Contents lists available at GrowingScience

International Journal of Data and Network Science

homepage: www.GrowingScience.com/ijds

The effects of social media platforms in influencing consumer behavior and improving business objectives

Ahmad Hanandeh[a]*, Ghazy Al-Badaineh[b], Qais Kilani[c], Saleh Yahya AL Freijat[d], Ghaith Abualfalayeh[c] and Mohamad Ahmad Saleem Khasawneh[e]

[a]*Applied Science Private University, MEU Research Center, Middle East University, Jordan*
[b]*Tafila Technical University, Jordan*
[c]*Applied Science Private University, Jordan*
[d]*Amman Arab University, Amman, Jordan*
[e]*King Khalid University, Saudi Arabia*

CHRONICLE	ABSTRACT
	This research focuses on studying the effect of using social media platforms on customer behavior and business objectives in Jordan. The research chose three of the most famous platforms of social media and those platforms are Facebook, Instagram, and Twitter. By using a quantitative model this research collected around 350 research questionnaires using digital surveys designed by using Google drive and distributed online on previous social media platforms. The research analysis process is executed by using AMOS software, and this comprised structural equations (SEM) modeling and regression analyses. The research study output found strong effects and relationships between social media platforms engagement and a variety of consumer expenditure variables, including brand loyalty, product suggestions, and purchase decisions. Important components of each platform, including user interaction, influencer endorsements, and content relevancy, were also identified by the study as having a direct effect on consumer behavior. The research also showed how businesses may achieve their marketing objectives, boost customer engagement, and enhance their reputation by utilizing social media strategies. The significance of social media website platforms in shaping consumer behavior and propelling business success is highlighted by these studies. To reach their goals and have the most influence on customer decisions, businesses should think about using platform-specific features and investing in targeted social media advertising.

1. Introduction

In our days, most businesses understood the difficulty of conducting processes and tasks without using information technologies that permeate every facet of human experience (Freitag et al., 2021). The global COVID-19 epidemic highlighted the necessity of technological advancements in communication and information as communities nationwide adapted to socially distant measures and curfews (Haldorai et al., 2021). ICTs had a significant role in eliminating geographical obstacles to communication and engagement (Yang et al., 2020). Recognized groups have acknowledged the importance of information and communication technology in driving global progress. The prevalence of computers has contributed to the significant influence of social media and online networking in contemporary society (Falck et al., 2021). Websites of this nature are exerting influence on individuals' social connections and consumer behaviors, thereby becoming vital components of their everyday existence. Social media has emerged as a significant data source for several enterprises and organizations over the

past decade (Alnaser et al., 2020). This category encompasses a range of different groups, such as businesses, governmental organizations, non-profit organizations, universities, and the public (Hruska & Maresova, 2020; Hanandeh et al., 2023). The widespread usage of social media platforms has led to significant shifts in consumer behavior and the functioning of companies (Wibowo et al., 2020; Al-Gasawneh et al., 2020; Hammouri et al., 2023). The widespread use of smartphones has facilitated an unprecedented level of connectivity between firms and consumers, thereby allowing for the development of personalized connections and focused marketing strategies. The expansion of networking sites has had a significant impact on the market and the way firms interact with their clients, leading to the emergence of new conditions, relationships, and attitudes in commerce (Yang et al., 2020; Al-Gasawneh & Al-Adamat, 2020). An increasing number of individuals are utilizing online platforms to get essential services as the global COVID-19 pandemic advances (Yang et al., 2020). Websites and electronic devices have become essential tools, enabling those with physical constraints to access facilities in novel ways. Customer perceptions of networking sites are currently shaped by various variables including security measures, privacy settings, user-friendliness, and visibility. Therefore, a comprehensive evaluation is required (Bruns, 2021). Additional examination is necessary to assess the impact of digital inequality on cultural networking, customer attitudes, and company objectives.

In summary, the advent of networks and websites has significantly transformed both consumer behavior and company strategies. Companies aspiring to thrive in the digital era must possess a comprehensive understanding of the intricate network of connections between internet attributes, consumer behavior, and corporate objectives. When businesses get proficient in utilizing social media platforms, they may enhance consumer engagement, foster advancement, and safeguard their digital prospects. The study aimed to determine the influence of social networking applications on consumers' attitudes, beliefs, and intention to use, as well as the improvement of organizational objectives.

2. Literature review and hypothesis development

The pervasive presence of social media platforms in contemporary culture has had a dramatic influence on corporate strategies and customer behaviors. This section will explore the several ways in which these platforms influence consumer decisions and support businesses in achieving their goals. When it comes to enhancing engagement between brands and consumers, the various social networking platforms are unparalleled. By utilizing these channels, organizations may make direct connections with their intended audiences, influencing customer perspectives and cultivating brand loyalty. The studies conducted by Saud et al. (2020) and Melchior and Oliveira (2024) offer further substantiation that favorable brand sentiment is linked to active engagement on social media platforms. These investigations have also demonstrated the significance of platforms such as Instagram in shaping consumer perceptions of products and services (Majali et al., 2022).

The conventional understanding of consumer purchasing behavior has been disrupted by social media experts and the rise of user-generated content. The research provides empirical evidence of the substantial impact that social media recommendations and evaluations exert on customers' buying choices (Ortiz-Ospina & Roser, 2024; Pelletier et al., 2020). Twitter and similar networks provide the immediate posting of product reviews and the sharing of promotional content, which subsequently influences consumers' purchasing decisions and intentions. Organizations have exceptional chances on social media platforms to establish client relationships and get market information. Analytics technologies and sentiment analysis methodologies enable businesses to promptly grasp their consumers' preferences, trends, and viewpoints. Companies employ analytical techniques on social media platforms such as Facebook to tailor marketing campaigns, improve product offers, and optimize customer interactions (Palalic et al., 2021; Naeem et al., 2021; Al-Dwairi et al., 2024).

The successful attainment of corporate objectives and acceleration of revenue growth are contingent upon the astute utilization of networking platforms. Research conducted by Bruns (2021) and Pelletier et al. (2020) has found a significant correlation between spending on social media marketing and financial performance metrics. Through the implementation of focused marketing campaigns and promotions on platforms such as Instagram, businesses have the ability to expand their reach to a larger audience, attract a greater number of new consumers, and enhance their overall financial performance. Although social media platforms offer evident advantages, businesses face difficulties when addressing issues such as algorithm adjustments, platform saturation, and privacy concerns. In the future, research should prioritize the creation of innovative strategies for social media marketing that consider emerging ethical and legal issues and produce optimal outcomes (Hammouri et al., 2022).

Businesses must adapt to the ever-changing digital world in response to the enduring impact of social media platforms on customer behavior and company objectives. By leveraging social media platforms like Facebook, Instagram, and Twitter, organizations can establish more robust connections with their customers, foster more loyalty, and ultimately attain enduring success in the fiercely competitive business landscape of today (Hammouri & Abu-Shanab, 2017). Given the information shown thus far, this study puts up the following hypotheses:

H$_1$: *Facebook has a positive and significant impact on influencing consumer behavior.*
H$_2$: *Facebook has a positive and significant impact on improving business objectives.*
**H$_3$:** *Instagram has a positive and significant impact on influencing consumer behavior.*
H$_4$: *Instagram has a positive and significant impact on improving business objectives.*
H$_5$: *Twitter has a positive and significant impact on influencing consumer behavior.*
H$_6$: *Twitter has a positive and significant impact on improving business objectives.*
H$_7$: *Consumer behavior has a positive and significant impact on improving business objectives.*

Fig. 1 shows the proposed study of this paper.
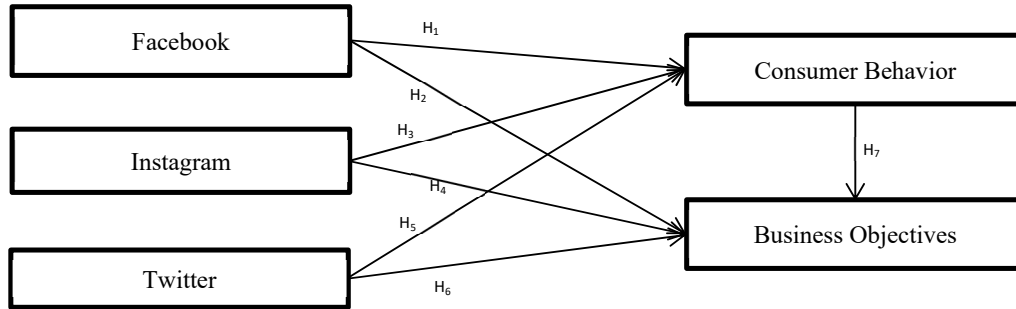
Fig. 1. Research Model

3. Research Methodology

3.1 Survey instrument

The data for this study was obtained from study participants using standardized questionnaires. Hypothesis testing was conducted utilizing the acquired data. The questionnaire consisted of 5 items, each representing a distinct study component that was integrated into the researchers' conceptual model. The following 25 elements were derived from previous studies: the concepts related to networking sites were adapted from Melchior & Oliveira (2024), the items concerning consumer behavior were modified by Chang et al. (2015), and the items related to firm objectives were adapted from Alhaddad (2015). Each item in the study was accompanied by a Likert scale consisting of five points. Ortiz-Ospina and Roser (2024) state that using this scale allows for both normal distribution and high precision. The questionnaire was chosen as the data collection tool since it was appropriate for the study's overall setting.

3.2 Sample and data collection

Data collection procedure and sample data

The participants in this study were all Jordanian nationals who were actively engaged on various social media sites. The online study questionnaire was prepared using Google Drive and distributed on Facebook and Instagram. A pilot study was conducted using a limited sample size of 18 individuals from Jordan. These Jordanian individuals were highly engaged on many social media platforms. Preliminary testing was conducted in order to prepare for the actual survey. In order to collect the sample for the study, the method of intentional sampling was employed, and the respondents who fulfilled the criteria were eventually chosen. Once the contact information of the respondents was obtained, based on their popularity on social media sites, the study questionnaire was given to the participants. A grand total of 485 persons submitted their responses to the questionnaire using their respective social media platforms, namely Facebook and Instagram. The response rate of 72.16% achieved is deemed satisfactory according to Kangu et al. (2017). 350 respondents completed and submitted the questionnaires that were distributed to them. The user did not provide any text. An adequate rate for analysis is between fifty and fifty-nine percent, a useful rate is between sixty-five and sixty-nine percent, and an extraordinary rate is seventy percent or above.

Sample profile

The demographic data collected from the respondents included information on their ages, genders, and years of experience. A total of 350 questionnaires were available for usage, and the data collected from these questionnaires were analyzed using methodologies such as factor analysis, confirmation, and model testing. Based on the findings, it can be inferred that the bulk of the respondents were male, accounting for 79.1%, while female respondents made up the remaining 20.9%. 85% of the respondents had over five years of experience in the sector, while the remaining 15% had less than five years of experience. The poll primarily consisted of individuals aged 18 to 28, including 69% of the participants. Those aged 29 to 45 accounted for 20% of the respondents, while individuals above the age of 45 constituted 11% of the sample.

3.3 Testing the Mode

Measurement Model l

To achieve the objectives of this inquiry, a paradigm consisting of twenty-five questions that examine five essential components is utilized. Prior to doing the theoretical analysis, it is advisable to preprocess the data. This will guarantee that the measurements are precise and dependable. It is quite advantageous for you to do so. By examining the external force exerted on an object within a structure, it is possible to determine if its value is consistent with other elements. Hair et al. (2021) said that there is a correlation between components with higher external loadings and increased similarity and comparability among the items.

Table 1
Measurement Model

Construct- Item	Outer Loading	Average Variance extracted (AVE)	Indicator Reliability	Composite Reliability (rho_a)	Composite Reliability (rho_c)	Cronbach's Alpha	HTMT
Threshold	> 0.7	>0.5	>0.6	>0.6	>0.6	>0.6	
Confidence Interval Does							
Facebook (F)							
Q1.	0.625						
Q2.	0.662						
Q3.	0.647	0.651		0.724	0.713	0.715	Yes
Q4.	0.717						
Q5.	0.606						
Instagram (I)							
Q6.	0.732						
Q7.	0.778						
Q8.	0.678	0.702		0.754	0.661	0.710	Yes
Q9.	0.703						
Q10.	0.621						
Twitter (T)							
Q11.	0.741						
Q12.	0.765						
Q13.	0.610						
Q14.	0.711						
Q15.	0.760	0.717		0.821	0.623	0.745	Yes
Consumer Behavior (CB)							
Q16.	0.613						
Q17.	0.760	0.682		0.836	0.648	0.762	Yes
Q18.	0.661						
Q19.	0.631						
Q20.	0.745						
Business Objectives (BO)							
Q21.	0.623						
Q22.	0.763						
Q23.	0.725	0.681		0.633	0.612	0.721	Yes
Q24.	0.641						
Q25.	0.655						

In order to obtain a computed mean variance (AVE) that is reliable, it is crucial to obtain a number greater than the standard deviation of 0.50, as calculated in the study conducted by Hair et al. (2021). The precision of the idea's deviation is assessed using these statistics, ensuring that the fundamental framework of the idea is responsible for more than 50% of the average variability in the relevant warning signs associated with the concept. The assessment of intersecting reliability, a type of construct validity, is achieved by analyzing the possible importance of AVE, or average variance extracted. Using statistical approaches enables the evaluation of sequential values for variables that measure the same element. This investigation is being conducted. When evaluating a given technique, it is crucial to thoroughly investigate any potential differences or deviations that may arise between the categories or metrics being reviewed. Various statistical methods and concepts can be utilized to evaluate the accuracy of convergence. A typical approach involves performing a correlation analysis to examine the relationships between the variables that constitute the parameter. The key approach utilized to achieve and sustain such a remarkable degree of precision is the segmentation of the constituents. This is done to achieve the intended level of accuracy. Two methodologies that have been previously discussed as being particularly important in authenticating this specific type of authenticity are Composite Reliability (CR) and Average Variance Extracted (AVE).

3.4 Structure Model Test

To proceed with the structural calculation modeling (SEM) method, the next step is to analyze the fundamental assumptions that were made during the investigation. After completing an examination of the accuracy and validity of the measuring paradigm, we arrived at this conclusion. To effectively accomplish this specific goal, it is highly advisable to refer to the procedures outlined in Hair (2010). The establishment of a framework for study might occur throughout the lifetime of these operations. In order to test the validity of the study hypothesis, several distinct measurements are employed. These measurements include the route coefficient, which quantifies the level of appropriateness, the degree of influence, the utility of the prediction, and the coefficient of determination. Furthermore, this study will examine the existence of different correlations to determine the likelihood of their detection in subsequent analyses.

After performing calculations and examining the R2 value, the effect size, also known as f2, is a metric used to evaluate the impact of a factor that is not dependent on a statistic. Consequently, the formula Q20 is widely used to calculate the magnitude of various impacts.

Table 2
Exogenous Constructs

Constructs	Effect size (f^2)	Effect size (f^2)	Result
	SP	OOP	
Facebook (F)	0.002	0.003	Small Effect
Instagram (I)	0.005	0.011	Medium
Twitter (T)	0.012	0.008	Small Effect
Consumer Behavior (CB)	0.054	0.012	Small Effect
Business Objectives (BO)	0.034	0.018	Small Effect

3.5 Research hypotheses Test

The second phase of the study endeavor involves testing the predictions and examining how the causal linkages identified in the previous section can function as a moderator. This will enable the hypotheses to be empirically examined. Currently, there is an ongoing controversy regarding whether or not it is necessary to research this particular effect. A moderator variable, denoted by the symbol M, can alter the strength of the relationship between two variables. It achieves this by influencing the relationship of attraction between the dependent and independent variables.
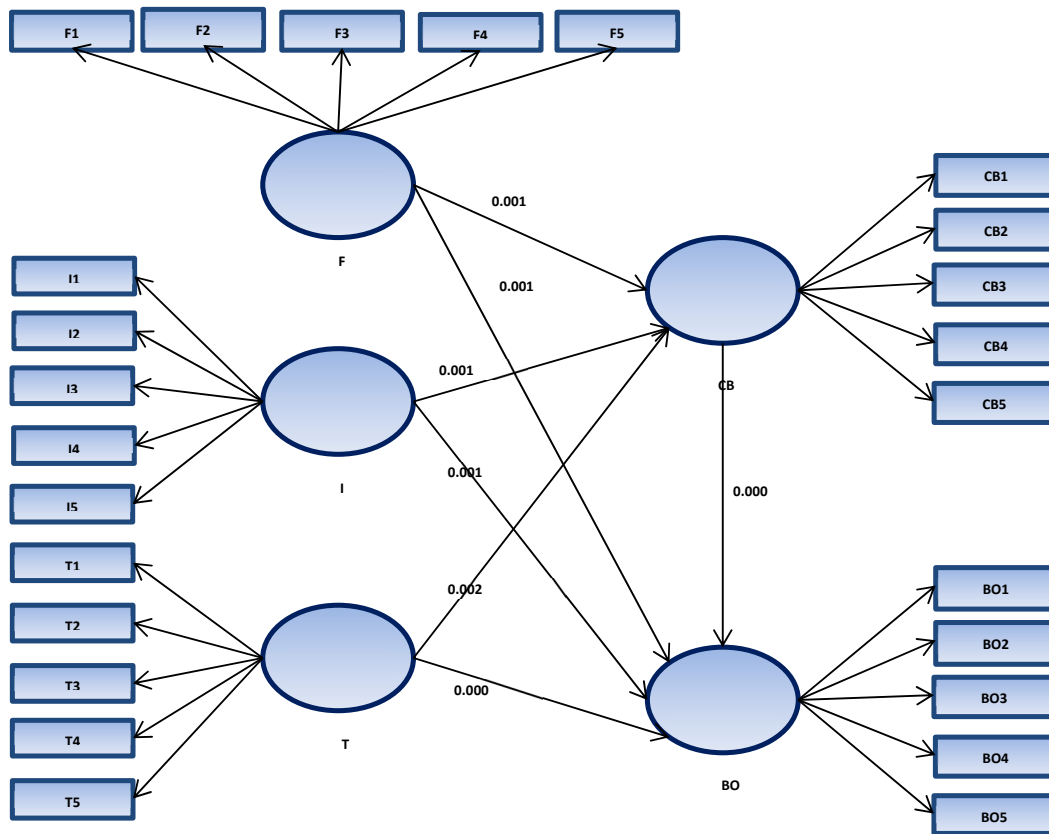
Fig. 2. Analysis Results Paths in Smart-PLS

Table 3
Analysis Results Paths in Smart-PLS4

Hypotheses		Beta	P values	Results
H_1	F → CB	0.447	0.001	Supported
H_2	F → BO	0.410	0.001	Supported
H_3	I → CB	0.425	0.001	Supported
H_4	I → BO	0.650	0.001	Supported
H_5	T → CB	0.403	0.002	Supported
H_6	T → BO	0.358	0.000	Supported
H_7	CB → BO	0.542	0.000	Supported

Fig. 2 and Table 3 both display the coefficients proposed for analyzing the investigation's predictions that influence the relationship. The coefficients can be found in each of these locations. The figures supplied contain these representations.

4. Research Discussions

Companies must fully grasp the significant impact that social media platforms such as Twitter, Instagram, and Facebook have on their operations in order to adjust to the ever-evolving environment of customer behavior and company objectives. The primary objective of the study is to examine the impact of these platforms on customer behavior and their effectiveness in helping businesses achieve their objectives in the current rapidly changing business landscape. It is crucial to analyze the impact of various social media platforms on customers' attitudes and buying behavior due to the ever-changing nature of the internet. The main objective of this study is to analyze the impact of social media sites on customer behavior and how these behaviors can affect companies' goals. The research team aims to ascertain strategies that effectively enhance profitability, foster brand loyalty, and improve consumer satisfaction. In order to accomplish this objective, we will analyze the intricate correlation between client behavior and various social media platforms. Our focus will be on studying the impact of these networks on customers' brand perceptions, engagement levels, and purchasing choices. Moreover, this study seeks to assess the influence of social media marketing campaigns on crucial performance indicators for organizations, such as client acquisition, revenue, and brand awareness. This study seeks to offer valuable insights to enhance strategic decision-making and drive corporate success. The facts will be provided by the results of marketing initiatives on social media platforms such as Twitter, Instagram, and Facebook. In summary, this research will provide insights into how social media platforms such as Facebook and Twitter influence consumer behavior and drive corporate goals. The study's recommendations will provide practical insights that may be used by businesses, marketers, and lawmakers, resulting in benefits for all parties involved. By adhering to these recommendations, individuals can optimize the influence of social media on customer preferences and corporate outcomes. Organizations aiming for expansion in the digital era might get valuable insights from this study as it contributes to the current discourse on the impact of social media platforms on customer behavior and corporate goals.

5. Research Implications

Numerous stakeholders in the realm of social media influence have the potential to greatly benefit from the discoveries made in this study. Stakeholders encompass businesses, consumers, and the broader public. The objective of the study is to furnish valuable information that can inform firm decisions and yield favorable outcomes. The investigation will primarily focus on the impact of social media sites on customer behavior and organizational objectives. This study intends to elucidate the intricate correlation between consumers' use of social media sites and their purchasing behavior, specifically focusing on the influence of these sites on consumers' brand perceptions, purchase likelihood, and overall level of interest. This research is being conducted within the framework of contemporary corporate dynamics. The primary objective of the study is to assist businesses in achieving their goals by improving their promotional activities and offering important information about the influence of various platforms on consumer perspectives and purchasing choices. One of the key conclusions from this analysis is the significant influence of social media platforms on customer behavior and interaction with brands. The primary objective of this study is to provide business owners and managers with knowledge and strategies to optimize their social media presence, thereby enhancing their company's reputation, expanding their customer base, and improving their financial performance. In order to accomplish this, we will examine buyer interaction numbers on popular social media platforms such as Twitter, Instagram, and Facebook. Furthermore, this study seeks to investigate the possible advantages of social media campaigns in relation to important organizational goals such as acquiring new customers, retaining existing customers, and increasing market share. This study offers practical insights that can help organizations optimize their social media strategies and achieve their business objectives. In order to attain this objective, we will identify the most efficient methods and tactics for social media. Each discovery from this study has the potential to contribute to a more comprehensive comprehension of how social media influences customer behavior and drives organizational objectives in the final analysis. The research endeavors to assist businesses in leveraging social media to accomplish their objectives and thrive in a technologically advanced and fiercely competitive market by offering relevant insights and guidance.

6. Research Limitations

This study primarily seeks to examine the influence of social media platforms on customer behavior and company objectives. However, it accepts that the findings may not be directly transferable to different situations. The generalizability of the study's findings may be limited due to variations in social media usage and its impact on customer behavior across different organizations and countries. Due to the varying contextual factors that different sectors and locales encounter, it is imperative to exercise great care when attempting to generalize the findings of the present study to other businesses or geographical regions. The manner in which consumers participate and engage with brands on social media can vary significantly between industries, cultures, and regulatory frameworks. The study's findings also consider the temporal aspect due to the rapid evolution of social media and related technologies. If there are changes in the composition of customers' purchasing habits and businesses' objectives over time, it may impact the significance and accuracy of the study's findings. The reason is that new media channels will always emerge and current ones will undergo changes. Additionally, the study's results may lack validity and reliability due to inherent biases in the data collection procedures, such as the presence of social attractiveness prejudice in survey-based research. Both academics and professionals need to be cautious and employ rigorous methodological approaches in order to

minimize the influence of biases and ensure the reliability of the data. Although this study may shed light on the connections between social media usage, customer behavior, and company results, it is crucial to recognize the inherent difficulties and intricacies involved in reaching definitive conclusions. Data interpretation can be hindered by various factors, including ambiguous variables and irrelevant influences. Thorough assessment of these factors is necessary in order to reach conclusions. Individuals with expertise in social media and business should maintain an objective perspective on the study's strengths and flaws in order to take advantage of its immediate relevance and utility. In order to effectively utilize the study's findings in the ever-changing realm of social media-driven consumer behavior and business objectives, it is imperative to employ a methodology that is both scientifically rigorous and attuned to societal considerations when assessing and implementing the results.

7. Research Conclusion

The main objective of this research is to analyze the impact of social media platforms on customer behavior and their role in assisting businesses in achieving their goals. Our company is highly interested in studying the influence of social media platforms on consumer behavior and business transaction results due to our significant position in the field of social networks. One of the hypotheses in this study suggests that the connection between social media and customer behaviors regarding company operations relies significantly on aspects such as platform engagement, content relevancy, and influencer partnerships. To be more precise, we assume that when customers actively engage with social websites, it results in increased brand awareness and customer loyalty (assumptions 1, 3, 5). Consequently, this leads to positive outcomes for the organization (assumptions 2, 4, 6).

The upcoming data analysis will focus on the social media ecosystem to gain a deeper understanding of how platforms impact consumer behavior and company objectives. This study aims to elucidate the correlations between social media usage, customer behavior, and business success in order to provide insights on how firms can optimize their utilization of social media platforms. This study seeks to analyze the influence of social media platforms on customer behavior and company objectives. Additionally, it will interpret the results in relation to previous research. To provide a comprehensive understanding of the forthcoming alterations in the social network landscape, we depend on research conducted in relevant disciplines, official documents from governing bodies, and scholarly publications from the industry.

This study seeks to contribute to the continuing discourse on the influence of social media platforms on customer behavior and their impact on company outcomes. The primary objective of the study is to assist firms in achieving success in the current digitally-oriented and highly competitive market by providing them with guidance on leveraging social media for their benefit. In order to accomplish this, we shall furnish precise discoveries and practical recommendations.

Acknowledgment

References

Al-Dwairi, R., Shehabat, I., Zahrawi, A., & Hammouri, Q. (2024). Building customer trust, loyalty, and satisfaction: The power of social media in e-commerce environments. *International Journal of Data and Network Science, 8*(3), 1883-1894.

Al-Gasawneh, J. A., & Al-Adamat, A. M. (2020). The relationship between perceived destination image, social media interaction and travel intentions relating to Neom city. *Academy of Strategic Management Journal, 19*(2), 1-12.

Al-Gasawneh, J., Al-Wadi, M., Al-Wadi, B., Alown, B., & Nuseirat, N. (2020). The interaction effect of comprehensiveness between social media and online purchasing intention in Jordanian pharmacies.

Alhaddad, A. A. (2015). The effect of advertising awareness on brand equity in social media. *International Journal of e-Education, e-Business, e-Management and e-Learning*, 5(2), 73.

Alnaser, A. S., Al-Shibly, M. S., Alghizzawi, M., Habes, M., & Al-Gasawneh, J. A. (2020). Impacts of social media and demographic characteristics on university admissions: case of Jordanian private universities. *PalArch's Journal of Archaeology of Egypt/Egyptology, 17*(7), 6433-6454.

Bruns, A. (2021). After the 'APIcalypse': Social media platforms and their fight against critical scholarly research. Disinformation and Data Lockdown on Social Platforms, 14-36.

Chang, C. C., Hung, S. W., Cheng, M. J., & Wu, C. Y. (2015). Exploring the intention to continue using social networking sites: The case of Facebook. *Technological Forecasting and Social Change, 95*, 48-56.

Falck, O., Heimisch-Roecker, A., & Wiederhold, S. (2021). Returns to ICT skills. *Research policy, 50*(7), 104064.

Freitag, C., Berners-Lee, M., Widdicks, K., Knowles, B., Blair, G. S., & Friday, A. (2021). The real climate and transformative impact of ICT: A critique of estimates, trends, and regulations. *Patterns, 2*(9).

Hair Jr, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., Ray, S., ... & Ray, S. (2021). An introduction to structural equation modeling. Partial least squares structural equation modeling (PLS-SEM) using R: a workbook, 1-29.

Haldorai, A., Murugan, S., & Ramu, A. (2021). Evolution, challenges, and application of intelligent ICT education: An overview. *Computer Applications in Engineering Education, 29*(3), 562-571.

Hammouri, Q., & Abu-Shanab, E. (2017, May). The antecedents of trust in social commerce. In 2017 8th International Conference on Information Technology (ICIT) (pp. 648-652). IEEE.

2340

Hammouri, Q., Al-Gasawneh, J. A., Nusairat, N. M., Aloqool, A., Al-Amayreh, E., & Anuar, M. M. (2023, March). Empowering SMEs using New Forms of Digital Innovation: An Empirical Study on Fashion and Clothing Sector. *In 2023 International Conference on Business Analytics for Technology and Security (ICBATS)* (pp. 1-5). IEEE.

Hammouri, Q., Altaher, A., Al-Gasawneh, J., Rabaai, A., Aloqool, A., & Khataybeh, H. (2022). Understanding the determinants of digital shopping features: The role of promo code on customer behavioral intention. *International Journal of Data and Network Science, 6*(3), 641-650.

Hanandeh, A., Kilani, Q., Alserhan, A., Khasawneh, Z., Hijazin, A., Nahleh, I., & Hammouri, Q. (2023). E-marketing, EWOM, and social media influencers' effects on Intention to purchase and custom-er's happiness at Amman Stock Exchange. *International Journal of Data and Network Science, 7*(4), 1921-1928.

Hruska, J., & Maresova, P. (2020). Use of social media platforms among adults in the United States—behavior on social media. *Societies, 10*(1), 27.

Kangu, M., Kenneth, L. W., George, K., & Robert, A. (2017). Technology infrastructure: A customer relationship management dimension in maintaining customer loyalty. *International Journal of Economics*, Commerce and Management, 5.

Majali, T. E., Hammouri, Q., Almajali, D., Hanandeh, A., & Alsoud, M. (2022). Determinants of Online Reviews Usefulness and Its Impact on Consumers Purchase Decisions. *Academy of Strategic Management Journal, 21*, 1-9.

Melchior, C., & Oliveira, M. (2024). A systematic literature review of the motivations to share fake news on social media platforms and how to fight them. *New media & society, 26*(2), 1127-1150.

Naeem, M. (2021). Do social media platforms develop consumer panic buying during the fear of Covid-19 pandemic. *Journal of Retailing and Consumer Services, 58,* 102226.

Ortiz-Ospina, E., & Roser, M. (2024). Are Facebook and other social media platforms bad for our well-being?. Our world in data.

Palalic, R., Ramadani, V., Mariam Gilani, S., Gërguri-Rashiti, S., & Dana, L. P. (2021). Social media and consumer buying behavior decision: what entrepreneurs should know?. *Management Decision, 59*(6), 1249-1270.

Pelletier, M. J., Krallman, A., Adams, F. G., & Hancock, T. (2020). One size doesn't fit all: a uses and gratifications analysis of social media platforms. *Journal of Research in Interactive Marketing, 14*(2), 269-284.

Saud, M., Mashud, M. I., & Ida, R. (2020). Usage of social media during the pandemic: Seeking support and awareness about COVID-19 through social media platforms. *Journal of public affairs, 20*(4), e2417.

Wibowo, A., Chen, S. C., Wiangin, U., Ma, Y., & Ruangkanjanases, A. (2020). Customer behavior as an outcome of social media marketing: The role of social media marketing activity and customer experience. *Sustainability, 13*(1), 189.

Yang, S., Fichman, P., Zhu, X., Sanfilippo, M., Li, S., & Fleischmann, K. R. (2020). The use of ICT during COVID-19. *Proceedings of the Association for Information Science and Technology, 57*(1), e297.