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Social Networking Sites and their Impact on Purchasing Decisions: Exploratory Research on a Sample of Premium Class Hotels in Baghdad

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Abstract

The research seeks to know the role played by social networking sites with its dimensions (flexibility, efficiency, speed, and ease of use) in purchasing decisions with its dimensions (pre-purchase, realizing the need, evaluating alternatives, and decision-making). The study tries to answer the questions that express the problem of the study, including whether The departments in the premium-class hotels in Baghdad are aware of the impact that social networking sites have on purchasing decisions. The administrators of the surveyed hotels (department managers, divisional managers) and some statistical methods were used for the two ready-made programs (AOMS.V.25, 25.SPSS v). The sub-dimensions of each variable and the degree of benefit from its application in the surveyed hotels. The results showed that there is a statistically significant effect between (social networking sites and purchasing decisions). The most important recommendations were the need for hotel management to invest the brand in hotels to help it spread in the Arab world and regionally and pay attention to the category of businessmen and investors by presenting offers related to the nature of their work and supporting conferences and commercial, scientific and cultural activities to win their loyalty and listen to customer complaints and activate marketing via social media to implant the brand In the mindset of the customer and gain a competitive advantage.

Keywords: *social networking sites, purchasing decisions, premium class hotels.*

INTRODUCTION

With the growth and spread of social networks via the Internet and their use by a large group of society and the large number of fields that can be employed and the many advantages of them as well as being an important tool for the interaction of individuals with each other, many organizations used marketing through means to achieve their marketing goals by influencing the buyer's decisions by promoting the product Or the service through various platforms in the field of social communication, with its high flexibility, acceptable cost to the buyer, speed of completion, and ease of use by a wide group in spreading the benefits, importance, and uses of the product or service provided to the target audience, and investing the public's admiration for influencers in influencing their purchasing decisions in all its stages. Starting from the pre-purchase stage, realizing his need for the product or service, and assisting in evaluating the proposed alternatives and choosing the appropriate alternative for the customer, and thus achieving marketing goals.

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Today, most organizations are trying to get the largest possible segment of customers and how to acquire them. This matter has cast a shadow over the productive and service organizations that are trying to make their way in the world of competition. From here, most Iraqi hotels resorted, including hotels in Baghdad governorate, including the Mansour Melia Hotel, Palestine. Le Meridien, Babylon Rotana and Ishtar Sheraton tend to encourage customers to make a purchase decision, which requires attention to activate marketing through social networking sites, which witnessed a transition from traditional marketing to electronic marketing to enter new markets and target wide segments of customers. Its importance has increased based on the pursuit of globalization. And it has become one of the necessities because it is a contemporary entrance that is consistent with reality and building a future differently from the past. Baghdad hotels have gained the attention of customers in general, and this made them enter as a strong competitor in the competition market and they must maintain this leading position according to each of the social communication, which is an important tool to encourage decisions Customer purchase.

The problem of the research lies in the existence of a gap to measure the impact of social networking sites in achieving purchasing decisions. Through the current research, this gap is bridged through the main problem of the research. Questions are formulated according to the followingWhat is the role of social networking sites in purchasing decisions in the hotels under research?

The importance of the research is reflected in addressing a vital topic and that Iraqi organizations are in dire need to understand social networking sites to build sustainable performance for organizations and the absence of a research interested in knowing the nature of the relationship between social networking sites and purchasing decisions in the environment of Iraqi hotels in general and Baghdad hotels in particular. More on the role that departments have in organizations and the extent of its need to develop and develop social networking sites. The research seeks to try to increase the awareness of those in charge of hotels of the importance of following social networking sites as a business philosophy in the research community and how it affects purchase decisions through influence marketing. It helps in addressing problems that Facing the community under research in terms of social networking sites, which provides the necessary solutions that contribute to stimulating purchase decisions.

The current research seeks to achieve a set of main objectives, including diagnosing the level of influencer marketing availability in first-class Baghdad hotels. We determine the level of availability of social networking sites in first-class Baghdad hotels. Clarifying the level of availability of purchasing decisions in Baghdad hotels of the first degree and analyzing the impact of social networking sites in its dimensions in purchasing decisions. And to present a set of proposals based on the results of the research, which would develop the variables of the current research, as well as suggestions for future studies for researchers. The following figure (1) shows the search model.

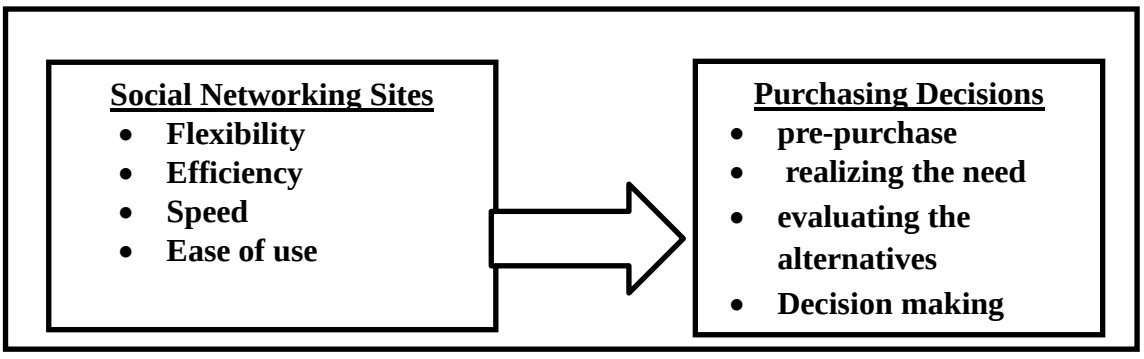

Figure (1) research Model

LITERATURE REVIEW

Social media sites

The various modern social networks are considered one of the most advanced technologies in the field of modern communication, which appeared for the first time at the beginning of the nineties of the last century, and were in the form of websites. A social networking site known as Classmates.com with the aim of gathering research and university friends to communicate with each other, and at that time it was the first social networking site in its modern concept (Saadi, 2023: 163). Then the SIX degrees.com website appeared in 1997 to be the first social networking site that allows people to create a list of friends and communicate with them by sending messages to them, as it closed in the year 2000 and did not become a permanent site. This period is from the year (1997-2001) (Theresa, 2008: 3), then a number of social networking sites appeared, such as Gatiavenue, Black Planet Asian sites, allowing the user to freely access friends' data without any restrictions, and it appeared in Yee ale on the My site Space, which was established by Thomas Anderson, as it included 200 devices connected to the global network, and is considered one of the interactive networks that allow the dissemination of images, videos and audio (Khalil and Abai, 286: 2022). Then, blogs appeared in 2004 to serve as a diary or arena for presenting personal opinions, news, and expressing ideas. Mark Zuckerberg launched Facebook at Harvard University, and at the same time YouTube requested downloading and watching videos in 2005, followed by Twitter in 2005. 2006. This is the definition of the Web (2.0), followed by the emergence of a large number of social networking sites, estimated at 200 websites (Hatim, 2012: 75). And it occupies the most widespread digital social networking networks in the world, according to the statistics of the eBizMBA Research Center issued in February 2012, and Facebook has occupied the leading position, as the number of subscribers reached 17 million 750 thousand subscribers. (Ahmed and Abdul Karim, 2017: 281).

In 2016, the Chinese company Byte Dance launched the TikTok application to share fun videos and music with friends, and Baaz is the first Arabic social networking site (Qanbar, 2022:33). He defined it (Atiyah and Muhaisen, 2022: 283) a group of applications that allow touch users to communicate and interact with family and friends by sharing photos, videos, and direct contact, as well as using them to improve and build a positive image of leaders, institutions, and organizations.

)Katea, 2022: 171) Websites that provide their users with a range of multiple-choice services such as instant chat, private messages, e-mail, video, text and audio blogs, and the participation of others, as the user gathers with other members who have the same common interests and hobbies. Social networking sites can be defined as interactive social networks. It enables individuals to communicate wherever and whenever they want through the Internet, using smart devices, to conduct connections and deals of all kinds.

Social networking sites have a great role in the lives of their users, the most important of which is spreading awareness, and the ease and speed with which information is exchanged. Some blogs and forums provide information about political issues, topics and events that are taking place in the world, and even provide an opportunity to receive questions and answer them (Sabra, 2020: 63) Refine knowledge and increase knowledge. Culture, by communicating with new and unknown cultures (Petrescu, 2014: 4) E-commerce, as many companies display their products on social media, and individuals have an important role in promoting some goods as well (Hantush, 2017: 205). Communication and its diversity lead to a rapprochement or attraction between users, and then the feeling of time and the sense of time ceases, so the person continues to communicate with others (Kamel, 2022: 72) Global, where geographical and spatial barriers are abolished and international borders are shattered, where an individual in the East can communicate with an individual in The West simply and easily (Sabra, 2020: 63). Lower costs of viral marketing compared to other promotional methods Ability to

reach different groups of customers, as friendship networks are established in many cases when there are common interests (Kotler, 2018:519) Social media is more trustworthy for customers than traditional sources of information Which is controlled by marketing, as celebrities and friends contribute to marketing (Rollins, 2014: 6 & Anitsal) Social media marketing helps to know the opinions of customers through their comments that they leave on the company's website, which helps the company to understand the customer's needs and to know the quality of the service or product provided (Petrescu, 2014: 4).

Four dimensions of social networking sites can be explained as follows:

1) Flexibility

This concept is one of the most comprehensive concepts due to its ability to deal with cases of ambiguity, uncertainty and changes that the business environment is exposed to at the present time, and what is known as the concepts of restructuring, and the emergence of educated organizations are factors that promoted the organization to reach what is known as flexible management (Khalil and Sheikh, 2019: 114). Flexibility is related to changing ideas, dealing with the problem in different ways, and producing a variety of solutions that help organizations to access new knowledge and broad experiences (2016:25 Akdogan & Sag). Flexibility represents the adaptive response to negative events and stems from interaction with the environment and processes that promote well-being or protect against Risk factors These processes can be individual coping strategies or can be assisted by good organizational contexts and practices when there are cumulative "protective factors"

2) Efficiency

Efficiency is defined as maximizing the ratio between output and input. The marketing outputs are the temporal benefit, the formal benefit, the spatial benefit, and the ownership benefit that provides satisfaction to the consumer (where the outputs refer to the role of marketing resulting from consumer satisfaction of goods and services, and the inputs refer to the costs of the various elements involved in marketing operations (Zhou, 2019: 76)) Efficiency constituted an important aspect of the practices and thinking of organizations, regardless of their nature, including marketing organizations, in which researchers and marketing thinkers cared, as they developed many concepts and definitions for them, most of which focus in two main directions: (Birgit et al, 2018: 145)

- The first trend: the possibility of using the resources available to the organization as the best utilization through the relationship between outputs and inputs without affecting the consumer's desire for the product.
- The second direction: work on developing the processes related to buying and selling and all aspects related to the economic process and price considerations for the necessary marketing procedures.

3) Speed

Speed is defined as the ability of the organization to exceed or finish any work or performance in the least specified period of time. Speed is represented in completing the required tasks and operations in the least time and includes introducing new products to the market, delivering products and providing services on time and in the shortest possible time (Kuleelung & Ussahawanitchakit, 2015: 207) It is the desire to help customers and provide them with fast service (Wilson et al , 2016: 168) Providing assistance and providing customers with service quickly and accurately, as measured by the speed of responding to customers' questions and solving their problems immediately and the ability of the company to provide solutions to problems automatically such as submitting a complaint via the Internet, guarantees on the Internet (Al-Kasasbeh, 2014: 21)

4) Ease of use

It refers to the extent of interactivity for customers with the website, by the ease of navigation and the organization of the site well, and also indicates that the ease and speed of customers completing their tasks depends on the speed of search, organization and general design (Al-Kasasbeh, 2014: 23) and prepared by (Yahya, 2012: 50) as the degree of people's conviction of their ability to use a particular system with the least possible effort. Where the ease of use of the system is due to the user's conviction to carry out various activities via the Internet in an appropriate and acceptable manner. Social media marketing is a way to reach consumers directly through social media Social media marketing is a popular way for businesses to reach customers. Social media marketing is the use of social media to promote products and services (Chille & Shayo, 2021: 15).

Purchasing decisions

With the advent of orientation towards the concept of marketing, many organizations began to turn to the consumer, who became the focal point of the organization's various activities and the compass to direct it to meet his needs and desires, so the research of consumer necessity generated behavior to research consumer behavior as it affects market segmentation, building the mental state and developing new products . Philosophy and the emergence of new concepts and technologies, as long as they are all related to gaining his satisfaction and gaining his loyalty and keeping him. Marketers have used many theories put forward by economists, psychologists, and sociologists. These theories dealt with the concept of behavior, its causes and symptoms, and the factors influencing it, and each of them tried to provide a theory to explain it. While it has helped marketers identify some aspects of consumer behavior and devise the reasons why they behave in the ways they see them, this behavior remains the mantra of it all. It's one of the mysteries we've never been able to solve. There isn't an aggregate theory that explains what guides marketers to set them up and see them achieve. Successfully directs marketers along the path they want. To understand all aspects of consumer behavior and identify the factors and types of purchasing decisions that affect it. and the stages of making a consumer purchase decision (Abdullah, 2016: 79). The purchase decision is related to the trends or attitudes towards the services provided, so whenever this trend is positive, it will lead to the purchase or use of the service in a high way; The purchase decision means choosing the appropriate alternative. It means choosing the appropriate alternative from among the available alternatives and the comparison between its benefits and its cost. Therefore, it is a complex decision with various aspects because it is the result of a set of interlocking partial decisions to purchase a specific commodity of a specific type, place, time and price (Al-Dulaimi, 2014: 228). The consumer is: “the sum of the actions, behaviors, movements and reactions that the consumer takes when making the purchase decision, which can be observed or seen directly when he purchases the good or service and chooses between the many alternatives presented to him (Hamishi and Masho, 2013: 6) see (Kotler & Keller Kotler & Keller, 2012: 151) a number of definitions of purchasing decisions, including (a research of how individuals, groups, or organizations choose to purchase services, ideas, and experiences to satisfy their needs and desires) Kotler & Keller, 2016: 133)) that purchase decisions are the act of consumers who want to buy Or not to buy the product and the purchase decision is a bond between the customer and the product the customer has customized a product or service from the company and feels that this product or service can offer something different from other company’s products or services (Tecoalu et al, 2021:184)). A purchasing decision is any individual who purchases a good or service for personal consumption (Kotler, 2018: 185).

The importance of purchasing decisions can be determined by defining the market for the category on the basis of consumer habits and culture represented in general purchasing decisions (Mazashi, 2015: 72) and defining the parts of the total market by segmenting the market using one of the well-known segmentation methods, with the aim of identifying the characteristics and specifications of consumers in each sub-market (

Kuncoro & Windyasari, 2021: 44) and purchasing decisions are very important to consider because purchasing decisions are things that companies use to create marketing strategies that will be implemented (Nurkhasanah & Santoso, 2020: 2) and to choose the appropriate market segment by dividing consumers into homogeneous segments as possible Raise the level of efficiency of the organization's marketing activity in line with the characteristics of its consumers. (Al-Majali, 2016: 34) and contributing to identifying possible promotion methods, including the selection of means and the preparation of promotional campaigns. The marketing segment of consumers represents the source for determining the appropriate means of advertising and determining the effectiveness of marketing strategies (Al-Majali, 2016: 34) and studies represent decisions Purchasing is the way to open new areas for marketing men, as a result of researching unsatisfied consumer needs, identifying opportunities for introducing new products, and ensuring that product design is commensurate with the needs and benefits of consumers. (Keskin & Durmaz. 2021: 81).

A number of studies were based on determining the dimensions of procurement decisions, in line with the objective of the research and the nature of the researched organization, as follows:

1) Pre-purchase

The consumer begins to accumulate information that may help him reach the desired state. The research may be conducted through internal and/or external sources. Internal search is carried out by reviewing memory for information about the product and substitute products. However, even if there is information in the consumer's memory, he seeks to complete this information through external sources such as advertisements, family, friends, magazines, viewing, and the Internet (Kadioglu et al, 2017:31). The amount of searching for information is affected by many factors. The process of purchasing simple and cheap products usually does not require an in-depth search for information compared to expensive products. People who are younger, more educated, and who enjoy shopping and the solutions they find tend to search more for information. It was also noted that women search more than men. Previous experience with the product can affect the time and effort required to search for information (Aldilax et al, 2020: 853).

2) Realizing the need

Perception is defined as the actions that an individual performs through testing, organizing, and interpreting the information he is exposed to in order to form a clear picture of his surroundings (Kotler, Keller, 2012:161) The marketing organization is to identify the latent needs of the consumer and raise them, and then work to explain the way to satisfy them through the products they offer (Kotler, 2018: 155.(

3) Evaluate the alternatives

the end of the information search stage, the consumer evaluates the available alternatives to reach the purchasing decision, and there is no single evaluation process used by all consumers, but rather there are many verbal processes where each consumer’s view of the product differs, and the evaluation process goes through the following steps (Google, 2015: 113) Determining the evaluation criteria: defining the criteria on the basis of which the alternative is chosen from the available alternatives, ie the characteristics that determine the purchase decision Determining the importance of criteria: ie determining the importance of each criterion to the consumer, such as the price, Determining the value of the product to the consumer: that is, focusing on the value of the product. The consumer looks at the product as a set of characteristics and features and evaluates it by studying each feature and paying attention to the advantages that are related to his needs. The importance of advertising increases in the stage of evaluating alternatives, as it plays

its role in providing the consumer with information about the different alternatives of the product in terms of characteristics, advantages, prices and location.

4) Decision making

The consumer passes the previous stages, he will be in front of a crossroads in making a decision to buy or not. When deciding whether to buy or not, when deciding on the most preferred brand, he will be in front of a series of ideas that he will discuss and may make several side decisions related to (the brand, merchant, quantity, time and method Payment, color, price and commodity attributes (Kotler & Keller, 2012: 174):

RESULT

First: Discuss the results of the statistics for the variable of social communication

1) Results of flexibility

The results shown in Table (1) yielded the descriptive indicators of the (flexibility) dimension, as it achieved a total average of (3.552), with a good level, and a record deviation of (0.603), as the general trend of the answers about all questions of this dimension was at (agreement), The results indicate that hotels are aware of the importance of social networking sites in achieving high flexibility to reveal the services provided by them and meet the various requirements of customers, as there is ease in the process of navigating the pages of the website, and there are also helpful instructions to go towards what the user wants on the site, as it is clear in a picture Generally, one of the results of the descriptive analysis is that the highest median recorded when asked (tools are available to help me navigate between the pages of the site) reached (3.664) with a deviation of (0.860), and the (coefficient of difference) recorded a value of (23.465). It also turns out that the lowest median When asked, it was recorded (there is consistency between colors, drawings and shapes on the hotel's website), as it reached (3.400), with a deviation of (1.042), and the (coefficient of difference) recorded a value of (30.654).

Table (1) the descriptive analysis of flexibility questions

	Items	Mean	ST.V	C.V
1.	The private hospital administration approves discounts for its VIP customers who frequently visit its services.	3.47	1.16	33.53
2.	The hospital administration is keen not to transfer the customer (the patient) to another hospital	3.51	1.24	35.39
3.	The hospital administration is keen to build relationships based on trust and mutual commitment with its customers (patients).	4.19	0.71	16.96
4.	Private hospitals are interested in maintaining good relations with existing customers (patients) and continuing to communicate with them.	4.27	0.63	14.79
5.	The hospital administration reconsider the programs for dealing with customers from time to time.	4.03	0.83	20.60

Total flexibility	3.90	0.56	14.34

2) Results of efficiency

The results shown in Table (2) indicated the descriptive indicators of the (efficiency) dimension, as it achieved a total mean of (3.548), with a good level, and a record deviation of (0.573), as the general trend of the answers to all questions of this dimension was at (agreement), as The results indicate the hotel administration's interest in the possibility of optimizing the site's utilization of the available material and human resources, as the hotel staff is interested in answering the customer's inquiries in a timely manner, and the answer is made directly about any inquiry on a specific topic, and the answer is sometimes accompanied by clarifications (drawings, pictures, clips Video ... etc.), as it is generally clear from the results of the descriptive analysis that the highest median recorded when asked (the hotel staff is interested in answering the client's inquiries in a timely manner) (it reached (3.600) and with a deviation of (0.826), and the (coefficient of variation) recorded what Its value is (22.949) importance

. It also turns out that the lowest median recorded when asked (the answer that is obtained from the site management is detailed and sufficient for what the user wants) as it reached (3.491) and with a deviation of (0.832), and the (coefficient of difference) recorded a value of (23.839).

Table (2) Descriptive analysis of efficiency questions

	Items	Mean	ST.V	C.V
6.	The private hospital administration approves discounts for its VIP customers who frequently visit its services.	3.47	1.16	33.53
7.	The hospital administration is keen not to transfer the customer (the patient) to another hospital	3.51	1.24	35.39
8.	The hospital administration is keen to build relationships based on trust and mutual commitment with its customers (patients).	4.19	0.71	16.96
9.	Private hospitals are interested in maintaining good relations with existing customers (patients) and continuing to communicate with them.	4.27	0.63	14.79
10.	The hospital administration reconsider the programs for dealing with customers from time to time.	4.03	0.83	20.60
Total efficiency		3.90	0.56	14.34

3) Results of speed

The results shown in Table (3) showed the descriptive indicators of the (speed) dimension, as it achieved a total mean of (3.520), with a good level, and a record deviation of (0.535), as the general trend of the answers to all questions of this dimension was at (agreement), as The results indicate that the hotel management strives to meet the needs of customers at the agreed time and the possibility of responding to them at the appropriate speed and providing services faster than competitors, as the content of the message addressed to the customer is interesting.

Table (3) the descriptive analysis of speed questions

	Items	Mean	ST.V	C.V
11.	The private hospital administration approves discounts for its VIP customers who frequently visit its services.	3.47	1.16	33.53
12.	The hospital administration is keen not to transfer the customer (the patient) to another hospital	3.51	1.24	35.39
13.	The hospital administration is keen to build relationships based on trust and mutual commitment with its customers (patients).	4.19	0.71	16.96
14.	Private hospitals are interested in maintaining good relations with existing customers (patients) and continuing to communicate with them.	4.27	0.63	14.79
15.	The hospital administration reconsider the programs for dealing with customers from time to time.	4.03	0.83	20.60
Total speed		3.90	0.56	14.34

The results of the descriptive analysis are that the highest median recorded when asked (the content of the offer directed to the customer is compatible with his needs) reached (3.609) with a deviation of (0.705), and the (coefficient of difference) recorded a value of (19.537). It also turns out that the lowest median recorded when asked (The customer is addressed in a personal capacity) as it reached (3.364) with a deviation of (0.965), and the (coefficient of difference) recorded a value of (28.682).

4) Results of ease of use

The results shown in Table (4) produced descriptive indicators related to the (ease of use) dimension, as it achieved a total mean of (3.555), with a good level, and a record deviation of (0.535), as the general trend of the answers about all questions of this dimension was at (agreement), The results indicate that the hotel management seeks to use the easiest and latest technologies to keep pace with the ability of customers to use social networking sites, regardless of their educational and intellectual level, as it is characterized by simplicity and availability. It also seeks to make the cost of connecting to the website acceptable, i. Hotels are more than one way to communicate with the site, as it is generally clear from the results of the descriptive analysis that the highest median was recorded when asked (the ease of the process of communicating with the parties that I needed on the website) as it reached (3.618) and with a deviation of (0.878), as recorded (the coefficient of difference (The value of (24.257). It also turns out that the lowest mean recorded when asked (the possibility of contacting the site at any time) was (3.473) with a deviation of (0.798), and the (coefficient of variation) recorded a value of (22.980)

Table (4) the descriptive analysis of ease of use questions

	Items	Mean	ST.V	C.V
16.	The private hospital administrate tion approves discounts for its VIP customers who frequently visit its	3.47	1.16	33.53

	services.			
17.	The hospital administration is keen not to transfer the customer (the patient) to another hospital	3.51	1.24	35.39
18.	The hospital administration is keen to build relationships based on trust and mutual commitment with its customers (patients).	4.19	0.71	16.96
19.	Private hospitals are interested in maintaining good relations with existing customers (patients) and continuing to communicate with them.	4.27	0.63	14.79
20.	The hospital administration reconsider the programs for dealing with customers from time to time.	4.03	0.83	20.60
Total ease of use		3.90	0.56	14.34

Second: Discuss the results of the statistics for the variable of purchasing decisions

1) Results of pre-purchase

The results shown in Table (5) produced the descriptive indicators of the (pre-purchase) dimension, as it achieved a total mean of (3.618), with a good level, and a record deviation of (0.486), as the general trend of the answers about all the questions of this dimension was at (agreement).), as the results indicate that the social network provides information about the characteristics and benefits of the products that the user broadcasts about, and also provides data on previous consumer trends and opinions related to the advertised products, in addition to providing information and data on the real prices of the products., As it is generally evident from The results of the descriptive analysis are that the highest median recorded when asked (the social network provides real and non-misleading information to the consumer) as it reached (3.736) with a deviation of (0.700), and the (coefficient of difference) recorded a value of (18.725). It also turns out that the lowest median When asked (the social network provides all information and data related to the products that the user is searching for), it was recorded as (3.445) with a deviation of (0.749), and the (coefficient of difference) recorded a value of (21.743).

Table (5) the descriptive analysis of pre-purchase questions

	Items	Mean	ST.V	C.V
21.	The private hospital administration approves discounts for its VIP customers who frequently visit its services.	3.47	1.16	33.53
22.	The hospital administration is keen not to transfer the customer (the patient) to another hospital	3.51	1.24	35.39
23.	The hospital administration is keen to build relationships based on trust and mutual commitment with its customers (patients).	4.19	0.71	16.96
24.	Private hospitals are interested in	4.27	0.63	14.79

	maintaining good relations with existing customers (patients) and continuing to communicate with them.			
25.	The hospital administration reconsider the programs for dealing with customers from time to time.	4.03	0.83	20.60
Total pre-purchase		3.90	0.56	14.34

2) Results of realizing the need

The results shown in Table (6) showed the descriptive indicators of the (realization of need) dimension, as it achieved a total mean of (3.678), with a good level, and a record deviation of (0.514), as the general trend of the answers to all questions of this dimension was at (agreement) , as the results indicate that products are advertised through the social network that meet the needs of customers.

Table (6) the descriptive analysis of realizing the need questions

	Items	Mean	ST.V	C.V
26.	The private hospital administration approves discounts for its VIP customers who frequently visit its services.	3.47	1.16	33.53
27.	The hospital administration is keen not to transfer the customer (the patient) to another hospital	3.51	1.24	35.39
28.	The hospital administration is keen to build relationships based on trust and mutual commitment with its customers (patients).	4.19	0.71	16.96
29.	Private hospitals are interested in maintaining good relations with existing customers (patients) and continuing to communicate with them.	4.27	0.63	14.79
30.	The hospital administration reconsider the programs for dealing with customers from time to time.	4.03	0.83	20.60
Total realizing the need		3.90	0.56	14.34

As the new products that are announced through the social network raise new needs for customers, as the need to purchase some of the products advertised through the social network is felt, as it is generally clear from the results of the descriptive analysis that the highest average score when asked (through viewing The products that are advertised on the social network arouse my interest (as it reached (3.918) with a deviation of (0.623), and the (coefficient of difference) recorded a value of (15.892). It is announced through the social network, in line with the continuous change in my desires.) It reached (3.555) with a deviation of (0.808), and the (coefficient of difference) recorded a value of (22.73).

3) Results of evaluating the alternatives

The results shown in Table (7) showed the descriptive indicators of the (alternatives evaluation) dimension, as it achieved a total mean of (3.671), with a good level, and a record deviation of (0.605), as the general trend of the answers to all questions of this dimension was at (agreement), The results indicate that the social network provides sufficient information to identify the most prominent alternatives available for products, and also provides sufficient opportunity to express my observations about the products, as the information available on the social network helps the consumer to identify the best alternative to buy.

As it is generally clear from the results of the descriptive analysis that the highest median recorded when asked (The social network provides information to identify the advantages of the available alternatives.) It reached (3.782) with a deviation of (0.709), and the (coefficient of difference) recorded a value of (18.743). It also turns out that the lowest median was recorded when asked (it is believed that the price of alternative products advertised on the social network corresponds to my purchasing power) as it reached (3.491), with a deviation of (0.832), and the (coefficient of difference) recorded a value of (23.839).

Table (7) the descriptive analysis of evaluating the alternatives questions

	Items	Mean	ST.V	C.V
31.	The private hospital administration approves discounts for its VIP customers who frequently visit its services.	3.47	1.16	33.53
32.	The hospital administration is keen not to transfer the customer (the patient) to another hospital	3.51	1.24	35.39
33.	The hospital administration is keen to build relationships based on trust and mutual commitment with its customers (patients).	4.19	0.71	16.96
34.	Private hospitals are interested in maintaining good relations with existing customers (patients) and continuing to communicate with them.	4.27	0.63	14.79
35.	The hospital administration reconsider the programs for dealing with customers from time to time.	4.03	0.83	20.60
Total evaluating the alternatives		3.90	0.56	14.34

4) Results of Decision making

The results shown in Table (8) produced the descriptive indicators of the (decision-making) dimension, as it achieved a total mean of (3.589), with a good level, and a record deviation of (0.601), as the general trend of the answers about all the questions of this dimension was at (agreement) , As the results indicate that the brand plays a prominent role for the consumer when purchasing products advertised on social networks, as the cash value related to the service is paid without hesitation, as the process of purchasing products advertised on social networks takes a long time, as it becomes clear In general, from the results of the descriptive analysis, the highest median recorded when asked (the process of purchasing services advertised through the social network is characterized by

simplicity and ease) as it amounted to (3.709) and with a deviation of (0.839), and the (coefficient of difference) recorded a value of (22.615), as It also turns out that the lowest mean was recorded when asked (it is believed that the purchase of products advertised through the social network satisfies the needs of users.) as it reached (3.455) with a deviation of (0.915), and the (coefficient of difference) recorded a value of (26.489.(

Table (8) the descriptive analysis of Decision making questions

	Items	Mean	ST.V	C.V
36.	The private hospital administration approves discounts for its VIP customers who frequently visit its services.	3.47	1.16	33.53
37.	The hospital administration is keen not to transfer the customer (the patient) to another hospital	3.51	1.24	35.39
38.	The hospital administration is keen to build relationships based on trust and mutual commitment with its customers (patients).	4.19	0.71	16.96
39.	Private hospitals are interested in maintaining good relations with existing customers (patients) and continuing to communicate with them.	4.27	0.63	14.79
40.	The hospital administration reconsiders the programs for dealing with customers from time to time.	4.03	0.83	20.60
Total Decision making		3.90	0.56	14.34

Testing the hypothesis between the dimensions of the variable (social networking sites) and the variable (purchasing decisions). As shown in Table (9), the main hypothesis is that there is a significant effect between social networking sites on purchasing decisions.

Table (9) indicates the results of the impact analysis between the variable of social networking sites in purchasing decisions, as the extracted (F) value achieved a value of (351.369), which is a high value and greater than its tabular value of (3.984), as it indicates the existence of a significant effect between them, as shown From the extracted (t) value of (18.745), the effect of parameter (β) is a real effect, as increasing the effect by one unit will lead to an increase in purchasing decisions by (84%), as the social media variable was able to explain what percentage (76%)) of changes in purchasing decisions.

1) The (first sub-hypothesis) that there is a significant effect of the flexibility dimension in purchasing decisions Table (9) indicates the results of the impact analysis between the dimension of flexibility in purchasing decisions, as the extracted (F) value achieved a value of (88.793), which is a high value and greater than its tabular value of (3.984), indicating that there is a significant effect between them, as shown by the value of (t) extracted and amounting to (9.423), that the effect of parameter (β) is a real effect, as increasing the effect by one unit will lead to an increase in purchasing decisions by (49%), as it was able, flexibility, to explain what percentage (44%) of the changes that occur on purchasing decisions.
2) The second sub-hypothesis) There is a significant effect of the efficiency dimension in purchasing decisions Table (9) indicates the results of the impact

analysis between the efficiency dimension in purchasing decisions, as the extracted (F) value achieved a value of (143.077), which is a high value and greater than its tabular value of (3.984), indicating that there is a significant effect between them, as shown by the value of (t) extracted and amounting to (11.961), that the effect of parameter (β) is a real effect, as increasing the effect by one unit will lead to an increase in purchasing decisions by (58%), as it was able, efficiency, to explain what percentage (56%) of the changes that occur on purchasing decisions.

3) Hypothesis (the third sub-hypothesis) There is a significant effect of the speed dimension in purchasing decisions Table (9) shows the results of the impact analysis between the dimension of speed in purchasing decisions, as the extracted (F) value achieved a value of (138.108), which is a high value and greater than its tabular value of (3.984), indicating that there is a significant effect between them, as shown by the value of (t) extracted and amounting to (11.752), that the effect of parameter (β) is a real effect, as increasing the effect by one unit will lead to an increase in purchasing decisions by (61%), as it was able, the speed, to explain what percentage (55%) of the changes that affect purchasing decisions.
4) The hypothesis (the fourth sub-hypothesis) is that there is a significant effect of the ease of use dimension in purchasing decisions.Table (9) shows the results of the impact analysis between the ease of use dimension in purchasing decisions, as the extracted (F) value achieved a value of (88.380), which is a high value and greater than its tabular value of (3.984), indicating that there is a significant effect between them, as shown by The extracted (t) value of (9.401) that the effect of parameter (β) is a real effect, as increasing the effect by one unit will lead to an increase in purchasing decisions by (55%), as it was able, ease of use, to explain what percentage (44%) of Changes in purchasing decisions.

Table (9) Simple linear regression test

Ind. Variable	Dep. Variable	)a(	)β(	)R2(	(F)	Sig.
Flexibility	Purchasing Decisions	1.889	0.493	0.451	88.79	0.000
Efficiency		1.573	0.582	0570	143.07	0.000
Speed		1.460	0.619	0.561	138.10	0.000
Ease of use		1.670	0.554	0.450	88.38	0.000
Social Networking Sites		0.638	0.847	0.765	351.36	0.000

CONCLUSION

Through the results of the research, we conclude that hotel management employs the brand in delivering the services provided to customers, but it is not well-known at the regional level. The hotel provides introductory messages to customers using several means about the services provided and relies on feedback to take the opinions and suggestions of customers. The hotel management has an interest in establishing the hotel brand in the customer's mind and seeks not to change the shape of its brand in the near future. The hotel management has social networking sites for easy communication directly with customers, as well as providing them with illustrative pictures of hotel

rooms and video clips to deliver the expected service to the customer. Hotel management relies on choosing the means of communication that the customer prefers, through which he can quickly respond to his needs and requirements, taking into account their preferences and individual differences. The dimensions of the social communication variable varied from the highest dimension, which is ease of use, followed by speed and efficiency, while the flexibility dimension ranked last. In Iraq and the lack of establishment of this sector as required, the research concluded that hotel management provides correct information to customers and is not misleading and displays real prices for hotel services provided and provides all the information that needs to be known before purchasing the service. Hotel management is keen to create new needs for customers and not only satisfy their current needs and provide Packages of options and alternatives and guide the customer to the suitability of each alternative according to his needs, preferences, and purchasing power. Hotel services in the pre-purchase stage and the importance of the first impression and drawing a specific image about the service provided in the mind of the customer because consumer behavior is a reflection of his ideas and perceptions about the service that hotels are likely to provide. The results showed that there is a statistically significant effect (social networking sites in purchasing decisions) She indicated that social networking sites had an impact through the dimensions (flexibility, efficiency, speed and ease of use), which indicates that the style of designing the hotel's website and making it easy to use and supported by explanatory means will greatly affect the buyer's decisions in favor of the hotel.

The researcher recommends increasing investment in the use of the brand in hotels to help it spread regionally and regionally. Hotel management should increase interest in the category of businessmen and investors through offering offers related to the nature of their work and support for conferences and commercial, scientific and cultural activities to earn their loyalty. Hotel later. Activate marketing via social media to implant the brand in the mindset of the customer and gain a competitive advantage. The need to pay attention to improving awareness of the brand, paying attention to the desires and needs of customers, and providing services that are commensurate with the needs of the Iraqi individual and his individual differences, as well as being appropriate to the Iraqi culture. The illustration is in bright colors, and specialized designers in this field are sought. The hotel management must increase the provision of the service package and be flexible to suit the diverse needs of customers and move away from stereotypes in service provision and conduct reference comparison with distinguished hotels. Conduct a training process for hotel workers according to their specializations with the help of academics from the Faculty of Engineering. Tourism as well as practitioners in the field of hotel service to improve the reality of tourism in Iraq, hotels must provide correct information through social networking sites, and that prices are not exaggerated and reflect the level of service provided to the customer. The need to guide customers to options that meet their needs and their purchasing power to increase their satisfaction. In order to gain his long-term loyalty by drawing a positive image about the hotel service provided, the hotel management must invest the influencer marketing link in improving the customer’s purchasing decisions and the optimal investment in information technology and what it provides in terms of marketing, reservations, electronic payment and other services. The target segment has to provide advertising content that explains the hotel services provided to customers with all the details they need.

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