

The Impact Of Social Media Promotional Mix On Customer Citizenship Behavior: An Analytical Study Of The Opinions Of A Sample Of Zain Telecommunications Customers

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Abstract : The current study aims to measure the role of the promotional mix through social media in the behavior of customer citizenship, and Study methodology depends on identifying a major problem that has been clarified through several questions centered on an important question is whether there is a role for the promotional mix through social media and customer citizenship behavior using the applied approach, and as a result, two main hypotheses of Study were formulated that draw the features and nature of the relationship between the variables studied. V.28) in order to verify the sub-hypotheses emanating from the two main hypotheses. In order to achieve the purpose of Study, the questionnaire form has been adopted as a basic tool for measurement based on previous field studies and research. The sample of Study was represented in the customers of Zain Iraq Telecommunications Company in the city of Diwaniyah, which numbered (271) customers, and Study reached several conclusions, the most important of which is the company's interest in using social media as an effective tool for the company in order to promote its services to its loyal customers, which leads to the definition and change of customers' perceptions of the brand, and the company is keen to provide commercial offers to reach customers through social media, Which contributes to the possibility of improving the company's interests in the dimension of sales activation by focusing on providing free gifts through social media, and Study also recommends the need to develop the possibility of the company's interests in the dimension of the spoken word electronically by focusing on encouraging customers to advise their colleagues to deal with the company's brand.

Keywords: Social Media Promotional Mix, Customer Citizenship Behavior .

INTRODUCTION: Recent technological changes and developments in media and social media have created significant opportunities for companies to improve the effectiveness of their promotion strategies. One of the most important modern promotion tools is social media, which allows companies to interact with their users, communicate with customers in a different and direct way, and achieve a positive impact on customer behavior.

Social media is also an important tool in the world of business and marketing, as it can be used to promote goods and services and introduce them to customers. The promotional mix through social media is seen as one of the most effective options in the field of digital marketing, as it allows the brand's advertising and delivery to the public directly and effectively, as the promotion strategies in social media are characterized by relying heavily on the promotional mix that contains advertising, direct marketing and public relations. .

When a customer interacts with the promotional mix through social media, he has a certain perception about the brand and what it offers, as it allows the customer to determine the quality and benefit he gets from the good or service identified through these means.

As the promotional mix for customers can be done in several ways, but the variables of the promotional mix through social media and how this mixture affects the customer's citizenship must be taken into account, hence this study aims to clarify the impact of the promotional mix through social media on the behavior of customer citizenship..

SCIENTIFIC METHODOLOGY OF STUDY

First: The Problem Of Study

The problem of Study revolves around trying to link the independent variable (promotional mix through social media) and the dependent variable (customer citizenship behavior), the power of social media in the digital age today is undeniable, and it is noted that most private sector organizations suffer from neglect in investing the promotional mix through social media about the nature of the use of their products, and this is due to the lack of use of mechanisms to improve the social media environment as a result of the product of variables and events that will affect Customer awareness and requirements, which creates a challenge for organizations towards achieving customer citizenship behavior among these customers and to understand and explain the relationship between variables can formulate the problem through a key question:

(Can the impact of the promotional mix through social media on the behavior of the customer citizenship in Zain Iraq Telecommunications Company) The following sub-questions emerge from it:

1) What is the reality of the promotional mix through social media in the organization under study?

- 2) What is the reality of the citizenship behavior of the customers of the organization under study?
- 3) What role does the social media promotional mix play in the behavior of the customer's citizenship in the organization under study?
- 4) What is the nature of the relationship between the promotional mix through social media in its dimensions and the behavior of the customer's citizenship in its dimensions?

Second: The importance of Study

1. Study examined two important variables (social media promotional mix and customer citizenship behavior) that contribute to encouraging customers to feel that their loyalty is rewarded and that the company cares about their needs.
2. Social media is one of the main tools used by marketers to reach a larger segment of customers, but it is not only that, but these means are also used to influence the customer's behavior towards the organization.
3. Demonstrating the importance of the components of the promotional mix through social media through Zain, as it represents one of the main factors that affect the customer's behavior, as it helps to spread the brand and market goods and services in an effective manner and attract potential customers. Thus, the impact of the promotional mix through social media makes the customer interact more with the brand and the goods and services exposed to him.

Third: Objectives of Study

1. Statement of the type and nature of the promotional mix through social media among Zain Telecom customers.
2. Identify the reality of the customer's citizenship behavior among Zain Iraq Telecommunications customers.
3. Identify the correlation between Study variables (promotional mix through social media, and customer citizenship behavior).
4. Highlight the nature of the direct influence exerted by the promotional mix through social media in distancing the behavior of the customer's citizenship.
5. Highlight the nature of the indirect influence exerted by the promotional mix through social media in distancing the behavior of the customer's citizenship.

Fourth: The hypothetical plan of Study

After addressing the problem, importance and objectives of Study, and in light of the findings of previous studies, the hypothetical scheme of Study was prepared, see Figure (1), which contributes to the nature and type of relationship between the variables of this study, as follows:

- 1) **Independent variable:** The promotional mix through social media, and this variable is represented in five dimensions: (advertising through social media, activating sales through social media, public relations through social media, direct marketing through social media, and the spoken word electronically).
- 2) **The dependent variable:** It is the behavior of the customer's citizenship, and includes two dimensions (customer assistance, feedback).

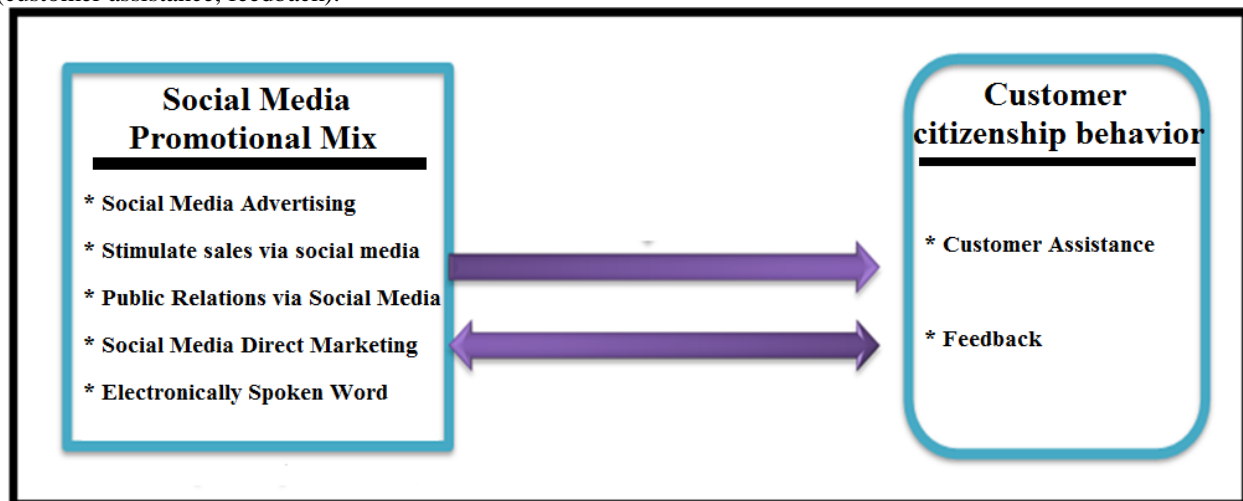


Figure 1 Hypothesis scheme of Study

Source: Researcher Preparation

Fifth: Study hypotheses

H1: There is a statistically significant correlation between the promotional mix through social media and the behavior of the customer's citizenship.

H2: There is a statistically significant effect of the social media promotional mix on customer citizenship behavior

Sixth: Description of Study sample

Study sample included Zain Iraq Telecommunications customers in Diwaniyah city, and accordingly, according to the equation (Hair et al., 2014: 101), the appropriate sample size = (number of paragraphs * 5) + (safety margin 10%) Therefore, the appropriate sample:

Sample size = (48 * 5) + (240 * 10%) = 240 + 24 = 264 resolutions.

Accordingly, (300) questionnaires were distributed to Zain customers, and (283) questionnaire forms were retrieved, with the number of damaged forms equal to (12), which means that the number of forms suitable for use in the analysis reached (271), i.e. a response rate of (90.33%).

Seventh: Data and Information Collection Tools

The data collection tool was represented in the questionnaire form that will be adopted by the researcher based on the sources listed in Table (1).

Table (1) Study Scales (Variables and Dimensions)

Variables	Dimensions	Paragraphs	Sources
Social Media Promotional Mix	Social Media Advertising	4	(Maxham, 2001), (Nzioka,2021)
	Stimulate sales via social media	4	
	Public Relations via Social Media	4	
	Social Media Direct Marketing	4	
	Electronically Spoken Word	4	
Customer citizenship behavior	Customer Assistance	4	(Groth,2005)
	Feedback	4	

THE THEORETICAL FRAMEWORK

First: The promotional mix through social media

1. **The concept of promotional mix through social media:** The purpose of promotion is to communicate with current and potential consumers in order to influence them and convince them to buy an organized good or service, so promotion can be defined as a form of communication where the organization or marketer conveys a message through a communication channel to the intended target market (Burrows, 2009:428):).

Although many businesses have attempted to balance their objectives with interests that have long been viewed as competing by working with a general philosophy that frames all concepts and mechanisms that achieve their mission and strategic goals, many business organizations may not necessarily have the resources or capabilities to successfully implement social media. Applying this strategy requires organizational or marketing managers to balance and concentrate on three crucial elements (community, organization, and customers) (Kotler & Armstrong, 2014:11.)

In order to market products or services, promotion entails disseminating information about an organization's offerings through a variety of promotional aspects (Moore & Pareek, 2010:130). As the marketer seeks to develop the ideal collection of various personal and non-personal selling items to fulfill certain marketing objectives, the promotional mix is referred to as a subset of the marketing mix (Kurtz (2011:500). The purpose of the promotional mix is to consistently and efficiently communicate the organization's message to the intended target audience. Accordingly, a promotional mix is a combination of advertising, public relations, personal selling, direct marketing, sales promotion, sponsorship, and new media used to reach the target market and achieve the overall goals of the organization (Lamb et al., 2012:250). (Gitman & McDaniel, 2009:328).

From this standpoint, it can be said that developing a comprehensive definition that expresses the promotional mix through social media is very difficult, which requires the presentation of a set of views that dealt with the concept of the promotional mix through social media, as in Table (2).

Table (2) The concept of promotional mix through social media according to the opinions of a group of researchers

NO.	Researcher, year and page	Concept
1	Taubenheim et al.,2008:58	A method of using the Internet to cooperate immediately, share knowledge, and have a discussion on concepts or factors that matter to us
2	Chan&Guillet,2011:347	A Through a variety of internet-based applications that allow interaction, communication, and collaboration on user-generated material, people and groups are able to receive what they need and desire while sharing information such as ideas, content, and relationships.
3	Chi,2011:46	A means by which social media promotion can provide meaning and connection between brands and consumers and provide a personal channel and currency for user-centered networks and social interaction.
4	Chang et al.,2015:777	A mechanism through which social networks such as Facebook can be used to enable

		content sharing, information dissemination, build relationships and fan cohesion
5	Pham&Gammoh,2015:325	The ability of an organization's process to create and promote online marketing-related activities on social media platforms that deliver value to stakeholders
6	Choi et al.,2016:772	The result of employees being immersed in word of mouth, positively influencing the customer's property rights, enhancing customer loyalty to the organization, and increasing purchasing intent for the organization's goods or services
7	Tuten&Solomon,2016:21	Use social media, channels and software technologies to create, communicate, present and share presentations that have value to organizational stakeholders
8	Felix et al.,2017:123	It is an interdisciplinary and multifunctional concept that uses social media (often in combination with other communication channels) to achieve organizational goals by creating value for stakeholders.
9	Arrigo,2018:1	The sum of the Internet-based applications adopted by the organization in order to build and exchange commercial content between the organization and customers.
10	Arora et al.,2019:87	A means that relies on interaction and communication between customers and the organization through promotional offers for the goods and services of the organization.

2. Dimension Of The Promotional Mix Via Social Media

The promotional mix can be represented through social media through several dimensions: (Maxham, 2001), (Nzioka, 2021))

a. Social Media Advertising

Advertising is the first component of the promotional mix; according to Hult et al. (2013), it is a collectively paid, paid method of persuading consumers to buy a good or service. The advertisement is also said to be disseminated to the target market via social media.

Due to the nature of social media as an interactive and modern technology, advertising represents at the forefront of communication with organizations and customers, advertising represents a form of advertising on the Internet as it enables customers to realize different experiences in interaction and get more engagement, publication and learning with advertisements and target customers (Alalwan, 2018:66).)

b. Stimulate sales via social media

Promotion is an important communication tool consisting of a set of promotional techniques used by the organization, in order to convince customers to buy products (Yohanes et al, 2015:5; Wu&Li,2018:77). Lorenzo (2017:24) found that promotion refers to a different set of communication tools and procedures followed by the organization in order to convince customers to repeat the purchase process on its offered products. Ahmed & Rahman, 2015:27) explained that the promotion mix in particular refers to a set of tools that an organization can use to communicate effectively the benefits of its products or services to its customers, which means that the main objective of promotion costs is to achieve customer satisfaction with the products offered. Kanina (2013:2) stated that promotion refers to the direct methods used by the organization to communicate its products and services to its customers in the fullest way.

c. Public Relations via Social Media

Public relations represents the communication that an organization makes either face-to-face or through the media to improve services and marketing results between the organization and the customer by building positive relationships with him (M Allo,2020:24). Kilgour et al. (2015:2) explained that social media provides the possibility of building public relations with customers by interacting with them and engaging in a positive way with customer communities of practice, which generates the ability to bring about change in The mission of the organization in line with the requirements of customers as it represents a source of information for the development of the organization's services and products.

d. Electronically Spoken Word

The electronically spoken word is defined as informal communication related to valuations of goods and services (Li et al., 2023), and as a technique that relies mainly on the process of written communication through the exchange of emails, forums or websites (Zaush,2022: 159). The electronically spoken word also represents the exchange of art or ratings by previous users of certain products or services to other users, through social media messages, and in a very easy manner. The consumer towards positive talk of the product to others or what is known as the spoken word emanates from his commitment and positive feelings towards the company and its products, and the spoken word can be defined electronically from the perspective of companies as a marketing tool affecting customers before the purchase process or behavior, through some former customers providing information via the Internet to others to review, watch or revive again (Sergius, 2021:370).

e. Social Media Direct Marketing

As a result, direct marketing is defined as an interactive communication tool that moves the product or service to potential customers rather than waiting for them to come to the organization (Lancaster & Massingham, 2011: 330), and direct social media marketing typically includes various formats, may be in the form of a video, a slide show, a banner ad, or other impersonal communication (Pride & Ferrell, 2012:481).

Second: Customer Citizenship Conduct

First: The concept of customer citizenship behavior

Interest in customer citizenship behavior began after a short period of interest in organizational citizenship behavior by (Organ) in (1981), which includes positive and voluntary behaviors issued by customers and beneficial to the organization. Customer citizenship behavior describes the beneficial behaviors that the customer voluntarily performs in his daily relationships and dealings. These constructive behaviors consist of helping other customers, urging them towards the organization's services, commitment and endorsement, as well as providing information to service providers. and staff to improve FAO services and goods (2014:223,Balaji).

Organizational citizenship behavior informs customer citizenship behavior (OCB), which is based on the belief that employees who exhibit positive, voluntary, beneficial and constructive behaviors towards employers and other customers (2016:468 (Tan et al., 2016), are also described as a set of voluntary behaviors that are not necessary for the success of production or service delivery and that customers practice to assist the service provider organization (Chen et al. 2015:12507).),

In recent years, a strong focus has begun to be placed on customer citizenship behavior (Meng et al., 2015:150), as a result of what characterizes customer citizenship behavior with important activities such as positive speech behavior, the use of concrete presentations or personal elements to continue the relationship. Organization Suggestions for improving services and controlling customer behavior (ensuring appropriate behavior), informing the organization about inferior services and goods in order to improve them, flexibility willingness to adapt to situations, charity, facilitation and participation in the activities of the organization (such as Research or other sponsored activities (2018:4, Tonder & Beer), Customer citizenship behavior is embodied in seven categories: communicating with positive words, building sincere relationships with the organization, partnership and collaboration, providing feedback, direct complaint, evaluating the behavior of others, flexibility (Madani et al. 2015: 739).).

Zuo et al.,2021:4763 described that the behavior of customer citizenship supports the customer's behavior, valuable behavioral response, beliefs and opinions, and **based on the above**, Study of customer citizenship behavior is characterized by ambiguity, so the current study aims to reveal this topic because of its importance in building the perceived value of customers and improving customer behaviors in a way that helps other customers participate in improving service, and this is confirmed by (Mitrega et al., 2022:25). Hence, the knowledge of a comprehensive concept of customer citizenship behavior is very difficult due to the lack of agreement of researchers on a unified concept, and Table (3) shows what was accessible for the concept of customer citizenship behavior.

Table (3) The concept of customer citizenship behavior according to the opinions of a group of researchers

NO.	Researcher, year and page	Concept
1	Alex&Thomas,2011:309	The degree that determines the value and quality of the products and the benefit they provide to customers.
2	Jung&Yoo,2017:122	A mechanism to encourage customers to participate in building the value of organizational services by participating in decision-making and providing appropriate information to the organization.
3	Jeon,2018:46	Voluntary and discretionary behavior that helps the organization improve its services in general
4	Holthausen,2019:11	A set of positive, voluntary, useful and constructive behaviors for customers that benefit the organization in general
5	Eris,2022:47376	A comprehensive assessment of what customers spend on the product (money, time and effort) and what they receive (amount, quality, and relevance) in exchange for their perception.
6	Hussein,2022:114	The affection issued by the customer towards the service provider who enjoyed it due to the excellence of that service.
7	Lin&choe,2022:5	A combination of relationships between customers and the brand of the organization aimed at enhancing trust, loyalty and satisfaction of customers towards the organization.

2. Dimensions of customer citizenship behavior

The behavior of the customer's citizenship can be represented by the following two dimensions:

a. Customer Assistance

Assistance refers to the customer's behavior directed towards helping other customers in the process of providing the service, as the initiative to help other customers instead of service providers builds a positive outlook on customers, as well as being affected by the emotion of customers by generating a sense of social responsibility towards the organization (Jallow,2021:13), as it represents the customer's behavior that directly helps other customers in the process of creating a shared service. Customers also remember and use their own experiences to help other customers facing similar difficulties (Ercsey, 2016:31).).

Some customers believe that it is their responsibility to help other customers, and customers enjoy actively participating in helping others and sharing their marketing information, and customers may get help from others in finding, repairing products or how to use them correctly, and the organization benefits from voluntary behaviors that contribute to helping customers with business success (Al-Hadrawi et al., 2019: 525).

b. Feedback

The degree to which customers submit brand feedback in a way that combines their needs for products with the organization's long-term objectives is considered feedback on customer participation in brand innovation (Yi & Gong 2013:1280). According to Wu et al. (2010:722–726), feedback refers to the many abilities, techniques, and procedures to respond quickly and simply to changes in input and output requirements, so that the process can reliably meet the needs of the customer with minimum effort or expense. In light of uncertainty, this competence entails being able to manage production resources including labor, machinery, material handling, and production sequences. The productivity and technological know-how of the existing process system, which forms the basis for flexible performance, are also directly related to this portability. Feedback shows how effectively someone understands others and strives to imitate that person's conduct (Alapo, 2018:31-32).

THE PRACTICAL SIDE OF STUDY

First: Description and coding of Study variables

In "order to demonstrate how to collect, classify, classify, and enter data in the statistical package (SPSS.V.28) and the statistical package of (AMOS.V.28), as well as to extract the results that Study aspires to reach, this section is interested in describing the variables of Study by replacing a set of symbols instead of variables to express them more accurately and to facilitate the matter for the researcher, the variables included in Study were compensated with a set of symbols and abbreviations shown in" Table (4).

Table (4) Characterization of study tool variables

Variables	Dimensions	NO.	Icon
Social Media Promotional Mix	Social Media Advertising	4	PMAD
	Stimulate sales via social media	4	PMAC
	Public Relations via Social Media	4	PMPU
	Social Media Direct Marketing	4	PMDI
	Electronically Spoken Word	4	PMDM
Customer citizenship behavior	Customer Assistance	4	CIAS
	Feedback	4	CIFE

Second: Testing the normal distribution of Study variables

The results of Table (5) revealed that the Kolmogorov-Smirnov test's significant value for the normal distribution test was higher than (0.05), rejecting the null hypothesis that the data are not subject to the normal distribution test and accepting the alternative hypothesis that the data are, which indicates that this test opens the door to that alternative hypothesis. How to extract the hypotheses that the study aims to test using parametric statistical methods.

Table (5) Results of the normal distribution test for Study variables

Variables	Kol-Smi
Declaration	.134
Sales Activation	.109
Public Relations	.179
Direct Marketing	.106
Electronically Spoken Word	.109
Social Media Promotional Mix	.149
Customer Assistance	.173
Feedback	.143
Customer citizenship behavior	.112

Third: Structural stability of Study tool

The stability of **the promotional mix** model through social media, represented in five dimensions, and by (20) items on the degree of total stability of its value (0.895), and this came as a result of the stability distributed between (0.779) for the dimension of the spoken word electronically to (0.896) for the dimension of public relations through social media, and the credibility of this model of (0.946) indicates the suitability of the measurement tool with the sample surveyed as it obtained high credibility.

The stability of the **customer's citizenship** behavior model, represented in two dimensions, and by (8) paragraphs on the degree of total stability of its value (0.888), and this came from the outcome of stability ranging from (0.863) after helping customers to (0.865) for the dimension of feedback, as the credibility of this model indicates (0.942) to the suitability of the measurement tool with the sample surveyed as it obtained high credibility.

Table 6 Stability Test

Variables	Dimensions	NO.	Cronbach Alpha Transactions	Structural honesty coefficient
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Social Media Promotional Mix	Social Media Advertising	4	0.839	0.895	0.916	0.946
	Stimulate sales via social media	4	0.896		0.947	
	Public Relations via Social Media	4	0.847		0.920	
	Social Media Direct Marketing	4	0.872		0.934	
	Electronically Spoken Word	4	0.779		0.883	
Customer citizenship behavior	Customer Assistance	4	0.863	0.888	0.929	0.942
	Feedback	4	0.865		0.930	

Fourth: Statistical Description

1. Descriptive statistics of the promotional mix variable via social media

According to Table (7)'s findings, the promotional mix variable through social media had an average arithmetic value of 3.76, which is toward a high level of agreement, a standard deviation of (0.578), and a relative importance of (76%). It's possible that interest in the social media advertising dimension helped to enrich this variable, giving it an average arithmetic value of (4.07) and a standard deviation of (0.58). However, the spoken word obtained an arithmetic mean (3.60), a standard deviation of (0.856), and relative importance (72%), after being processed electronically. which shows that the use of social media is an effective tool for the company in order to promote its products and services to its loyal customers.

Table (7) Arithmetic means, standard deviations and relative importance of the promotional mix variable through social media

Dimension	mean	Standard deviation	Materiality %	Order of importance
Declaration	4.07	0.581	81%	First
Sales Activation	3.68	0.838	74%	Fourth
Public Relations	3.75	0.729	75%	Third
Direct Marketing	3.85	0.668	77%	Second
Electronically Spoken Word	3.60	0.856	72%	V
The overall rate of the social media promotional mix variable				
Arithmetic mean	3.79	Standard deviation		0.578
Materiality %	76%			

2. Descriptive statistics of the customer's citizenship behavior variable

The customer citizenship behavior variable's general average arithmetic average was 3.78, which is toward a high degree of agreement and has a standard deviation of (0.731), a relative importance of (76%), and a standard deviation of (0.737). These results are shown in Table 8. The interest in the feedback dimension may have contributed to the enrichment of this variable, which now has an arithmetic average of 3.80, a standard deviation of (0.817), and a relative importance of (76%). This indicates that the company's interests in the customer's citizenship behavior variable can be enhanced by focusing on giving customers accurate information about the company's business procedures.

Table (8) Arithmetic Means, Standard Deviations and Relative Importance of the Customer Citizenship Behavior Variable

Dimension	mean	Standard deviation	Materiality %	Order of importance
Customer Assistance	3.75	0.772	75%	Second
Feedback	3.80	0.817	76%	First
General Rate of Customer Citizenship Behavior Variable				
Arithmetic mean	3.78	Standard deviation		0.731
Materiality %	76%			

Fifth: Hypothesis Testing

H1: There is a statistically significant correlation between social media promotional mix and customer citizenship behavior.

The results of Table (9) indicate a statistically significant correlation between the promotional mix through social media and the behavior of customer citizenship, which is a strong relationship according to the scale of (Mukaka, 2012) and its amount (0.628), which means the possibility of the studied company to build a positive relationship between the promotional mix through social media and the behavior of customer citizenship at a moral level less than (0.01). This was accompanied by a correlation between the promotional mix through social media and the dimensions of customer citizenship behavior, ranging from (0.531) for the feedback dimension to (0.628) for the customer assistance dimension.

Table (9) Correlation matrix between study variables

Variables	Advertisement (1)	Sales Activation (2)	Public Relations (3)	Direct Marketing (4)	Electronic Spoken Word (5)	Social Media Promo Mix (6)	Customer Assistance (7)	Feedback (8)	Customer Citizenship Conduct (9)
1	1								
2	.477**	1							
3	.445**	.562**	1						
4	.562**	.440**	.621**	1					
5	.427**	.428**	.660**	.601**	1				
6	.708**	.756**	.843**	.806**	.811**	1			
7	.388**	.454**	.571**	.503**	.534**	.628**	1		
8	.322**	.436**	.447**	.338**	.505**	.531**	.696**	1	
9	.384**	.483**	.551**	.454**	.563**	.628**	.916**	.926**	1

H2: There is a statistically significant effect relationship between social media promotional mix and customer citizenship behavior.

Table (10)'s findings show that the promotional mix through social media has a significant impact on customer citizenship behavior, as increasing the promotional mix through social media by one unit results in an improvement in customer citizenship behavior of (0.794), with a standard error of (0.089), and a critical value equal to (8.921). This shows that customers are receiving accurate information about the competition's work procedures.

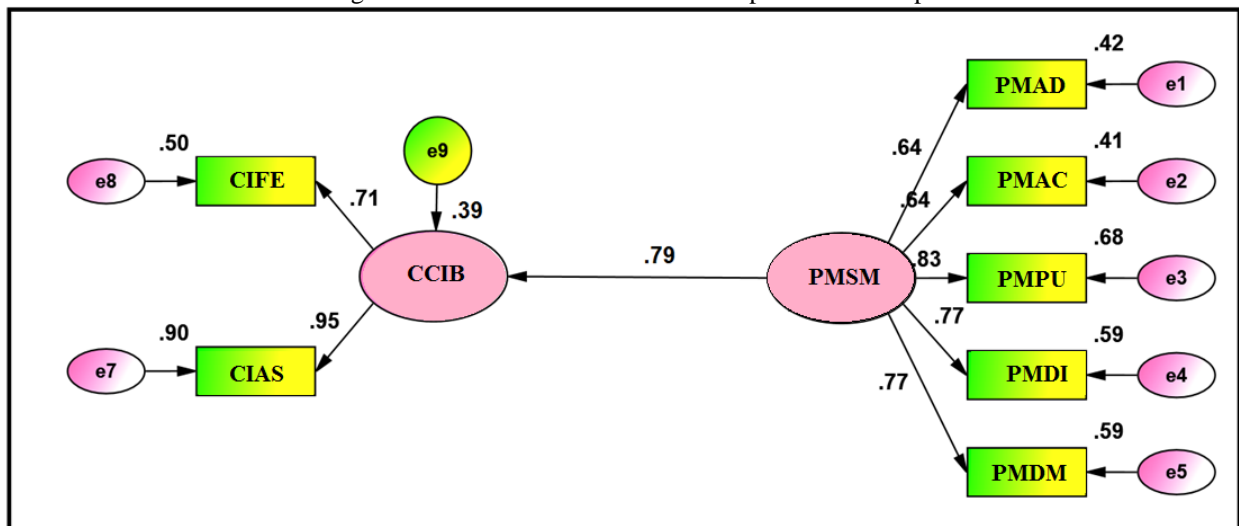


Figure 2 Standard Chart of the Impact of Social Media Promotional Mix on Customer Citizenship Behavior According to Table (10)'s results, the promotional mix through social media in its dimensions helped interpret (0.394) of the problems that prevent customers from acting more responsibly, necessitating the development of the company's capacities by (0.606).

Table (10) Standard weights of the impact of the promotional mix through social media on customer citizenship behavior

Impact path	Standard Weight	Standard error	Critical value	value R ²	Probability (P)	Type of effect
Social Media Promotional Mix ---> Customer citizenship behavior	0.794	0.089	8.921	0.394	0.001	Moral

CONCLUSIONS AND RECOMMENDATIONS

First: Conclusions

1. The results showed the company's interest in using social media as an effective tool in order to promote its services to its loyal customers, which leads to differentiating and changing customers' perceptions of the brand.

2. The company is keen to provide commercial offers to reach customers through social media, which contributes to the possibility of improving the company's interests in the dimension of sales activation by focusing on providing free gifts through social media.
3. The company is committed to identifying the features and benefits of the services offered by focusing on taking the customer's opinion in determining the dimensions of its various services.
4. The company is interested in sending promotional messages through social media by enhancing customers' sense of confidence when using emails via social media.
5. The results showed the company's focus on the reliability of the services provided by the company and be far from the image of deception and fraud by focusing on providing correct information to customers regarding the company's work procedures.
6. The company's interest in helping customers by focusing on the accuracy and experience of the company's employees, and providing constructive ideas and proposals for the company's management that contribute to improving its services.

Second: Recommendations

1. The need to develop the possibility of the company's interests in the dimension of the spoken word electronically by focusing on encouraging loyal customers to advise their colleagues to deal with the company's brand.
2. The company should improve its plans by building strategies that motivate customers to become active participants in brand activities.
3. The company should pay attention to the use of advertising through social media through social networking sites (Facebook, Instagram, Twitter, YouTube, and Messenger) that it strategically places to reach customers.
4. The need for the company to pay attention to providing commercial offers to reach customers through social media by identifying the features and benefits of the services offered.
5. The need to focus on the company's interest in text messages to market its services through social media to current and newly targeted customers, by recommending customers for the company's brand to their friends and relatives through social media.
6. The need for the company to focus on the use of social media in a way that improves the ability of its brands to interact with customers at different stages of the customer journey, and to provide attractive and appropriate content, as customers can receive personalized offers as well as relevant and timely information, thus increasing the perceived value of the good or service.

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