

Social Media Marketing during COVID-19: Behaviors of Jordanian Users

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Abstract

Social media marketing is an important concept and influences the behavior of individuals and the change of their habits, based on evidence and marketing campaigns that target people to raise awareness and improve the course of their behavior for the better. This study aims to demonstrate the impact of social media marketing on the behavior of Jordanian citizens in light of the events of the spread of the Corona virus, and that by relying on a study and comparison of previous scientific studies that showed that social media marketing helps in modifying behaviors through the extent of the advantage of marketing campaigns, and in light of the spread of this epidemic some habits need to be modified by the Jordanian citizen. the study recommends decision-makers in Jordan must employ social media marketing in all its dimensions to influence the behavior of the Jordanian citizen to adhere to the new instructions that limit It is dangerous to spread this deadly disease and dispense with some traditional behaviors that contradict the recommendations of the World Health Organization regarding the behavior of individuals with each other. Thus, by keeping in view the study findings, the researchers recommended more studies addressing the use of Social Media marketing to spread Health crisis awareness to increase healthy behavior and mitigate its effects.

Keywords: social media, marketing, consumer behavior, COVID-19, Jordan

1. Introduction

Social media marketing plays an important role in our lives as it contributes to influencing daily social events and social marketing depends on the evidence proven to persuade people so it has become an important marketing concept in the community (Ahmad, 2022; Kotler & Zaltman, 1971). Following the confirmation by several communication academics that the media has outstanding impacts, media research has made significant efforts to analyze the material that the media transmits to the general public and the consequences of this information (Alzyoud & Makhresh, 2023; ahmad et al., 2023). When delving deeper into the social marketing concept will find that it depends on the promotion of a specific idea to a specific group until a problem is resolved, one of the difficulties that can be faced in social media marketing is that some people think that it interferes with their privacy, especially if the purpose of it is to change a certain behavior or habit they have and this difficulty increases if these habits are inherited. (Ali et al., 2021; Alnaser et al., 2020)The liability of Social marketing publishing goodness and awareness deals with the behavior of individuals (Andreasen, 1994). All companies are interested in the behavior of consumers, as it gives them an indication of the desires and interests of individuals positively or negatively, and on this, there is a close relationship between the behavior and social media marketing where the mental image is a mental perception of individuals towards a certain matter (Brønn, 2011; Calvert, 2008). The great development in the media and communication channels has become a major impact on individuals in various ways that can modify the mental image of individuals in any possible negative or positive direction (Alghizzawi, 2019b, 2019a; Alzyoud, 2022; Habes et al., 2018) as well here we see the role and the great importance of social marketing by controlling these media in the event of a negative path so that It improves the mental image of individuals Improve their behavior and influence them, being the traditional ways will not help In light

of the great development and many influences that people are exposed to and there many bad behaviors that need to be corrected. Marketing is always portrayed as the administration cycle liable for distinguishing, foreseeing, and fulfilling client prerequisites beneficially.(Al-Skaf et al., 2021) Marketing is a set of establishments, actions, and cycles for making, imparting, conveying, and trading contributions that have an incentive for clients, customers, accomplices, and society on the loose (American Marketing Association, 2012). Generally, Marketing is the capacity that connects the purchaser, client, and public to the advertiser through data, used to recognize and characterize promoting openings and issues; produce, refine, and assess showcasing activities; screen advertising execution; and improve comprehension of advertising as a cycle. Marketing indicates the data needed to address these issues, plans the strategy for gathering data, oversees and actualizes the information assortment measure, investigates the outcomes, and conveys the discoveries and their suggestions (American Marketing Association, 2008).With the spread of the killer virus there are many behaviors among individuals that must be modified and we in the Jordanian society have some inherited habits that conflict with these instructions issued by the World Health Organization so in this study we need to employ social media marketing to influence the behavior of the Jordanian citizen in light of the COVID19 health crisis until We guarantee its safety and adherence to the instructions.

2. Literature Review

Social media Marketing People participate in many things, not just behavior. It addresses the soul of the audience, so it generates a new way of thinking and creative ideas among individuals. These ideas help to modify behavior. Social media marketing provides us with fuel that helps society to be healthier and happier (Andreasen, 1993). Social media marketing has proven its effective role by influencing the behavior of individuals in all fields. Even if this campaign is unacceptable to individuals, it will affect them, so it is important to translate social media marketing into influential creative ideas, and social media marketing can be used to limit and motivate to modify consumer behavior in a way that attracts them to this behavior, and here lies the importance of social marketing to the various sectors (Al-Quran et al., 2022; Peattie & Peattie, 2009). Social media marketing plays an effective role for residents and societies, when a campaign with effective content is directed that will transform consumer behavior and help it to adopt behavior as well, especially in trying to fight a certain habit such as smoking, so it is important to ensure that social marketing is a major influence on consumer behavior and awareness, One of the important basics to be adopted when starting a social media marketing campaign must be to draw some stories that address the reality of the public and that this campaign is multifarious to include traditional media and modern (Evans & McCormack, 2008). Activating self-interpretation among individuals is very important through social media marketing, and this has become easier through modern technology, as it provides pictures and videos, and marketers have to decide when they target their campaign. There will be a major change in consumer behavior and intentions (N. R. Lee & Kotler, 2019; S. Lee & Pounders, 2019). By relying on the (Kennedy, 2016) study, he emphasizes that social media marketing is a change in the norms surrounding a specific issue to affect the behavior of individuals to modify a specific system. Companies that adopt the concept of social media marketing provide services to society, so there must be interest in this concept because it promotes social responsibility, Social media marketing is a responsibility that must be shared by everyone, so all decision-makers must be included in all areas (Hashem saed, 2007). Social marketing relies on theories of behavior and persuasion to achieve change and modification in the habits of individuals. Figure 1 shows whenever people are exposed to messages and social marketing campaigns increase the effect on their behavior (Evans, 2006).



Figure 1. Social marketing framework

Source: (Evans, 2006)

2.1 Social Marketing

The concept of social marketing emerged in 1972 and it is a group of efforts directed toward changing behavior for the better to enhance the environment. Social marketing focuses on individual behavior and principles of marketing and the delivery of a benefit to society and the desired goals of individuals (N. R. Lee & Kotler, 2011). Social marketing is used to achieve good and positivity, and the main point of it is to change behavior so that it changes attitudes and ideas to be successful (Andreasen, 1994). From the point of view of marketers, achieving satisfaction for individuals is through managing expectations and raising the level of service or commodity provided to customers. Therefore, expectations become realistic through sustainability and social marketing campaigns to create value levels for individuals greater. dependence on social marketing to Reduce certain behavior, social marketing success in solving many Of the behaviors of individuals in the world, especially in the health sector (Al-Shibly et al., 2019; Alhawamdeh et al., 2020; Peattie & Peattie, 2009) Based on (Stead et al., 2007) study, he emphasized that social marketing is effective in restraining individuals from certain behaviors, especially in unhealthy behaviors such as drug use or smoking. The intellectual and electronic development of individuals has become a challenge for social marketing all over the world and in all fields so it is necessary to share information and experience to facilitate the process of changing the behavior of individuals and achieve innovation, especially in the health field in the prevention of many diseases products and services to address public health needs (Lefebvre, 2011). Social marketers must understand the problem to determine the main point that must be focused on in the marketing campaign so that there is no bias (Wymer, 2011). Many sectors depend on technology and on marketing and its fields to achieve benefits and social marketing achieves great benefits in the changing habits in societies (N. R. Lee & Kotler, 2019; Walsh et al., 1993). Figure 2, shows the important stages in social marketing, as the last stage returns to the first stage, which makes this wheel continue to spin.

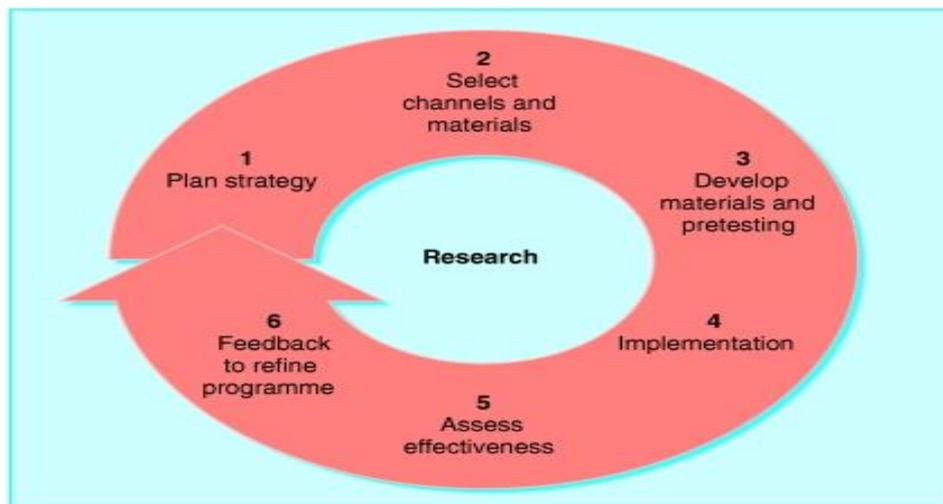


Figure 2. Wheel of important stages in social marketing

Source: (Evans, 2006)

2.2 Social Media Marketing

Online media has driven hierarchical correspondence, coordinated effort, and decision-making lately. (Küpper et al., 2015) stated that the prevalence and far-reaching utilization of online media like Facebook, Twitter, and LinkedIn has furnished organizations with stages to team up and convey for all intents and purposes. At that point, he investigates how associations can execute online media with the end goal of outer showcasing and promoting, to interface with purchasers, and with the end goal of inner interchanges. (Habes, Alghizzawi, et al., 2023) For instance, how could associations tap the capability of web-based media and interface with purchasers? Web-based media has given associations openings for the executives of client connections, development, improved tasks inside the association, and administration.(Habes, Ali, et al., 2023) It has not just changed inside correspondences, cooperation, and dynamics in associations, yet it has likewise vastly affected practically all parts of life. In the last areas of the theory, a few rules are examined for associations that choose to utilize online media. The Table 1 Systematic Review of the Importance of Social Media Marketing

Table 1. Systematic Review of the Importance of Social Media Marketing

Author & Date	Research Design/ Sample Size	Description
(Klapdor, 2012)	Descriptive Quantitative analysis, Cross-sectional study, n= 500 respondents	Online advertising contains sufficient information for the audiences. It enables them to check the product/services, compare them and make decisions accordingly
(Khan & Siddiqui, 2013)	Case study, n= 200 survey respondents	Professionals in Pakistan acknowledge the importance of Online Marketing. However, they do not know how to adopt online strategies effectively.
(Bansal et al., 2014)	Review study	Social media marketing provides enormous opportunities to both marketers and advertisers. It provides a two-way process that benefits both parties and provides prospects.
(Kiran Kumar N, 2014)	Research review	Online advertising provides direct access to the products. Also, it helps to compare the products with others and make suitable decisions.
(Pawar, 2014)(Alghizzawi et al., 2018)	Quantitative Analysis, n= 200 participants	Integrated online marketing helps all the marketing techniques to work together rather than marketing in isolation.
(Ciprian, 2015)	Research Essay	Social media marketing in the business sector is rapidly increasing. Companies that prefer social media marketing, tend to gain more revenue due to increased customer visits and consideration.
(Tripathi, 2016)	Literature review & Secondary data analysis	Social media marketing attracts teenagers more than adults. Youngsters who experience exposure to online marketing, consider it an effective source of making a purchase.
(Rihan, 2017)	Research Essay	Online marketing is becoming more preferred in our daily lives. Marketers advertise their products online to attract their customers with the aim of two-way benefits
(Chourasiya, 2017)	Research review	Instead of visiting the stores and making efforts to purchase, online marketing offers the feasibility to examine and buy the product. Here the consumer also benefits from other relevant prospects.
(Shirisha, 2018)	Research Review	Social media marketing is comparatively fast and effective. It provides direct access to clients and also helps to determine their demands.

The fate of online media is overflowing with potential outcomes (Elareshi et al., 2021). The theory argues by showing how tapping that potential for significant corporate trading sector choices will offer chances for organizations and will before long end up being an extraordinary power by inciting a move in correspondence, joint effort, and dynamic (Naik, 2015). Nowadays Social Media, for example, gatherings, wikis, blogging, and many other social networking sites specifically are assuming a remarkable part in impacting the purchasing behaviors of buyers. Frequently a purchaser searches for conclusions, client encounters, and surveys on such sources before buying an item. (Elbasir et al., 2021) Distinguishing persuasive hubs and assessment pioneers and understanding their part in how individuals see and receive an item or administration gives an integral asset to showcasing, publicizing, and business knowledge. (Al-Shakhanbeh et al., 2022) This requires new calculations that expand on interpersonal organization examination, local area identification, and assessment extraction. Studies on impact in informal organizations and coordinated effort diagrams have thought about a static perspective on the organization and depend absolutely on connection investigation. (W. M. Al-Rahmi, Othman, Yusof, et al., 2015; Al Olaimat et al., 2022) These marketing strategies have been discovered to be powerful in performing investigation at a total level and distinguishing key people who assume a significant job in proliferating data (W. M. Al-Rahmi, Othman, & Mi Yusuf, 2015). Nonetheless, the effect on the web is frequently an element of the point. (Celestine & Nonyelum, 2018) A blog like Daily Kos that is compelling in governmental issues is less inclined to affect innovation-related web journals (W. M. Al-Rahmi, Othman, & Yusuf, 2015). Likewise, TechCrunch, an amazingly famous innovation blog probably won't be powerful concerning legislative issues. The idea of effective impact and stretching out existing procedures to make them point delicate. A significant segment in arrangement impact is to identify supposition and sentiments. (Al-Hanawi et al., 2020). Changes in sentiments, amassed over numerous clients, can be an indicator of an intriguing pattern concerning a local area. Adequate appropriation of this pattern could prompt a tipping point and therefore affect the remainder of the local area. Solid suppositions over the big gap demonstrate inclinations (A. M. Al-Rahmi et al., 2021). It is critical to display a predisposition to focus on the correct crowd for showcasing and promoting. A people group of iPod aficionados, for instance, needs practically zero persuading about the item. Affecting an assessment chief in such as now emphatically one-sided networks will have a less critical effect on the item. (A. M. Al-Rahmi et al., 2022; Alismaiel et al., 2022).

2.3 Consumer Behavior

Consumption of services and goods is a basic and daily requirement for all individuals, and the provision of these services and goods is through organizations, so the concept of consumer behavior is important for everyone so that consumption is made by his wisdom and for decision-makers in organizations to be familiar with the requirements of the public, Significant amounts of money are spent from decision makers until they have access to important information about consumer behavior (Hawkins & Mothersbaugh, 2010). With the development of modern technology, there is a great awareness among individuals about consumer behavior, and also organizations can access consumer information (Dorokhova & Dorokhov, 2019). Consumer behavior is all purchasing decisions that an individual makes towards goods or services, and this decision-making process is affected by many factors this increases the importance of consumer behavior (Stoica et al., 2017). Consumer behavior includes the individual's response to stimuli he or she is exposed to that reinforce his behavior (Foxall, 2016). Consumer behavior is also associated with psychology, and this behavior is associated with individuals and with organizations and with how to make purchasing decisions before and after purchase. These decisions are influenced by many factors before they are taken, so attention must be paid to all aspects of the purchasing decision of people, as any behavior is the result of a decision and the presence of available alternatives It creates challenges in decision-making, so consumer behavior goes through several stages after being affected by information, needs and desires (Ajzen, 2008).

2.4 Rationale of Choosing Social Media Marketing & Customers' Behavior

According to (Imtiaz et al., 2019), social media marketing is one of the most prominent and widely accepted tools, that has revolutionized the business arenas. Under social media marketing, business organizations and companies are interconnected with each other. Especially for the customers, products and services are available with just a single click away. It also provides the customers a two-way communication, where customers share their opinion and organizations modify their products/services accordingly. In this context, choosing social media marketing to create customer Behavior in Jordan is an important topic (Abu-Jalil and Zyaidate, 2022). According to (Al-Fayoumi & Abuzayed, 2009), the commercial sector in Jordan plays an important role in the country's economic development. Jordanian economists consider the commercial sector an important component of the payment system and money-creating procedure. With the boom of internet technologies, these behavior are relying on the adoption and integration of modern techniques, these institutions are largely contributing to the country's growth and development and Customer behavior has changed as a result of this development in new media means of communication (Habes, Alghizzawi, et al., 2023) Table 2 shows the Systematic Review of Marketing and Customer Behavior:

Table 2. Systematic Review of Marketing and Customer behavior

Author & Date	Research Design/ Method, Sample Size	Description
(Erdoğan & Çiçek, 2012)	Descriptive Quantitate analysis, n= 338 participants	When brands appear on different platforms people stay informed about the products and offers. This helps them to avail the of suitable offers, leading to obtaining customers' behavior
(Rizan et al., 2013)	Cross-sectional study, n= 150 respondents	Tactful marketing helps to win customers' satisfaction and loyalty. Companies who strive to win customer behavior should focus more on making effective strategies
(Chakiso, 2015)	Mixed Method study, n= 200 participants	Marketing strategies have a mediating effect on building customers' satisfaction behavior and satisfaction. Those who find marketing rational, prefer the same organization for future consideration as well
(Husnain & Akhtar, 2015)	A cross-sectional design, n= 100 university students	Communicating with customers, modifying the product/service, risk management, and conflict avoiding are three major strategies that help to reinforce customers' behavior
(Shaukat Malik et al., 2015)	Descriptive quantitative analysis, n= 350 respondents	If companies focus more on sustaining good relations with the customers, they will have a stronger bond with the clients for the future endeavors
(Khdka & Maharjan, 2017)	Mixed Method study, n= 50 respondents	Marketing involves strategies that can help customer to make favorable decisions. For instance in online marketing, consumers can directly examine the product properties and also develop behavior.
(Rahman Khan & Aminul Islam, 2017)	Cross-sectional study, n= 170 participants	Digital marketing helps to increase customers' behavior. As customers can access the products/ services, marketers use digital platforms to avail their desired outcomes.
(Ranabhat, 2018)	Mixed Method Research, n= 150 respondents	Behavior increase the return and those organization focusing more on providing customer-friendly services experience greater customer behavior in general
(Dilham et al., 2018)	Cross-sectional study, n= 95 respondents	Social media marketing direct affects customer satisfaction. If customers are satisfied they will be more likely to stay connected with the brand in future
(Molinillo et al., 2020)	Cross-sectional study, n= 421 respondents from Portugal	Customers' behavior can be availed by sustaining the brand image. Companies that focus more on improving their services gain comparatively increased customers behavior

Furthermore, besides the survey method, many other different were also utilized by the researchers to investigate the phenomenon. In this regard, (Alves et al., 2016) conducted a content analysis of the fourth four studies containing survey methods to obtain the consumers' perspective regarding Marketing and Customer behavior. According to the researchers, although all the studies were quantitative their results were almost similar. Respondents of all the investigations revealed their dependence on Social Media platforms o directly access behavior, and evaluate their quality which, therefore, helps them to shape their buying behavior accordingly (Safari, 2018). Similarly, (Molinillo et al., 2020) reviewed the research literature concerning the adoption of online behavior and the opinion of buyers about it.

2.5 Customs of the Jordanian Society with COVID-19

Acute pulmonary disease spread in China in the city of Wuhan on the month 12 of the year 2019, but it was severe pneumonia that differs from the habit so that it has severe symptoms such as high temperature and its effect on the kidneys, stomach in addition to it leads to difficulty breathing and then it leads to death where It turned out to be a new coronavirus, which called on the Chinese government to set up a stone area and hospital within 10 days aim to besiege this disease, its being spreading easily and rapidly, and it threatens China in general (Wong et al., 2020). Then the spread started in the world, and there are numbers of deaths spread worldwide, which prompted the world to start fear of it and prepare to face it, by starting studies and exchanging information and experiences between countries and showing the most important factors capable of eliminating this disease is the ability to fight the spread (Zu et al., 2020). Most countries decided to curfew to prevent the spread of the disease and the ability to control it, which led to great damage in various economic, political, and scientific fields (Sharadga and Safari, 2020). Life stopped with this dangerous virus (Liu et al., 2020). It turns out that the incubation period for this virus may exceed 14 days, which means that the infected person can have no symptoms and be infectious to others, which prompted the World Health Organization and countries to circulate instructions that ensure the safety of people from the transmission of infection by communication(Peng et al., 2020). The new prevention methods by using plastic paws and not touching any surfaces or any persons in addition to wearing masks to prevent the transmission of infection with the air, with the necessity of using medical sterilizers and not mixing and gathering with others and leaving a distance of at least one meter between each person(Huh, 2020; Organization, 2020).

Jordanian society is close to Arab societies that are distinguished by some customs that are not present in the western world (Makharesh, 2018), the source of pride that they inherited from their grandparents is positivity and love for people, as most of these customs have a very close connection between people in addition to peace with kissing and drinking coffee from one cup to all Guests and gathering with family and family members on a daily or weekly basis, eating group food from one bowl, permanent exit, mixing with people greatly, and receiving guests and visits permanently. In addition to gathering in large numbers for happy and sad occasions (Al-Ramahi, 2008; Fischbach, 2000; Tarawneh, 2000). These Kindness habits may cause danger to Jordanian citizens in light of the prevalence of COVID-19.

3. Conclusion & Recommendation

3.1 Conclusion

Social networking sites are among the most used sites at present on the Internet, and their use has increased with the spread of the Coved 19 pandemic in the world, and therefore it had the greatest impact on the thinking of their users, as they are no longer just sites for communication, but human lives are presented to them, and they live in them, They offer their lives in all its forms and types, and despite its many advantages to the user, the frequent and permanent use of it negatively affects the human thinking pattern and the behavior and lifestyles of the individual. The behavior of individuals is related to many things and is affected by many details. The behavior of individuals passes through many stages and is closely related to psychology, but it also has a significant impact on many areas of life hence the importance lies in following up on the behavior of individuals in society and a directive of behavior to positive attitude, Social marketing plays an effective role in influencing the behavior of individuals so that it changes it from negative to positive behavior, Social marketing is interested in spreading good and positive trend in societies and helps to overcome some habits of individuals (Ajzen, 2008; Alghizzawi, 2019b; Andreasen, 1993, 1994; Foxall, 2016; N. R. Lee & Kotler, 2019; Makharesh et al., 2022; S. Lee & Pounders, 2019; Lefebvre, 2011; Peattie & Peattie, 2009). Until now, no treatment or vaccine has been discovered for the Coronavirus. This disease is spreading widely in all worldwide. The current period needs to follow instructions that help not to spread this virus (Cavanagh, 2007; Huh, 2020; Lai et al., 2020; Li et al., 2020; Liu et al., 2020; Organization, 2020; Peeri et al., 2020; van der Hoek et al., 2004; Wang et al., 2020; Zu et al., 2020). Jordanian society has inherited traditional eastern customs that affect the behavior of individuals, as these behaviors need to be modified in proportion to this new virus (Fischbach, 2000; Tarawneh, 2000).

3.2 Recommendation

Depending on the review of previous studies that examined the topic of the relationship between social media marketing

and consumer behavior and the effectiveness of social marketing in modifying the behavior and habits of individuals, decision-makers (Ministry of Health and Information) in Jordan, must employ social media marketing in all its dimensions to influence in the behavior of the Jordanian citizen to adhere to the new instructions that limit It is dangerous to spread this deadly disease and dispense with some traditional behaviors that contradict the recommendations of the World Health Organization regarding the behavior of individuals with each other. It is necessary for the Media Authority and media organizations in Jordan to rely on broadcasting social marketing campaigns in the country that combines traditional and modern methods to include all the slides of Jordanian society, Social media marketing campaigns must be intense to rapidly affect Jordanian Citizens, in addition, the importance to study of the responses and the actions, so that there is effective content provided to the public to achieve the desired results.

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