The role of social networks in influencing consumer behavior among young people in the Kingdom of Bahrain: Instagram Model

A Thesis Submitted in Partial Fulfillment of the Requirements for the Master’s Degree in Media

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abstract

The study aimed to identify the role of social networking (Instagram) in influencing consumer behavior among young people in the Kingdom of Bahrain, and to identify their attitudes towards advertising on Instagram, and to identify the relationship between the purchase of the Bahraini young man through ads on Instagram and the credibility of these ads site, and learn about the significance differences in Instagram role in influencing consumer behavior among young people due to gender, marital status and educational level, income level and age. The study used a descriptive approach (Correlative and Comparative), study sample consisted of 355 members of the Bahraini youth of whom 189 males and 166 females, aged between (19-40) years. Data was collected through a questionnaire composed of 14 questions prepared by a sub-researcher.

The results showed that more social networking sites that the sample is keen to browse, "Instagram" (92.7%), and said (96.1%) of the sample that ads posted on Instagram honest site. It turns out that (80.6%) of young Bahrainis sample buy through advertising on the site Instagram. The (91%) of the respondents prefer ads that are published on the site Instagram. Results, and found that (58.9%) of the sample are buying the products offered on the site Instagram from the distributor directly, and (33.5%) of them are bought through the site Instagram, and the more products that the sample sequence advertisements on Instagram are clothes by (48.7%), and restaurants by (38.6%), and Food "by (35.2%), and accessories increased by 34.1%, watches by (33.8%).

The results showed that the nature of youth attitudes toward ads on social networking (Instagram) came neutral, showing a correlation is positive
statistically significant relationship between the purchase of the sample through ads on Instagram and the credibility of these ads site (R = 0.25), and the purchase of the sample through ads on site Instagram and his preference for products displayed on the Site (R = 0.51). The results showed no statistically significant differences (\(\alpha \leq 0.05\)) in the level of buying young Bahrainis through Instagram due to the variable sex in favor of females, and in the level of young Bahrainis trust ads on Instagram due to the variable sex in favor of males, and the presence of statistically significant differences (\(\alpha \leq 0.05\)) in Instagram effect on consumer behavior among the youth of Bahrain due to the variable age for the age from 19 to 34 years old. And the lack of statistically significant differences (\(\alpha \leq 0.05\)) in the Bahraini youth attitudes toward ads on social networking (Instagram) due to gender, marital status, educational level and age. Based on the results the study recommended educating young Bahrainis peaceful means to deal with Instagram and announcements through it.

Key words: social networks, consumer behavior, Instagram