



THE EFFECT OF VISUAL ADVERTISEMENT ON CONSUMER BUYING BEHAVIORS

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Abstract:

The response to visual media ads has consistently evolved in response to differences in motivation, desires, expectations, and circumstances. Historically, advertising has been widely recognized as a technique used to help businesses by promoting goods and services, leading to increased expansion and diversification. This marketing tool has undergone iterative refinement and reevaluation processes to reach its present state. This article examines the role of influencers in contemporary visual media commercials on customers' purchasing choices and analyzes their impact on their buying habits. The study results establish that consumers mistakenly see influencers as trustworthy when their profiles are comprehensive and well-developed.

Keywords: visual advertising, social media, marketing, consumer buying decisions, consumer behavior, buying intention

1. Introduction

Advertising has gained substantial prominence as the primary means of promoting goods and services across all industries. The recognition of its importance as a crucial corporate function is apparent. Nevertheless, conventional advertising methods impose limitations on the extent of consumer-business contacts, thus restricting potential expansion and adaptability. In the marketing business, there is a need to strategically manage and plan product campaigns to enhance their effectiveness in aligning with consumers' perceptions of a product or brand. Influencer reviews, whether positive or negative, shape the perceptions of the audience through visual media. Hence, firms' public relations teams diligently oversee every critique that has the potential to alter customers' impression of their goods.

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This study aims to explore the impact of visual media on consumer purchase choices and marketing strategies, enhancing the credibility and effectiveness of marketing through the use of the most suitable visual media platform and contemporary strategies while considering all relevant features and components. The advent of social media has significantly transformed the perspective on marketing, altering the dynamics between firms and customers by facilitating interactive contact, unlike conventional marketing methods. Social media marketing refers to the methods and techniques used to analyze and identify discussions for engaging in social exchanges with customers and communities.

In contrast to conventional marketing, social media marketing provides marketers with a greater range of options and opportunities to connect with customers through authentic interactions. In contemporary marketing, the concepts, viewpoints, evaluations, and endorsements on the performance of goods or enterprises may be easily shared. Moreover, it enhances the dissemination of information among customers by providing them with the ability to use various social media tools and platforms. Furthermore, it is impacted by a notable phenomenon known as "word-of-mouth", whereby users may rapidly disseminate comments, evaluations, or suggestions. Customer behavior in the decision-making process may be elucidated by several theories and models, which delineate the sequential steps that a customer undergoes while making a purchase choice. Additionally, research studies examine the effect of social media influencers on the purchasing choices of their viewers or followers. The research methodology will outline the approaches, and designs used to underscore the prevalent methods in this study, the impact of visual media on consumer purchasing choices, the merits and drawbacks of all employed methods and designs, and their pragmatic relevance.

Online platforms for social networking and communication. Conventional advertising restricts client engagement and hampers the potential for development and effect on customers. By incorporating the website and communication tools, businesses may have a better understanding of the seriousness of the crisis and adopt a more sophisticated strategy. This will help maintain their relationships with consumers and clients, even in the absence of face-to-face connection.

Merely aligning people's attitudes with the organization's goods is insufficient; the packaging, color, and branding of the items have significant importance. Indeed, the globe is progressively advancing and embracing global norms daily. The marketing industry is under pressure to effectively manage and plan product campaigns to enhance the effectiveness of visual media marketing, which has a psychological effect on clients, and significantly influences their view of the items or firm. Visual media influencers exert influence on the public, making it difficult for organizations to directly engage with them since they have successfully captured the public's attention. Bad reviews have the potential to significantly alter the image of the product, requiring effective management by the company's public relations staff

The credibility of a corporation heavily relies on the quality of its photos and videos. An ineffective oversight of resources and systems can lead to a decline in the

quality of goods, affecting the population's interest by 24% if the visual representation fails to emphasize the most critical issue. However, this becomes apparent when a single project with low-quality visual materials leads to a significant decrease in responses to purchase actions. As per the survey, clients primarily assess the visual depiction of the goods, which can captivate their attention.

This study examines the effects of visual stimuli on consumer purchase behavior, providing insights into the impact it has on items and their marketing strategies to elevate comprehension of visual material and the evolving alterations occurring over time. Embedding optical media in prospective projects may improve decision-making and efficiency. By considering all relevant features and components, acceptance and marketing efficiency can be increased.

Social media is a sector within visual media that enhances social media platforms and fosters a stronger connection between the public and companies. It serves to inform consumers about the quality, attributes, and functionalities of items, therefore influencing their purchasing decisions. This research provides insights into the contemporary strategies that marketing organizations or departments of product or service suppliers should use. Observations indicate that young people nowadays are skeptical about products unless they can satisfy their curiosity by examining detailed photographs of the product from all angles and obtaining comprehensive reviews. They are often presented with limited information on websites, which can undermine their trust in the product's quality.

This innovative strategy, employing visual media to boost customer engagement, has the potential to significantly contribute to the establishment of long-term client trust. This devotion will assist the brand in maintaining its image in the meantime. In spite of the potential of high-quality images to boost sales, customers may be concerned about the security of their transactions. To address this issue, online portals should prioritize effective communication with customers, which will help build confidence and prompt them to consider pre-payment options using their debit or credit cards. This research gives insight into such techniques for the scholar and the company to look at the possibility of these aspects affecting consumers' decision-making.

2. Literature Review

The advent of social media has profoundly transformed the perspective on marketing. In their study, Yahia, Al-Neama, and Kerbache (2018) examined the concept of conventional marketing, which involves the employment of pushed messaging by marketers to reach customers. Nevertheless, it has concluded. In their latest study, Chukwu, Kanu, and Ezeabogu (2019) argued that advertisements have lost their effectiveness in the modern day due to their overwhelming abundance and intrusive nature. Marketing through social media has changed the dynamics between companies and customers substantially by facilitating interactive contact, in contrast to conventional marketing methods (Yahia, Al-Neama & Kerbache, 2018). The emergence of social media has led to a new marketing discipline known as "Social Media Marketing." It employs unidirectional communication.

According to Chukwu, Kanu, and Ezeabogu (2019), social media marketing refers to the strategies and techniques used to evaluate and acknowledge discussions to begin and engage in social interactions with customers and communities. In contrast to conventional marketing methods, social media marketing provides marketers with a greater range of options and opportunities to engage customers through authentic interactions. Marketing has transformed from its traditional form, enabling marketers to exert influence on customers and giving them the ability to govern their peers (Chukwu, Kanu & Ezeabogu, 2019). Consumers have the ability to express their thoughts, opinions, and suggestions about a company's performance by sharing ideas and material on social media. Moreover, their views may be readily disseminated to a wider audience, who in turn may share their positive or negative experiences. Curtis, Arnaud, and Waguespack (2017) highlight that consumers have unrestricted access to a diverse array of social media tools, platforms, and formats, each offering distinct features and capabilities that facilitate communication and connectivity among users. Yahia, Al-Neama, and Kerbache (2018) support this viewpoint, stating that social media has a substantial impact on the sharing of information across consumer groups.

Social media is also impacted by the phenomenon of "word-of-mouth". The notion of word-of-mouth has been an important aspect of marketing for many decades. Currently, word-of-mouth has more significance in influencing prospective customers and their decision-making process compared to the past (Curtis, Arnaud & Waguespack, 2017). Undoubtedly, social media has the unique ability to disseminate and propagate information among users in a way that surpasses any other platform. Curtis, Arnaud, and Waguespack (2017) argue that social media platforms have caused a significant transformation in human connection. This transformation has occurred mostly due to the widespread use of social media by consumers in recent years (Curtis, Arnaud & Waguespack, 2017). The present literature study aims to assess the premise that social media influencers have a favorable impact on the marketing process and consumers' purchase decisions. Another hypothesis being investigated is the impact of social media on customers' purchase choices.

Strauss and Frost (2011) provided a precise definition of social media. They proposed that social media is a word used to delineate media platforms that revolve around the exchange and discourse among individuals on the internet. The primary distinction between conventional media and social media lies in the fact that social media information is not generated as a unilateral communication by corporations. Instead, it is shaped via interactive dialogues among participants who can modify, publish, and engage in discussions about the content.

According to Solis (2011), social media is not only a platform for broadcasting messages. Hoyer and MacInnis (2010) characterize it as a two-way communication channel, where information from personal sources is seen as more vivid than information from mass media (p.389). The presence of interacting individuals enhances the authenticity and persuasiveness of the presentation for the audience. Therefore, social media have a crucial impact on the corporate environment. Parker (2011) defined social media as a means of disseminating information about a product or business on the

internet using websites and tools, while also facilitating contact between the user and their intended audience. Hoyer and MacInnis (2010) examined social media as a decision-making process for consumer behavior, consisting of four stages: need identification, information search, decision-making, and post-purchase evaluation

In accordance with Brown and Hayes (2008), influence is characterized as the impact on an individual, trajectory, or entity that leads to the occurrence of an event. Furthermore, it may be described as a deliberate effort to establish a favorable atmosphere that influences an individual's decision-making process for a certain matter. From a commercial perspective, word-of-mouth has been identified by researchers as a highly effective method that interacts with marketing messages across the whole community (Brown & Hayes, 2008). According to Erdoğan and Cicek (2012), word-of-mouth refers to the phenomenon where customers are greatly impacted by the evaluations and experiences that their peers post on social media. According to Jaffe (2010), customer experience refers to the whole collection of interactions, transactions, and encounters that occur between a consumer and a business, including its brands, products, and services, over a certain period of time. This phenomenon is significantly altered on social media platforms as customers now have more opportunities to communicate with their peers.

3. Social Media Roll

YouTube, Twitter, and Facebook are different categories of social media platforms that exemplify the growing use of social media by prospective consumers. According to a claim by Facebook, the number of users in 2004 exceeded 1 million. In 2008, there was a considerable increase in the number of users, reaching over 100 million, which occurred four years after the previous census (Facebook, 2008). The surge in social media use is significant, with Facebook adoption by users progressing at an astonishing rate. In 2012, the number of Facebook users exceeded billions. The figure was expected to be 955 million (Erdoğan & Cicek, 2012). There has been a substantial and rapid growth of around 33% compared to the previous year, resulting in a tenfold rise in the number of users during an 8-year period (United States Securities and Exchange Commission 'Registration Statement, Facebook Inc, 2012). Facebook has recorded more than 125 billion connections on its Social Network. Evidence indicates that prospective customers consistently engage and connect with one another via social media.

Social networking networks of the Multimedia and Microblogging kind also boast a comparable number of worldwide users, alongside Facebook. In addition, Twitter had a growing number of daily tweets, rising from 50 million in 2010 to 140 million in 2012. According to research from 2011, Twitter is experiencing substantial growth, with an average daily increase of nearly 460,000 accounts. The statement highlights the growing level of engagement amongst prospective customers on social media platforms (Lee, Jur & Watkins, 2018). YouTube also facilitates better consumer connection.

Around 800 million additional users use YouTube on a monthly basis, and the daily views on recorded videos have quadrupled over the previous two years, reaching

a total of 8 billion in 2020 (Morgan, 2020). YouTube also said that more than 100 million individuals engaged in social activities on the platform on a weekly basis.

Technological advancement contributes to the rise in social media use. In contemporary times, cellphones have facilitated seamless interaction and connectivity for customers throughout the globe (Lee, Jur & Watkins, 2018). As an example, Twitter represented 182% of the overall mobile use, but in prior years, YouTube disclosed its mobile traffic statistics. YouTube, Twitter, and Facebook exemplify the surge in Social Media use, while more tools and platforms are being employed by both businesses and consumers (Morgan, 2020).

Companies use the chance to leverage this surge in social media usage for their marketing endeavors. In a study conducted by Parker (2011), the use of social media by the Fortune Global 100 firms was assessed, revealing that 87% of these organizations utilized at least one social media platform. It had a growth of more than 10% compared to the preceding years. Social media may be categorized into eight distinct areas, including blogging, microblogging, social networking, social bookmarking, multimedia sharing, reviews and opinions, Wikis, and Forums (Parker, 2011). Also, several academics included virtual worlds in the categorization of social media.

4. Consumer Decision-making Process: Theories and Models

Various theories and models have been developed to elucidate consumer behavior throughout the decision-making process. The literature demonstrates that these models depict the stages that a customer experiences while making a purchasing decision. The EKB model, introduced by Engel et al. (1968), is widely recognized as the most renowned model that elucidates the decision-making process of customers. In addition, Morgan (2020) emphasizes the significance of feedback at the "outcome stage". Consumers engage in the assessment of the goods and express their satisfaction or dissatisfaction with the purchase. It is crucial since it has a direct impact on the purchasing decisions of other customers and their future purchases.

Howard and Sheth (1969) provide an alternative model of customer choice-making. In contrast to the five-stage model outlined earlier, this model encompasses just three stages in the purchase decision process. The first phase is referred to as "extensive problem solving". Consumers lack brand awareness and need to understand the criteria for selecting the desired services and goods at this stage. Furthermore, buyers lack familiarity with the services or goods they want to acquire. In the second stage, known as "limited problem solving," customers are able to identify the available options but still lack the knowledge to make a decision on the brand. The third stage is characterized by "Routinized response behavior", in which customers possess a well-established inclination towards a certain brand and consistently make purchases from it. They possess a thorough understanding of the product details and the available alternatives.

The Consumer Decision Journey model, developed by McKinsey Company in 2009, examines the many phases of consumer decision-making. It incorporates a loyalty loop that enables buyers to repurchase the same product without having to repeat all the

phases. depicts the loyalty loop, which enables customers to seamlessly transition to the "moment of purchase."

5. The Impact of Influencers on Consumers' Purchasing Behavior

Social media influencers are those that own dedicated and strong audiences or following who possess similar interests. A larger proportion of individuals adhere to them in order to observe their viewpoints. Consumers see them as the most reliable kind of word-of-mouth recommendation (Morgan, 2020). A survey done by the Influencer Marketing Hub revealed that over half of Twitter users engage in purchasing behavior as a direct result of influencer tweets. Micro-influencers possess a higher level of effectiveness in convincing viewers due to their expertise in a particular area of interest. They serve as a valuable resource for providing recommendations within a certain specialization and subject (Morgan, 2020).

For a firm that provides a specialized product, it is very beneficial to identify and engage with influential individuals on social media platforms such as TikTok, vlogs, Instagram, or Facebook who have a strong following in the relevant field. This strategy allows for effective targeting of the desired demographic. A significant majority of Millennials and Gen Z individuals, comprising more than 84% of the audience, are very susceptible to the effect of user-generated material. Currently, ephemeral content is a burgeoning trend that is gaining popularity among both marketers and social media users. Initially, Snapchat used stories as a framework for its marketing approach. Nevertheless, Instagram has significantly increased its popularity and now boasts a user base of over 500 million active users (Che, Cheung & Thadani, 2017).

Instagram stories provide information in a more authentic and unedited style. Brands can establish a more authentic brand image via this capability (Che, Cheung & Thadani, 2017). Furthermore, organizations may now provide viewers with a glimpse into the inner workings of their operations, showcasing their organizational culture and the team responsible for product creation. Thus, marketers may easily cultivate genuine connections with their audience.

These elements are relatively unique to social media platforms since they shape client behavior in today's social media-driven society. Nevertheless, each social media site differs somewhat from the others. Occasionally, companies prioritize a certain social media platform (Che, Cheung & Thadani, 2017). So, to illustrate the relative popularity of several social media sites for marketing purposes. The supplied figures indicate that Facebook and YouTube remain the most extensively used internet platforms. An increasing number of individuals are seeking product reviews on these sites. According to Wang and Yu (2017), 80% of customers who watch YouTube videos said that they viewed videos of the products they intended to purchase at the beginning of their decision-making process.

6. The Impact of Influencers' Reviews on Consumer Behavior

Prior to making a purchase, shoppers must make many selections. They go through many phases that impact their decision-making process. The procedure consists of several distinct steps. Morgan (2020) delineated a series of five processes, namely: needs identification, information retrieval, alternative evaluation, decision-making, and post-purchase evaluation. During the process of making purchase decisions, clients are influenced by both external and internal factors (Morgan, 2020).

The proliferation of social media use by both businesses and consumers has significantly impacted consumer behavior. Morgan (2020) emphasized the rise of consumer-oriented media in recent years, demonstrating that customers heavily depend on online consumer reviews or recommendations from their peers. Social media has also altered consumer behavior in terms of consumption. In the past, customers would patiently anticipate the arrival of push notifications from firms. Presently, people get knowledge straight from social media platforms (Morgan, 2020). They become aware of new desires when browsing social media platforms like Facebook or Instagram, where they may immediately see product photographs shared by their friends and engage with marketers if they find them appealing. Currently, internet communities have a significant impact on a customer's purchase choice. According to Wang and Yu (2017), social media has enabled consumers to gain influence and access a diverse array of research goods and tools. Consequently, it is more convenient to seek advice from professionals and colleagues. The many options available have impacted the stage of information research in consumer purchase behavior (Wang & Yu, 2017).

Consumers have the ability to evaluate services and goods by using evaluations from social media influencers and other platforms that provide ideas and thoughts (Wang, & Yu, 2017; Djafarova & Rushworth, 2017). According to Wang and Yu (2017), it is feasible to access and analyze ratings and evaluations of a company's performance, services, and goods that are shared by peers who provide explanations of their experiences. For instance, forums facilitate interactions that enable individuals to pose inquiries and solicit comments from a larger audience. Social media also affects customers throughout the process of considering different options. Consumers engage directly with companies on social media platforms, in addition to communicating with their peers (Wang & Yu, 2017).

The advent of social media has presented novel challenges for marketers, which have subsequently impacted their methods of communication and engagement with prospective customers (Chukwu, Kanu & Ezeabogu, 2019). They can no longer depend only on sending push notifications as they have done in the past since consumers no longer trust or pay attention to these communications. Primarily, consumers tend to selectively ignore such communications. Furthermore, consumers tend to place more faith in their peers rather than in corporations. Hence, marketers must use innovation to promote messages and new meanings to alter how engagement and communication occur (Yahia, Al-Neama & Kerbache, 2018). Therefore, social media has a significant impact on decision-making in buying, manifesting itself in five distinct ways.

In their study, Yahia, Al-Neama, and Kerbache (2018) investigated the impact of online social networks on the decision-making process of customers in the retail food market. The study determined that internet influencers had an impact on each stage of the decision-making process. The primary factor influencing their purchase behavior is ease. Consumers also tend to allocate a greater amount of time towards engaging in food retail buying due to the aforementioned rationale (Djafarova & Rushworth, 2017; Yahia, Al-Neama & Kerbache, 2018). However, clients have the opportunity to effortlessly engage with influencers to get further information about the product experience and the supermarkets (Djafarova & Rushworth, 2017). Similarly, another research examined several stages of customers' decision-making process.

According to Yahia, Al-Neama, and Kerbache (2018), the extent to which consumers are influenced by social media in their final choice varies based on their decision-making process. Che, Cheung, and Thadani (2017) examined the determinants that motivate users to exert influence on social media influencers. This tendency is most prevalent among university students. This study identified the determinants that impact the purchasing behavior of university students. The study proposes specific suggestions for organizations to develop strategies that integrate word-of-mouth and information transparency among users to facilitate consumer purchases and enable enterprises to effectively market their services and goods via storytelling (Che, Cheung & Thadani, 2017). In Al-Najjar's (2017) study, the research was centered on Instagram and specifically examined the impact of influencers' use of luxury items.

The selection included three renowned brands: Gucci, Louis Vuitton, and Burberry. The findings indicate that the followers have reacted positively to the brand and its goods, as seen by the positive and sensory statements in the comments on their usefulness. These conclusions are supported by the studies conducted by Al-Najjar (2017) and Lee, Jur, and Watkins (2018). Research has proven that consumers see brands as advantageous and develop an emotional connection with them (Curtis, Arnaud & Waguespack, 2017; Duffett, 2017). It has been noted that the number of followers on Instagram has a positive impact on the overall success of these premium firms. Furthermore, there were favorable remarks that may be regarded as good word-of-mouth, therefore demonstrating the advantageous impact on the brand's economic worth. According to Al-Najjar (2017), the favorable attitudes and replies shown by followers in comments contribute to an overall sense of luxury on Instagram. Overall, the research indicates a favorable correlation between consumer purchase intention and social media marketing (Curtis, Arnaud & Waguespack, 2017; Lee, Jur & Watkins, 2018).

7. The Impact of Social Media Influencers on Consumer Purchase Intentions

In their study, Alhadid and Alhadeed (2017) investigated the impact of social media marketing on the purchase intention of used automobiles. The findings indicated that a greater proportion of customers obtained comprehensive information from social media platforms. Hence, all companies must make substantial investments in social media platforms to effectively engage a larger client base (Alhadid & Alhadeed, 2017). This

approach is also effective in strengthening relationships with current customers. Furthermore, social media marketing enhances company performance by focusing on long-term success rather than only relying on existing social media platforms and applications (Alhadid & Alhadeed, 2017).

This study indicated that organizations must establish protocols to effectively use social media as a strategic marketing tool. Alkaya and Taskin (2017) conducted a study to provide an overview of the connection between consumer equity and social media. They examined how mobile technology may be used as a tool to predict customers' intention to make purchases. This study discovered the strategies used to oversee marketing efforts on social media platforms. Zhung (2017) conducted a research that examined the operational mechanisms of social media platforms in marketing and their impact on customers' buying choices. The study also examined the impact of trust on social media influencers. The findings of this study demonstrated that trust plays a crucial role and has a statistically significant impact on the users' behavioral intentions to make a purchase (Zhung, 2017). A further study conducted by Duffett (2017) showed that engagement on social media platforms enhances the likelihood of customers making a purchase or repeat purchase of a product. Consumers seem to spend a greater amount of time and financial resources on maintaining their brand loyalty. This research demonstrates that consumers perceive this information as impartial and valuable. Duffett (2017) asserts that they consider this knowledge essential for their decision-making process.

Medabesh (2015) examined the impact of internet advertising on tourist services in the Jazan market. The findings of this study demonstrate that electronic advertising has a favorable impact on the purchase behavior of visitors. In addition, Schivinski and Dabrowski (2016) examined the impact of social media influencers' engagement with their followers on brand perceptions and brand equity. The exchanges demonstrate favorable outcomes. The findings demonstrated that both brand attitude and brand equity had a beneficial impact on customers' purchasing intention. In a separate study, Khatibi (2016) conducted research to determine the impact of social media on customers' purchasing choices. This research demonstrated the impact of social media on several stages of customers' decision-making process. The findings of this research also confirmed that Saudi Arabian consumers actively use social media networks as a means to include customers in making purchasing choices.

However, customers are reluctant to share their experiences online and refrain from spreading word-of-mouth on social media platforms (Khatibi, 2016). Consumers in Saudi Arabia are significantly influenced by social media while making their purchasing selections. Akhtar, Tahir, and Asghar (2016) demonstrated a direct correlation between customer decision-making and social media marketing. The findings align with prior research studies and indicate that higher investments in social media marketing by organizations are positively correlated with increased profitability. Therefore, social media marketing enables organizations to achieve increased profitability and get a competitive edge over their counterparts (Akhtar, Tahir & Asghar, 2016).

The impact of word-of-mouth is another evident in Saudi Arabian social media platforms. Consumers had the opportunity to express their positive or negative experiences. According to McKinsey & Company (2010), the modern business environment inundates customers with many product options. In this context, word-of-mouth recommendations serve as a reliable means to rapidly and efficiently navigate through the abundance of alternatives (p2). Therefore, it indicates that word-of-mouth has a substantial impact on customer behavior. Social media influencers fulfill the job of reviewing things and sharing their ideas with their followers. This is because they have a shared mindset and belong to the same groups (McKinsey & Company, 2010; Duffett, 2017).

Akhtar, Tahir, and Asghar (2016) provided further details on the impact of trust level in word-of-mouth, which plays a significant role in 20 to 50% of purchase choices. This clearly demonstrates the influential capacity of social media in engaging and facilitating communities to share material and impact the decision-making process. Consumers on social media tend to place confidence in their influencers due to a sense of belongingness inside their network. The purchasing process is influenced and amplified on social media. The proliferation of opinions and reviews on social media platforms indicates that consumers actively seek the perspectives of their peers and influencers, since they regard them to be reliable sources of information (Akhtar, Tahir & Asghar, 2016; Djafarova & Rushworth, 2017).

The purpose of research methodology is to demonstrate the research methodologies, approaches, and designs that are often used in the study. Their purpose is to demonstrate the impact of visual media on customer purchasing choices. This part will justify my decision by examining the pros and drawbacks of each technique and design, taking into account their practical usefulness in the research. The research will specifically demonstrate the effect of social media influencers and visual aids on client purchasing patterns. The study will include several aspects, including the research technique, design, data collecting, analysis, and research ethics, to investigate the impact of visual media on consumer purchase choices.

8. Conclusion

The advent of social media in recent times has altered the conventional process of buying decision-making. Social media influencers have significantly contributed to influencing others through their recommendations on social media. It has facilitated the dissemination of peer influence. Social media suggestions and reviews have a significant impact on the information search stage. The evaluation phase has provided an impartial assessment of consumer experiences, which influences the shift in brand preferences. Trust is more prominent among peers than between the firm and its consumers, making it another important factor. Social media has a crucial role in influencing customers' purchasing decisions by providing them with access to reviews, suggestions, and comparison tools. These factors have resulted in significant ramifications for social media marketers. However, marketers should consider the influence of word-of-mouth, which

allows customers to disseminate information about the brand, they also should monitor social media platforms in order to find and actively connect with influential individuals who have an impact on customers. This research analysis highlights the importance of social media for marketers in maintaining customer engagement and establishing brand trust. Nonetheless, it also provides valuable recommendations for customers.

Conflict of Interest Statement

The author declares no conflicts of interest.

About the Author

Manal Ahmad Ahmad is a highly skilled professional with a Master's degree in Business Administration from Dar Al-Hekma University in 2021. Before that, she obtained her bachelor's degree in Business Administration from Open University in 2017. With a strong background in procurement and management, she has gained valuable experience in the private sector. Her expertise lies in procurement strategies, supply chain optimization, and vendor management. Manal's dedication, analytical abilities, and excellent communication skills make her an asset to any organization.

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