

The Impact of Social Media Marketing on Buyer's Behavior: Applied on the Egyptian Real Estate Market

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Zeinab Elsayed Mahmoud Ali 

PhD in Business Administration. Suez Canal University, Egypt

Zeinabalsayed2127@gmail.com

Abstract

The effect of social media marketing on buyer purchasing behavior in Egypt's real estate market is an important study area in modern marketing. This research focuses on the role of social media, especially advertising, activation strategies, conversations, and word of mouth in influencing buyer decisions. Through research conducted among customers of large real estate companies in Egypt, the study found that the buyer on social media plays an important role in the design of behavior. The results indicated that social media marketing, including all means through social platforms, has a significant impact on the buyer's perceptions and decisions. Conclusions support concepts that have statistically significant relationships between social media activities and buyer purchasing behavior. Recommendations include tailored marketing strategies based on demographic characteristics, cultivating buyer knowledge databases for personalized services, and nurturing brand identity through active social media engagement. This research marketing provides valuable insights for professionals and real estate companies that require the effective benefit of social media to increase the buyer's experiences and increase professional success.

Keywords: Buyer Behavior, Social Media, Real Estate Market.

1- Introduction

Modern marketing strategies focus on the buyer, directing marketing spending and shifting from strategies based on products or services to strategies based on the buyer. The buyer is the focus of the marketing process, and the fundamental reason for the existence of any organization and ensuring its continuity in the business environment, especially in light of the rapid environmental changes and developments, which lead to a rapid and continuous change in the desires and needs of customers and buyers, which means that the survival and continuity of the organization in the markets depends on its ability to meet the needs and desires of customers and deal with any change that occurs to them, which created the need to build positive relationships with customers and buyers, improve the value and benefit they obtain and build a good image of the organization in their minds. (Wibowo, Chen, Wiangin, & Ruangkanjanases, 2021).

The tremendous and accelerating technological progress in various fields has created a digital reality, as it has formed a fundamental difference on various organizations and individuals, and the science of

marketing through social media is one of the most affected concepts due to these technological developments in all fields, as the global trend today tends to increase the use of social media as an effective marketing tool due to the high increase in the number of users of these platforms and their impact on their behaviors. (Al-Sharida, 2022)

The research of buyer behavior has received great attention since ancient times, mainly because of its importance, and to identify and identify the factors that affect it, because buyer behavior is affected by many factors whose impact varies according to their characteristics, as there is a clear difference in buyer behavior as a result of different countries, regions, races, customs, traditions and other factors. Buyer behavior is considered as the attitude shown by a buyer that is exposed to an internal or external stimulus, which corresponds to an unsaturated need, and that this behavior is the main driver that determines the quality and quantity of the good or service provided by the company. Buyer behavior is also defined as the actions and actions of planning and buying a product or service, and then consuming it. (Al-Turman, 2020)

Real estate companies are competing strongly among themselves in order to provide the best services to their customers that enable them to move their purchase decisions in their favor. While dealing with real estate companies through social media, the buyer may face a set of problems, the most prominent of which is the low or lack of trust and the spread of marketing deception, in addition to the lack of respect for privacy, weak transaction security and lack of credibility, which represent in their entirety the dimensions and elements of the negative side in the ethics of dealing and selling electronically. (Abdelkader, 2021)

The author conducted the exploratory research of a facilitated sample of (30) clients from a number of real estate companies represented by (City Edge, Emmar Misr, Orascom, Sodic), with the aim of accurately noting the problem of the research, formulating questions and identifying hypotheses for the research.

The following table shows the survey list addressed to a sample of clients of (4) real estate companies in Egypt, which were selected based on the fact that they are real estate development companies and one of the largest real estate companies:

Table No. 1

The survey list addressed to the customers of the companies under research

Theme 1: Social Media Marketing	Agree	Disagree	Not approved
The company provides useful information through its advertisements published on social media	20	10	33.3%
The company stimulates purchases through social media using coupons and promotional gifts	10	20	66.6%
Social media allows for enhanced communication between customers and the company	28	2	6.6%
I can trust recommendations made via social media platforms related to the customer experience	19	11	36.6%

The second axis: Buyer purchasing behavior	Agree	Disagree	Not approved
Buyer awareness of the importance of social media marketing plays a major role in their response to the services provided by the company	25	5	16.6%
Social media marketing affects the degree of emotional response of the buyer towards the services provided by the company through it	27	3	10%
The information provided by the company through social media marketing about the services contributes to the buyer's purchase decision	22	8	26.6%

Source : Prepared by the author

The results of the field survey research showed the following results:

- (66.6%) of the sample's vocabulary confirms that the company provides useful information through its advertisements published on social media.
- Disagreement (66.6%) of the sample items that the company stimulates purchases through social media using coupons and promotional gifts.
- (6.6%) of the sample items agreed that social media allows the possibility of enhancing social communication between customers and the company.
- 63.4% of the sample confirms that they trust the recommendations made through social media platforms about the customer experience with the company.
- (93.4%) of the sample items confirmed that the buyer's awareness of the importance of social media marketing plays a major role in his response to the services provided by the company.
- 90% of the sample agreed that social media marketing affects the degree of emotional response of the buyer towards the services provided by the company through it.
- 73.4% of the sample items also confirmed that the information provided by the company through social media marketing about the services contributes to the buyer's purchase decision.

Based on the survey research, **it is clear that marketing through social media affects the purchasing behavior of buyers. This is what prompted the author for this research to reach and identify the impact of social media marketing on the purchasing behavior of the buyer by applying it to the real estate market.**

2- Research problem and Questions

There are many advantages provided by social media as advertising channels that have the ability to quickly reach huge numbers of Internet browsers and buyers. These means also contribute to identifying the current interests of current or prospective customers, which is what prompted most companies to develop their traditional marketing strategies and display advertising content on social media in order to benefit from the marketing opportunities offered by these means. (Dowidar, 2022)

In light of the previous studies that the author reviewed, and the survey research that he carried out on a facilitated sample of a number of companies operating in the real estate marketing sector, he found that social media marketing can have a role in buyer purchasing behavior. Therefore, this research seeks to answer the following question: **Is there an impact of social media marketing on buyer purchasing behavior in the Egyptian real estate market?**

Research Questions:

- What is the impact of social media advertising on buyer purchasing behavior in the Egyptian real estate market?
- What is the impact of social media activation on buyer purchasing behavior in the Egyptian real estate market?
- What is the impact of social media interaction on buyer purchasing behavior in the Egyptian real estate market?
- What is the impact of the word of mouth through social media on buyer purchasing behavior in the Egyptian real estate market?

3- Significance of the Research

The importance of the research is divided into scientific importance and applied importance, which can be clarified as follows:

The research deals with some modern concepts in the literature of buyer behavior and marketing through social media. Through the research and analysis of this topic, the author seeks to provide the theoretical framework and its constituent dimensions with a comprehensive scientific methodology, as this research is a scientific addition to the Arab Library in the field of marketing, in addition to the intellectual heritage in this specialization, as well as the scientific rooting of the concepts of the research in the field of application.

The importance of the research lies in the fact that it provides very important information to companies, social media marketers and those in charge of real estate markets in Egypt, through the application of the dimensions of social media marketing and its impact on buyer purchasing behavior. The results of the research can help those in charge of managing real estate development companies to practice marketing activities through social media, which are effective and acceptable to the target market. When companies achieve effectiveness of marketing activities through social media, this will affect the purchasing behavior of the buyer.

4- Research Objectives and Hypotheses

This article aims at

- Measuring the impact of social media advertising on buyer purchasing behavior in the Egyptian real estate market.
- Researching the impact of activation through social media on buyer purchasing behavior in the Egyptian real estate market.

- Analyzing the impact of social media interaction on buyer purchasing behavior in the Egyptian real estate market.
- Measuring the impact of word of mouth through social media on buyer purchasing behavior in the Egyptian real estate market.

Hypotheses of the Research

H1: There is a statistical significance between advertisements through social media on the purchasing behavior of the buyer in the Egyptian real estate market.

H2: There is a statistical significance between activation through social media on the purchasing behavior of the buyer in the Egyptian real estate market.

H3: There is a statistical significance between the interaction through social media on the purchasing behavior of the buyer in the Egyptian real estate market.

H4: There is a statistical significance between the word of mouth through social media on the purchasing behavior of the buyer in the Egyptian real estate market.

5- Methodology

The research method used is the descriptive analytical method supported by the methods of statistical analysis, as it is the most used method in scientific research that authors resort to permanently, due to its great flexibility and comprehensiveness. Research population and sample

The research population consists of clients of a number of real estate companies (City Edge, Emmar Misr, Orascom, Sodic) because they are the workplace of the author and the ease of obtaining the information that serves and fits this research as they are one of the largest developers of real estate marketing. The number of (V · · ·) customers, and to collect data related to the research and to determine the impact of social media marketing on the purchasing behavior of the buyer, the research relied in achieving its objectives in describing and analyzing the dimensions of the problem of the research and testing the research hypotheses based on the use of the descriptive analytical approach; where it was necessary to collect the necessary primary and secondary data from its various office and field sources.

The author also relied on taking samples available in a number of companies, given the conditions and capabilities of the author, and the total sample size will be determined using the following equation, at a level of confidence of 95%, and at the limits of a standard error of 5%.

$$n! = \frac{Z(p) (1-p) N}{e^{2N} + Z^2(p) (1-p)}$$

where n = the size of the research sample.

Z (p) = a ratio between zero and one and we assume it is 0.5.

N = The size of the total community.

e = the permissible error rate and we assume it is 0.05.

$Z^2(p)$ = standard score of 1.96 at 95% confidence coefficient.

And compensation in the equation :

$$n! \frac{1.96^2(0.5)(0.5)(7000)}{0.05^2(7000) + 1.96^2(0.5)(0.5)} .363$$

Data Collection Tools

The author relied on two methods in this research – namely :

A- Theoretical research:

In the theoretical research, the author followed the descriptive analytical method, which consists in reviewing many literature, references, researches, articles published on the Internet, letters, and published and unpublished Arabic and foreign periodicals, in order to compile the scientific material related to the subject of the thesis.

(b) Applied research:

The author collected the data through a survey list of the sample items, in order to measure the impact of social media marketing on the purchasing behavior of buyers in the Egyptian real estate market, through a survey form addressed to customers (City Edge, Emmar Misr, Orascom, Sodic).

Data analysis methods

The analysis of the field research data – obtained through the questionnaire forms – will be based on the application of statistical analysis methods that are most appropriate to the nature of those data, using the Statistical Package for Social Sciences (SPSS) program.

The limitations of the research

Spatial borders: The real estate market in Egypt represented by (City Edge, Emmar Misr, Orascom, Sodic).

Human Limits: This research is limited to clients (City Edge, Emmar Misr, Orascom, Sodic) for real estate development.

Time limits: The author will conduct the research for 2021-2024.

6- Theoretical framework:

social media marketing

Social media is computer-developed technologies for creating and sharing information, ideas, and other expressions across virtual communities and networks. Social media is about creating and sharing information and ideas. (Al-Majzoub, 2020)

Social media marketing is the practice of using digital technology platforms to communicate with customers to identify their requirements and deliver value to customers appropriately. This motivates organizations and companies to provide superior value to customers through effective communication, organizing with customers, and communicating with them on social media platforms to build their brands, increase sales, and increase website traffic by publishing large contents on their social media profiles, listening to their audiences, engaging followers, analyzing results, and then implementing social media ads. Through social media, companies and customers create content such as ideas, messages, videos, and photos to communicate value propositions to customers. (Algharabat, Rana, Alalwan, & Baabdullah, 2020)

Field points for social media members

Social media is one of the modern phenomena that have invaded the buyer market, and it is noteworthy that it has become indispensable in recent years. Egypt is currently witnessing a significant development in the use of social media, as it has become an important role in communication, entertainment and business. It is one of the most used platforms in the real estate market for 2023, according to <https://www.statista.com>, a German company specialized in the market and buyers. The most used sites are Facebook with 2958 million monthly users, followed by YouTube with 2514 million monthly users, WhatsApp with 2000 million monthly users, and Twitter with 528.3 million monthly users.

Thus, Facebook is a huge opportunity for real estate marketers to connect with a larger audience and market real estate in innovative ways and different strategies that enable marketers to exploit the power of Facebook as an effective real estate marketing platform. The graph shows the number of users of social media elements

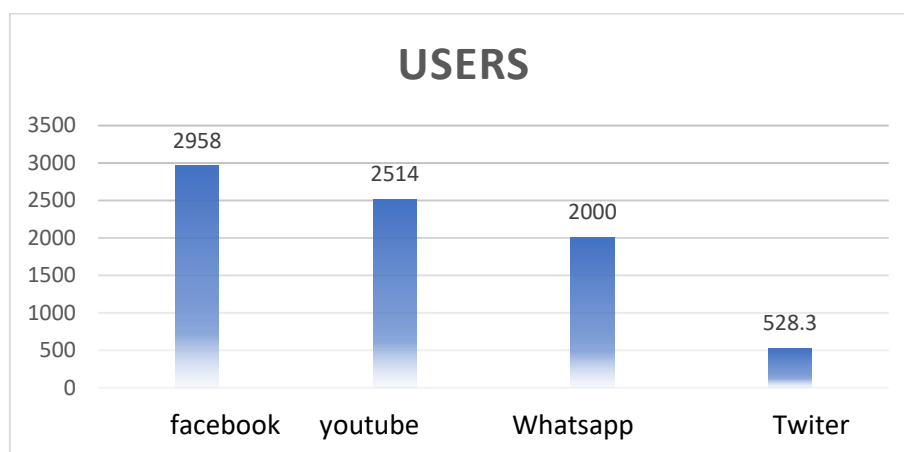


Figure No. (1): Number of users of social media elements

Source: Prepared by the author according to <https://www.statista.com>

7- The Concept of Social Media Marketing

Social networks rely on building virtual communities that allow buyers to express their needs, desires and values online. These networks connect these buyers and audiences with companies that share the same needs, desires and values. Through social media, companies can stay in touch with followers. This personal interaction can instill a sense of loyalty among followers and potential customers by choosing who to follow on these sites. (Chen & Line, 2019)

Social media marketing is defined as the employment of social media sites and platforms to promote and advertise a service or product to benefit and communicate with the largest available number of customers. It also expresses the organization's or company's endeavor to employ social media to convince buyers that its services and products are worthwhile, through the virtual online environment represented by social media, blogs, and others. (Li et al.

8- Dimensions of Social Media Marketing

The authors differed in determining the dimensions of marketing through social media, due to the various and sophisticated facilities and services provided by these sites, which are renewed every day. It should be noted that the current research has adopted the following dimensions of marketing through social media, which are as follows:

8.1 Social Media Ads

(Ziouch, 2018) explained that there are three main categories of advertising through social media, namely: **direct advertising that relies on the Internet of friends**, and this can be the most effective form but also leads to a lot of controversy, and an example of this is the Facebook beacon project. **Direct advertising on the social networking site**, this is another form of online advertising. This type of advertising can benefit from the demographic data in the profile and thus target direct advertising. **Indirect advertising by creating groups or pages**. This is an innovative marketing method through which the company can create a page or group that users can choose to join. They can use this to form what is known as "subscribers" or "fans" and take advantage of this in marketing for competition, which from its role is a new product or to increase brand awareness.

8.2 Activation via social media

He explained (Hedid & Abdessamad, 2020), the most prominent advantages and benefits offered by activation through social media are:

- 1- Interactive communication (the primary feature of online activation, compared to traditional activation through traditional media such as television, radio, and journalism).
- 2- Multimedia (users have images, sounds, text, and video at their disposal, giving them unlimited possibility in terms of creativity).
- 3- Unlimited space (anyone, from anywhere in the world, can access the World Wide Web, provided that the basic technical conditions are met).
- 4- Feedback (Feedback is much faster and more reliable in online communications compared to traditional media).

8.3 Social Media Interaction

Interaction is one of the unique features of marketing using social media, and it means the ease and speed of making two-way communications and disseminating information, and this may be done through reposting, sharing content, commenting on content, or following up on social media accounts (Sharmin, Sultan, Badulescu, & Badulescu, 2021). It refers to the extent to which the customer is able to share content, obtain information about the mark and share it with the company and other customers. (Hazzam, 2021)

Social media allows customers to interact directly with companies instead of just being the target of one-way means. These means also allow the possibility of opening channels of communication with these customers and communicating with them in an interactive manner, which enables these companies to identify their desires and needs, analyze them and try to meet them by establishing relationships with customers and allowing them to express their suggestions, opinions and comments on the amendments and developments they wish to introduce in the products. (Thu & Phuong., 2021)

8.5 Social media

The word of mouth in the field of marketing is defined as "the process of passing information between a non-commercial caller (who has no return from that) and a future for the brand, service or product, and this word does not have to be reliable or written as soon as it disappears, and its importance lies in being a source of information for customers. It can also be defined as "verbal advice or recommendation from customers who talk about how comfortable they are to experience a particular service or good to potential customers, and word of mouth is considered one of the most successful and effective means of promotion because it is unpaid and does not aim for any personal or material interests. (Tavukcuoglu, 2018).

9- Buyer purchasing behaviour

There is no doubt that buyer behavior is human behavior, and many of its acquaintances have been put forward by marketing authors, the most famous of which is Engel's definition, as he believes that buyer behavior is "the direct actions and actions of individuals in order to obtain the product or service and includes the procedures for making the purchase decision as defined by Martin as" the point for a series of actions that take place within the buyer and that these procedures represent needs, perception, motivation, intelligence and memory. The process of interaction between the buyer and the surrounding environment leads to the formation of the outputs that he identified and called aspects, which are habits, incentives, image, attitudes, decision and reaction. " (2015).

9.1 The Importance of Purchasing Behavior

The importance of purchasing behavior in companies is the result of their marketing operations and activities aimed at segmenting markets and allocating some services or products to certain buyer segments in order to satisfy their needs and desires. Therefore, the process of researching buyer purchasing behavior is one of the most important goals that companies seek at the present time by looking at any influences on purchasing decisions and other variables that can be studied to help them make wise and sound purchasing decisions. (Al-Abwany, 2019)

It shows the importance and benefits of researching buyer behavior for marketing managers to understand why and when the purchasing decision taken by the buyer is made, as well as understanding the types of buyer behavior for buyers, as well as researching the factors affecting this behavior, and planning successful and distinctive marketing strategies for the company. All this can only be done through research and research, as this importance is followed by benefit for the parties to the exchange process between the buyer and companies. Qasim!

9.2 The Impact of Social Media Marketing on Purchasing Behavior:

The buyer occupies the first place and the main pillar of the various marketing management activities of most companies, whose success depends on the behavior shown by the buyer, which is affected by many psychological and social factors and pressures that work in an interrelated and interdependent manner to determine his actions. Saya.

Marketing as a communication process aims to bring about certain behavioral changes, by moving the customer or buyer from one stage to another until the purchase stage. The purchasing response is the last step that shoppers aim to push buyers to take as the ultimate goal of marketing. Understanding the response process that the buyer makes to reach the purchase decision, along with knowing how the shopper influences the response process, is essential to provide effective marketing campaigns. In order to know the impact of the marketing campaign on the buyer's behavior, it is necessary to think about the changes that occur to the levels of perception and attitudes, and this leads us to the models that have been developed for the marketing communication process for individuals, represented in the models of the structure of responses, Response Hierarchy Models, where many models have been developed, but they all share that they see that the customer goes through three levels: (Al-Madaweya, 2019)

- **Cognitive level:** Here the buyer performs mental processes that lead to the perception and knowledge of the brand.
- **Affective Level:** This is where the emotional responses associated with the brand you are shopping for take place. At this stage, trends towards the brand are formed.
- **Action/Behaviour level:** This stage refers to the actions taken by the buyer in response to advertising efforts such as making a purchase.

Marketing plays a prominent role in motivating the buyer towards buying, and deals with the needs of a buyer. Their desires must be determined in order to prepare an appropriate advertisement for all types of current and potential buyers, and to research the characteristics of buyers to whom shoppers are directed, their needs, desires and orientations. Marketing is a buyer-oriented communication activity not only for the promotion of goods and services, but also aims at the need to convince that buyer and not be satisfied with news about its existence. Here, the importance of marketing and its necessity for the shopper and the buyer is highlighted.

10- Research Findings

Discussion of the results

The results indicated that the general arithmetic average for social media marketing reached (4.03) and this is a high level, and this result is attributed to the real estate market companies seeking to employ social media sites and platforms to promote and advertise their product and services to benefit and communicate with the largest available number of buyers, in addition to their attempt to convince buyers that their services and products are worthy of attention, through the virtual online environment represented by social media, blogs, etc., and to adopt them as a tool for communication and interaction between them and buyers, and to benefit from their advantages, and to identify buyer behaviors and strengthen the relationship with them.

Dimension (word of mouth via social media) ranked first with an arithmetic average (4.06), and this is a high level, and this result is attributed to the great openness and wide spread of the use of social media, which allowed buyers to document and exchange views and ideas related to the brands of real estate marketing companies with others through it. In addition, real estate companies are aware of the importance of employing the word of mouth as a marketing tool that allows buyers to freely express their opinions and experiences in dealing with real estate companies with distinctive brands, as this type of information has become more influential on purchase intentions as a result of the speed and comfort in using these means and obtaining the required real estate information.

In second place came the dimension of (advertisements through social media) with an average of (4.05), and this is a high level, and this result is attributed to the companies providing useful information through their advertisements published through social media. And the commitment of the companies under research to provide services compatible with the advertiser through social media. The company's social media ads help create a distinctive identity for its services. The company's advertisements on social media enable it to build a mental perception of the extent of benefit from its products.

While in third place came the dimension of (interaction through social media) with an average of (4.03), and this is a high level, and this result is due to the fact that social media allows the possibility of enhancing communication between customers and the company, and social media also contributes to increasing awareness of the brand of real estate companies, and social media enables the freedom to express an opinion on the company's services, facilitating the process of exchanging views with the company's customers through social media platforms.

Followed by the dimension of (activation through social media) in the fourth and last place with an average calculation of (3.94), which is an average level, and this result is attributed to the company providing discounts to its followers on social media, stimulating the company's purchases through social media using coupons and promotional gifts, giving buyers confidence in the sales deals conducted by the company through social media.

The current research differed with the research of (Azzam, 2022) in the order of dimensions in terms of importance, where in the research of the latter came the order as follows (word of mouth via social media – advertising via social media - interaction via social media – activation via social media)

Moreover, the results showed that the overall arithmetic mean of the purchasing behavior variable for buyers is (3.90), which is at an average level, and this result is attributed to the result that buyers realize the importance of social media marketing.

The emotional response dimension ranked first with an average of (3.99), which is a high level. This result is attributed to the entrenchment of the information provided by social media marketing in the image of products and services in the mind of the buyer. Social media marketing affects the degree of emotional response of the buyer towards the products and services provided through it. Social media marketing services also provide buyers with effort compared to traditional marketing methods. Buyers feel confident in the security of their personal data when buying through social media, and buyers also feel confident in the specifications of the products and services provided through social media.

The purchase dimension ranked first with an average of (3.91), which is an average level. This result is attributed to the fact that buyers make their decision to buy through social media based on the assessments provided by other buyers. The information provided by social media marketing about products or services also contributes to the buyer's purchasing decision. Online purchasing helps by relying on meeting the purchasing needs of buyers. The process of finding the products that the buyer searches for is also easy, which drives him to buy through social media. You can buy from the website any day and any hour that the buyer wants.

The cognitive response dimension ranked third and last with an average of (3.81), which is an average level. This result is attributed to the fact that buyer awareness plays a major role in responding to the products and services provided through social media, and that effective strategies used in social media marketing attract buyers to the products and services provided through them. Social media marketing uses different means of attraction targeting the final buyer. Social media marketing also contributes to the effective use of buyer-oriented promotional strategies. The company also uses social media marketing to introduce its products or services, and that social media marketing plays an important role in clarifying the features of products and services for alternative options for the buyer.

The current research differed with the research of (Abu Haniyeh, 2021) in the order of dimensions in terms of importance, where in the research of the latter came the order as follows (procurement – cognitive response – emotional response).

Discuss the results related to answering the first question, which states:

What is the impact of social media advertising on buyer purchasing behavior in the Egyptian real estate market?

The results of the research related to the first question showed that, in light of the simple and multiple linear regression analysis, the first main hypothesis can be accepted, which states that **there is a statistically significant effect at the level of significance ($\alpha \leq 0.05$) between social media ads on buyer purchasing behavior in the Egyptian real estate market**, due to the impact of the dimension of social media ads on buyer purchasing behavior in the companies under research. This is

what the research of (Al-Sharida, 2022) disagreed with, and agreed with the research of (Al-Azzam, 2022).

Discuss the results related to answering the second question, which states:

What is the impact of social media activation on buyer purchasing behavior in the Egyptian real estate market?

The results of the research related to the first question showed that, in light of the simple and multiple linear regression analysis, the second main hypothesis can be accepted, which states that **there is a statistically significant effect at the level of significance ($\alpha \leq 0.05$) between activation through social media on buyer purchasing behavior in the Egyptian real estate market**, due to the impact of the activation dimension through social media on buyer purchasing behavior in the companies under research. This is what the research of (Al-Tarman, 2020) disagreed with, and agreed with the research of (Al-Azzam, 2022).

Discuss the results related to answering the third question, which states:

What is the impact of social media interaction on buyer purchasing behavior in the Egyptian real estate market?

The results of the research related to the third question showed that, in light of the simple and multiple linear regression analysis, the first main hypothesis can be fully accepted, which states that **there is a statistically significant effect at the level of significance ($\alpha \leq 0.05$) between social media interaction on buyer purchasing behavior in the Egyptian real estate market**, due to the impact of the dimension of social media interaction on buyer purchasing behavior in the companies under research. This is what the research of (Sanad, 2019) disagreed with, and agreed with the research of (Al-Azzam, 2022).

Discuss the results related to answering the fourth question, which states:

What is the impact of the word of mouth through social media on buyer purchasing behavior in the Egyptian real estate market?

The results of the research related to the third question showed that, in light of the simple and multiple linear regression analysis, the first main hypothesis can be fully accepted, which states that **there is a statistically significant effect at the level of significance ($\alpha \leq 0.05$) between the word of mouth through social media on the purchasing behavior of the buyer in the Egyptian real estate market**, due to the impact of the word of mouth dimension through social media on the purchasing behavior of the buyer in the companies under research. This is what the research of (Al-Shakri, 2020) disagreed with, and agreed with the research of (Al-Azzam, 2022).

Second: Results of hypothesis tests

Table 2

Presentation of the results of the statistical hypothesis tests of the research

Purpose		
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Parent	There is a statistically significant effect at the level of significance ($\alpha \leq 0.05$) between social media marketing and buyer purchasing behavior.	Partially accept the first main premise
The first sub-hypothesis	There is a statistically significant effect at the level of significance ($\alpha \leq 0.05$) between advertisements through social media on buyer purchasing behavior in the Egyptian real estate market	Assumption Acceptance
Second sub-hypothesis	There is a statistically significant effect at the level of significance ($\alpha \leq 0.05$) between activation through social media on buyer purchasing behavior in the Egyptian real estate market	Assumption Acceptance
The third sub-hypothesis	There is a statistically significant effect at the level of significance ($\alpha \leq 0.05$) between interaction through social media on buyer purchasing behavior in the Egyptian real estate market	Assumption Acceptance
The fourth sub-hypothesis	There is a statistically significant effect at the level of significance ($\alpha \leq 0.05$) between the word of mouth through social media on the purchasing behavior of the buyer in the Egyptian real estate market	Assumption Acceptance

Recommendations

In light of the results reached, the author makes a set of recommendations that will invest social media in marketing, and achieve its effectiveness in buyer purchasing behavior, as follows:

- 1- Divide buyers according to their demographic characteristics, personal and social circumstances, and living conditions to design incentive programs that are advertised through social networks, to encourage buyers to benefit from the services of real estate market companies.
- 2- Work to create a knowledge database for buyers that includes their personal characteristics, needs and preferences, so that the company can provide various products suitable for all buyers, which meets the needs of buyers and retain them, and spread the positive word about the company, and then attract new customers.
- 3- Communicate directly and quickly with buyer comments and inquiries at any time, by appointing qualified and trained individuals to interact with buyers, answer their inquiries and demands, and not ignore any demand of them.
- 4- Forming an identity for real estate marketing companies in Egypt through social media and raising buyer awareness of the real estate services and benefits provided by companies.
- 5- Enhancing the effectiveness of the word of mouth through social media within real estate marketing strategies, and working to build a relationship of trust and honesty with buyers to serve as a marketing tool that serves the company's objectives.
- 6- Enhancing the company's brand recognition by providing companies with an electronic platform to increase the visibility and recognition of their brand.

- 7- Build brand loyalty by promoting continuous communication and interaction, which enables companies to build stronger relationships with their target audience, which leads to increased brand loyalty and repeat business.
- 8- Identify vertical markets suitable for the company's real estate business to focus on, as it is a specific group of people or companies with common characteristics and needs, through which real estate professionals can design their marketing efforts and services to meet the unique needs of these groups, which ultimately leads to increased success and profitability.
- 9- Seeking untapped opportunities within targeted vertical markets, where identifying the right vertical markets for real estate business requires a combination of rigorous analysis, market research and a deep understanding of the company's expertise and capabilities
- 10- Conduct marketing research and development to improve the company's strategies, based on a deep understanding of market needs, preferences and behavior, as this information can then be used to develop targeted marketing campaigns, and design products and services to meet the unique needs of the market.

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