing these channels to reach Saudi Arabian consumers in an effective and culturally sensitive manner.

Ethics

Authors certify that this article has not been published elsewhere and is original work.

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