

Impact of the Social Media Mechanism on Sales Improvement: Evidence from the Syrian Manufacturing Industry

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Abstract : Syria is a developing country that is faced with many internal and external issues, which are impeding the use of technology and hence, development. Therefore, this paper aims to determine the impact of the social media mechanism on sales improvement. The research relied on a review of literature to determine the variables of the study. Subsequently, an investigation was performed on the primary data source collected from 384 customers and employees of Syrian companies through utilization of a structured questionnaire. Quantitative methods were used for the data analysis. Research hypotheses were tested through analyses conducted on the collected data using SPSS. The findings reveal that the social media mechanism impacts sales improvement in the Syrian manufacturing industry.

Keywords – Social media mechanism, sales improvement, Syrian manufacturing industry.

I. INTRODUCTION

The great evolution that exists today due to information technologies has given rise to endless new ways of communicating and applying knowledge and practice in different fields of expertise and economic sectors (Armstrong et al., 2015). In business, the specific areas of advertising and marketing are no exception. The evolution in these business sectors has become evident in recent years as the interaction between Information and Communication Technology (ICT) and advertising and marketing has made ICT essential for achieving compliance with the commercial and financial objectives of companies (Tiago & Veríssimo, 2014). The following discussion addresses the most important concepts related to marketing and advertising in electronic media. Advertising converted into content, content marketing, is one important aspect of this new era's culture of attraction. Therefore, if there is new fertile ground for the development of attractive products, surely it is the Internet, considering the current digital advertising trends (Lamberton & Stephen, 2016) in relation to mobile communication, which have led to the transformation of mobile apps into reputable brand and/or product communication channels. Nowadays, according Ryan (2016), it is may be concluded that the Internet is not exclusively a means of mass communication, although there are some who disagree with that assessment (Tuten & Solomon, 2017). Likewise, it is not merely a means of transmitting culture or forms of entertainment. The Internet today is a simulation of the so-called material, ontological and tangible reality. The concept "Internet" is in large part defined in the literature as "a type of information infrastructure of global reach consisting of computer hardware and software that is characterized as being general and open" (Wang & Kim, 2017). The Internet is considered as being of general use, by nature. Since its creation it has never been conceived for a certain type of activity. Over time it has developed the multidisciplinary character that it has today, and it is open, accessible to everyone. The Internet has become, for modern societies, an effective method of access to communication and exchange of information, and it is expected, according to authors such as Lamberton and Stephen (2016), that it will be of central importance to societies of the future. The Internet's conceptualization has its origins in the military or the arms industry and was conceived as a method of internal communication. Its evolution over time was responsible for giving the Internet the possibility of being used in various aspects, from military to commercial, in communications, and even in education. The basis for this research work is the great application potential it has in marketing and current business scenarios (Killian & McManus, 2015; Kumar et al., 2016; Leeftang et al., 2014; van Mierlo, 2014).

Social media, since its inception, have been gaining ground among millions of people around the globe. With Facebook's eventual expansion into a ubiquitous social network, it has become a phenomenon not only among young people but also in companies to promote their brands. Before the media blitz happened, Facebook was used to connect friends who may otherwise not have been able to meet each other. Facebook broke the distance barrier because there was no impediment to communication between friends from any country in the world. In addition to allowing communication via online chat, this social network offers facilities to upload images and create photo albums that highlight the photographic side of some users. Facebook definitely changed the nature of relationships, and many can now meet their wives, boyfriends, friends and others to engage in many activities they share in common. However, Facebook evolved beyond that, offering a variety of applications to improve its users' experience on the platform, including games, filters for photos, emoticons, photo stories, reminders of important dates, and reminders of birthdays, anniversary celebrations, and other events, which make this social network one of the most preferred in the world. Another advantage that became apparent is that many companies could offer their products and brands through Facebook, which represented an alliance for those involved, and now many users are selling and buying merchandise and services through publishing on Facebook. An important consideration for companies in such ecommerce settings is that it is very important to safeguard the companies' data. Safeguarding against privacy vulnerabilities depends on the limits companies have as users and how much their followers can see on the site or what information they can access. It is always important to be attentive to the configuration of a social network that is always innovating to offer its users the best, and to insure that it lasts.

Twitter also changed the world of communications because in addition to offering updated information, companies can see what happens live on the platform. It is one of the most used social media platforms; however, it is not fully reliable as a source of factual information because there have been cases of users creating false matrices of opinion, such as, for example, the cases of false reports about the deaths of prominent individuals that were eventually refuted by the said individuals by posting tweets from

their own official accounts. Twitter is not a 100% reliable source of information because having millions of users around the world connected through smartphones means that the broadcasts of the same event seen by thousands of users could have different connotations. Likewise, companies and government entities struggle to position their information to fall within national and global trends. On a more positive note, gifs, emoticons, and streaming updates available through Twitter applications are advantages that make Twitter appear cool and rather striking. The platform is a useful tool for many, with applications available that allow for information to be scheduled for posting at certain times or on a regular basis. Such shortcuts offered by social media platforms, if used properly, can be valuable in reaching the consumers companies want. Social media platforms offer a range of functionality in their competition to attract users, and each audience has their preferences.

Instagram, with its focus on pictorial content, is one such niche social platform that continues to gain followers around the world. Little by little, Instagram is undoubtedly displacing Twitter as for many people, it is easier to publish photos than to write an idea in 280 characters. Instagram offers options for lovers of photographs, including varied photographic filters, and allows for the near-limitless posting of hashtags as a way to get followers, it also offers users the ability to post short videos and record moments that people can post live, all of which make the platform, without a doubt, a social network that attracts a lot of attention. This attention is important in the marketing context and an important reason why entities and companies that have no presence on social media practically do not exist. In conclusion, Instagram offers varied products for consumption, elaborate promotional campaigns, and political propaganda, all based on supply and demand, and seeks to position itself in a market that grows voraciously and that mostly lives through smartphone connections.

Sales are measured as the success or failure of a company. Increase in sales is considered to be success, while any decrease in sales is considered to be a failure for the company. Based on the review of literature on sales and social media, it appears that sales could be affected and influenced by the social media mechanism. The main problem dealt with in this paper is determining how the social media mechanism can influence trends to improve sales for Syrian companies.

II. LITERATURE REVIEW

Syria endured many years of strife and turmoil as contending groups battled for control of the nation's administration after independence in 1946. This period was one of overthrows, countercoups, and discontinuous non-military-personnel control amid which the armed forces maintained a vigilant nearness, out of sight. From February 1958 to September 1961, Syria was joined with Egypt in the United Arab Republic (UAR). Be that as it may, developing Syrian disappointment with Egyptian mastery brought about another military overthrow in Damascus, and Syria withdrew from the UAR (Joosse & Pormann, 2010).

Syria is a developing country that is economically reliant on agriculture and oil, the revenue of which comprises around 46% of the total GDP. The economic status in the last decade can be divided into two periods: the economic situation before 2011 and post 2011. The economic situation of the country prior to 2011 was better than after the revaluation in 2011 (Mohsen & Chua, 2015). Despite the support of aid from allies such as Russia, Iran, and China, internal conflicts have affected several aspects of the country's economy. The Syrian economy still suffers from the successive events following the political crisis until today. The public debt has increased to reach 30% of the GDP, and the unemployment rate changed from 3.7% in 2010 to 47% in 2016 (Khan & Estrada, 2016).

The situation post 2011 has been distressing as a huge number of individuals have been sunk into unemployment and destitution. The Syrian Center for Policy Research (SCPR) gauges that more than 60% of available workers (around 3.5 million) are unemployed, with somewhere in the range of three million reported to have lost their occupations. SCPR likewise evaluated the general destitution rate in 2014 to be 83% (contrasted with 12.4% in 2007). Numerous Syrians, including youngsters, have needed to find employment in the casual division to counterbalance the loss of wages. More than 66% of Syrians are living in extraordinary poverty, not able to meet essential nourishment and non-sustenance needs. The primary causes for this poverty are the loss of property, lack of employment, and lack of access to public facilities, including healthcare and clean water, along with rising food costs (Hokayem, 2013). Poverty rates are most elevated in governorates that have been most influenced by civil strife and those that were the poorest in the nation. Youngsters have been significantly influenced by warfare in the country. An employment evaluation led by Save the Children found that following quite a long period of civil conflict, families in northeastern Syria are struggling to meet their fundamental needs and are increasingly dependent on negative means of adapting to the situation by allowing underaged child employment, entering little girls into early wedlock, and enabling youngsters to wind up noticeably required with furnished gatherings. School participation has dropped greatly, with more than two million children in Syria out of school (Yazigi, 2014). According to UNICEF, child employment is the most common reason behind the withdrawal of children from schools. Access to training is additionally influenced by various factors, chief among them being that one-fourth of schools are not operational, and there is a huge lack of educators. Thus, more than 700,000 offspring of Syrian exiles are out of school. A current UNICEF report found that 10% of the 3.7 million Syrian youngsters that have been conceived since the civil conflicts started in 2011 were conceived as evacuees.

Industry in Syria is still developing and limited to 12.5% of the labor force. Eighty-five percent of generic industry establishments are generally small, employing fewer than ten workers each, and in 2000 only 2.3% of the estimated 90,000 generic industry enterprises employed more than 100 workers. The generic industry sector is limited to medium industries, such as food industries, textiles, and some heavy industries such as cement, fertilizers, oil refining, construction materials and electricity production, with a single factory for the automotive industry. Trade and services account for 42% of the GDP, and 39% of the labor force are concentrated in major cities. These services include banking and transit as well as the Damascus Securities Exchange, the Damascus International Fair, and tourism services, which provide 31% of foreign exchange reserves. In 2010, the number of tourists in Syria reached six million, not including domestic tourism and Syrians visiting from abroad, with an average annual revenue of \$6 billion. Syria has been classified as one of the best tourist sites in the world with lower costs for tourism compared to neighboring countries; however, ongoing internal conflicts have led to the disappearance of tourism from the country.

The reality of the Syrian manufacturing industry in its public and private sectors, and the future of this sector and its strategic orientations depend on developing "a clear and comprehensive development vision" (De Châtel, 2014).

Social Media Mechanism

There are numerous conceptual proposals that have tried to delimit the properties and characteristics of social media, accounting for the importance of this phenomenon in the study of forms of human interaction within the groupings that individuals establish and in society as a whole. Social psychology has been one of the disciplines with the highest level of interest in social media for the substantial contributions that its study represents for the understanding of the social behavior of man. In this pursuit, the interrelationships with sociology have been indispensable for the construction of conceptual systems and theoretical and methodological proposals aimed at understanding networks as complex systems of development (Garcia, 2011).

This variability of approaches and authors allow us to discover diverse perspectives of the phenomenon from diverse disciplines, or through a more integrating vision formulated from various interdisciplinary concepts. Lozares (1996), for example, considers the social network as the linking of a set of actors through defined social relations. Montero (2003), offers a less instrumental perspective to include within the conceptualization of networks the existence of emotional and affective components of high relevance for the world of relationships; thus, the network is seen as a social structure in which individuals have the possibility of satisfying their needs by obtaining social support that includes emotional support and projection.

Authors such as Samper (2004) assume the notion of networks insisting on the idea of social structure, from which relational worlds are built subject to the emergence of trust and principles of reciprocity between people who share interests and with whom they interact personally. This conception is very close to the appreciation of Light and Keller (2000), for whom networks are made up of individuals who are directly or indirectly united through the exercise of sharing various interactions that arise spontaneously and intentionally, which are also mediated by a social pattern that determines the way resources are exchanged.

Dabas (1993) initially considered that social media are under a permanent process of construction that takes place both individually and at a collective level thanks to a dynamic exchange established by the members of the network, which allows the resources of the same to be potentialized. The possibility of this potentialization can only be built through the experience of sharing learning in order to seek with it solutions to common problems. Subsequently, the author maintains her classic idea of the network, but adds that it is open-ended, with multiple support centers and different levels of social hierarchies, which are characteristics that are maintained thanks to the dynamic of permanent exchanges that individuals develop (Dabas, 2006) through social interaction practices.

In all these assessments, social exchange is a primordial concept that mediates the establishment of relationships between the elements that make up the networks. Several Latin American authors have emphasized this perception, considering social media as social exchange structures from which primary resources of support, protection, care, and solidarity are offered among the members of a given group (Aruguete, 2001; de Lomnitz, 1981, 1998). Such attention and support is consequently of greater magnitude among the communities that face adversity or social disadvantage (Ávila-Toscano, 2009).

The studies developed in Latin America have made important contributions to the understanding of networks, especially within community contexts and in populations with some type of complex social situation. As described by Molina, Teves, and Maya Jariego (2004), the Latin American community has shown an increasing tendency to develop this type of research based on empirically determined developments. To a large extent, this interest seems to be linked to the polysemic nature of its application of research methods because the constructs are applicable to a wide range of social phenomena. A second explanation is attributed to the valuable illustrative level of the graphic models applied to the study of networks. Molina et al. (2004), also assume that the implementation of models adapted from the "solid sciences" have allowed the analysis of social media to include large amounts of data. Finally, conceptualizing social media with the understanding of their meaning and their structural dynamics allows us to face the classic dichotomies of social sciences in a different way, allowing advancement in social theory and in the way we represent the world.

In summary, the concept of a network is an integrating construct that also requires a level of integrator analysis; it implies the interrelation of individuals under specific conditions of social interchange and the offering of emotional support as a way of facing adversity. As a result of the research advances achieved in studies carried out with diverse Colombian populations, Madariaga, Abello, and Sierra (2003) have developed an integrating concept from which the network is interpreted as a way of providing affective, moral, economic, or social support, and consider the network as a structure that configures survival mechanisms to provide social and economic well-being to solve problems associated both with the ordinary development of the group and to meet the needs arising from the absence of the State and the social nucleus in general. That is, the network constitutes a mechanism for coping with poverty and inequality.

The research developed in this fertile field of study has allowed us to build an integrated conception of the network, from which we seek to constitute complex conceptions that involve the multiple components of the network, which represents a plausible conceptual advance that allows us to be up-to-date on the priorities of the subject in the Latin American reality. Against this last detail, Molina et al. (2004) found an increase in Web sites devoted to the study of social media and the developments of some literary sources against this issue highlighting Colombia as one of the countries of greatest interest for this phenomenon. More specifically, subjecting this contextual need to study supports the exercise of research on networks.

Sales Improvement

Sales improvement is normally identified with the ways and methods used in the sales processes to increase sales. To more precisely define the concept of sales improvement, it is the process of improving and growing a company's sales based on several and different techniques. The sum that an organization obtains from sales is contrasted with the past, comparing the period in which the more recent sales surpass the previous ones. For example, an organization would have experienced sales growth when its sales were \$1 million in the first quarter of 2009 and \$1.2 million in the first quarter of 2010. Sales growth is considered positive for survival and beneficial to an organization. It could generate extended benefits for investors, as well as higher stock prices.

Many writers believe that incentives are not the main vector to improved performance but are only incidental to the motivational mix. The connection between reward and increased performance has not been proven and is probably a throwback to the "carrot and stick" philosophy illustrated by McGregor's Theory X and Herzberg's KITA approach to motivation. Higher rewards can generate higher satisfaction, but they do not spur productivity. Doyle and Shapiro concluded that, although incentive pay is a more effective motivator than straight salary, the ability of incentive pay to act as a motivator is very much influenced by

the nature of the selling task itself. Hurwich and Moynahan develop this concept by stating that compensation systems should be directly related to the company's sales prominence.

In his research, Bagozzi found that sales people are motivated by the anticipated satisfaction that comes with performance more than by the performance itself. He concluded that self-esteem has a direct effect on performance. Apparently "salespeople strive to perform at a level consistent with their own self-concepts".

III. METHODOLOGY

This research used a quantitative methodology. The study was conducted in the capital city of Syria, which is Damascus. The required data were primary data sources collected from a sample group. The sample design was based on a random sampling method. The paper used a survey questionnaire to collect data from the sample of the study. Data was analyzed using SPSS version 23 for review of participant backgrounds and descriptive analyses (mean and standard deviation) as well as correlation and regression analyses.

Using a primary data source obtained from the customers and employees sampled for the research from Syrian companies in Syria gave the researcher the capability to perform some tests with SPSS and Smart PLS software.

The measurements of variables of the study were based on participant responses to statements and questions adopted from previous research and studies that were done in same field of the current research with the same variables. The current paper used descriptive statistics and correlation and regression analyses to determine the effect of the social media mechanism on the sales improvement of Syrian companies in Syria.

IV. FINDINGS

This study involved data collection and several statistical tests to determine the relationship between the social media mechanism and sales improvement. Descriptive data was first compiled on the demographic background of the study participants, referred to as the respondents' profile (Table 1). This data shows the composition of the participants selected based on the random sampling technique.

The respondents' profile included three main categories: gender, age, and education level. Under the gender category, males comprised 65.9% (n = 253), while the females comprised 34.1% (n = 131) of respondents. The age category consisted of five classifications: 17–25, 26–30, 31–35, 36–40, and above 40 years old. Participants who were 17–25 years of age comprised 12.8% (n = 49) of the total number of respondents, while those 26–30 years of age comprised 37.0% (n = 142), 31–35 years of age comprised 19.0% (n = 73), 36–40 years of age comprised 14.1% (n = 54), and those above 40 years old comprised 17.2% (n = 66). Finally, the last category in the respondent profile was the education level, represented by the qualifications the participants had received. This information included two types of qualification: graduate and postgraduate study levels. The graduates comprised 30.7% (n = 118) of respondents, while participants with a postgraduate study level comprised 69.3% (n = 266).

Table 1: Respondents Profile

| | n | % | | n | % |
|---------------|-----|------|------------------------|-----|------|
| Gender | | | Education Level | | |
| Male | 253 | 65.9 | Graduate study | 118 | 30.7 |
| Female | 131 | 34.1 | Post graduate study | 266 | 69.3 |
| Age | | | | | |
| 17-25 yrs. | 49 | 12.8 | 31-35 yrs. | 73 | 19.0 |
| 26-30 yrs. | 142 | 37.0 | 36-40 yrs. | 54 | 14.1 |
| | | | > 40 yrs. | 66 | 17.2 |

Reliability testing was used to determine the consistency among the variables. Based on Table 2, it is obvious that all the items recorded high consistency with a Cronbach's Alpha value of 0.823 for social media mechanism and 0.854 for sales improvement.

Table 2: Reliability Test

| Factors | Items | Cronbach's Alpha |
|------------------------|-------|------------------|
| Social media mechanism | 3 | 0.823 |
| Sales improvement | 5 | 0.854 |

Descriptive statistical analysis was done to determine the average agreement of the respondents to the items of each variable used in the study. The values used from this test are the means and the standard deviations. Based on the results of this analysis (Table 3), it was found that most of the respondents agreed with the statements stated in the questionnaire. The mean score for the variables social media mechanism (SMM) and sales improvement (SI) are 3.2161 and 3.9812, respectively, with standard deviations of 0.85630 and 0.64784.

Table 3: Descriptive Statistics

| | N | Mean | Std. Deviation | Skewness | | Kurtosis | |
|-----|-----------|-----------|----------------|-----------|------------|-----------|------------|
| | Statistic | Statistic | Statistic | Statistic | Std. Error | Statistic | Std. Error |
| SMM | 384 | 3.2161 | .85630 | -.023 | .125 | -.061 | .248 |
| SI | 384 | 3.9812 | .64784 | -.169 | .125 | -.708 | .248 |

The Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) and Bartlett’s Test of Sphericity are used to determine the suitability of data for factor analysis by measuring the sampling adequacy of the variables included in the model represented by the resulting measure of the proportion of common variance. The KMO value was determined as 0.824 with a Bartlett’s test significance of 0.000.

Table 4: KMO and Bartlett’s Test

| | | |
|--|--------------------|----------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy | | .824 |
| Bartlett’s Test of Sphericity | Approx. Chi-Square | 1361.428 |
| | df | 28 |
| | Sig. | .000 |

The rotated component matrix is also known as the factor loading test. This test is used to reduce the number of items that have high loadings. This test is used to make the investigation easier. The items recorded accepted values. The range of the values was between 0.711 and 0.864. Table 5 shows the results.

Table 5: Rotated Component Matrix

| | Component | |
|---|------------------|----------|
| | 1 | 2 |
| SMM1 | | .856 |
| SMM2 | | .864 |
| SMM3 | | .836 |
| SI1 | .832 | |
| SI2 | .711 | |
| SI3 | .813 | |
| SI4 | .821 | |
| SI5 | .730 | |
| Extraction Method: Principal Component Analysis. | | |
| Rotation Method: Varimax with Kaiser Normalization. | | |

Correlation analysis was conducted to find coefficient values between the independent variable and the dependent variable in order to identify the relationship between these two variables. The Pearson correlation analysis resulted in a positive and significant relationship between the social media mechanism and sales improvement with $r = 0.349$.

Table 6: Correlations

| | | SI |
|------------|---------------------|-----------|
| SMM | Pearson Correlation | .349** |
| | Sig. (2-tailed) | .000 |

** . Correlation is significant at the 0.01 level (2-tailed).
SMM: Social Media Mechanism, SI: Sales Improvement

Regression analysis was used to determine if an existing application still worked as expected after it had been updated or modified. It is vital to carry out such tests every time the code has been changed. Based on the current model, it was confirmed that the model explains the relationship with a result of 12% and adjusted $R^2 = 0.12$. This model recorded a positive and significant future impact (Beta = 0.349, $t = 7.287$, and Sig. = 0.000).

Table 7: Regression Test

| Model | | Standardized Coefficients | t | Sig. |
|-------|-------------------------|---------------------------|--------|------|
| | | Beta | | |
| 1 | (Constant) | | 25.942 | .000 |
| | SMM | .349 | 7.287 | .000 |
| | Adjusted R ² | 0.12 | | |
| | F | 53.097 | | |

SMM: Social Media Mechanism, SI: Sales Improvement

V. DISCUSSION

According to the obtained results, it was found that there is a positive and significant relationship between the social media mechanism and sales improvement. These results are similar to the results found in previous studies showing that with the rise in social systems, another moment of substance creation has emerged, where people can, without much effort, hold meetings and share data with different clients (Chen et al., 2011a). The promising new age of online organizations will usher into fruition the reliance on networks as the means of attracting new customers (Bagozzi & Dholakia, 2002; Ridings & Gefen, 2004). The burgeoning population of people online emphasizes the need for organizations to have superior customer relationship management frameworks (Ridings & Gefen, 2004), which may lead to breakthroughs in improving organizations' performance. In addition, in situations in which clients experience social cooperation, the participants feel comfortable with each other, which provides a source of conceivable trust (Lu et al., 2010). This can have a huge impact on customers.

Information and Communication Technology (ICT) today is essential for conducting business. It allows large, medium, and small companies to equip themselves to conduct business with a global reach. The adequate use of ICT offers a range of opportunities that allow companies to achieve profitability and sustained competitiveness. The benefits of ICT in a country are tangible through increasing the GDP, raising average schooling, improving services at better cost, and attracting capital. In the case of companies, the benefits of ICT are reflected in greater productivity and competitive advantages that add value to the business. ICT implementations also promote collaborative work and reduce the costs of operational and productive processes.

Identification of sales improvement is the process of improving and growing the company's sales based on several and different techniques. The revenue that an organization obtains from sales is contrasted with that of the past, comparing the period in which the more recent sales surpassed the previous ones. For example, an organization experienced sales growth when its sales were \$1 million in the first quarter of 2009 and \$1.2 million in the first quarter of 2010. Sales growth is considered positive for survival and beneficial to an organization. It could generate extended benefits for investors as well as higher stock prices (Rodriguez et al., 2015).

Advances in the Internet have allowed businesses to access new frameworks. Social networks, for example, are a decent illustration of such frameworks in the form of online networks (Lu et al., 2010). General Internet access has given people the opportunity to use social networks, from email to Twitter and Facebook, and to communicate without the requirement of physical meetings (Gruzd et al., 2011). This has been encouraged by Web 2.0 applications. Web 2.0 has changed the Internet to a social situation through the presentation of social networks, where people can connect and produce content online (Lai & Turban, 2008). Web 2.0 has been developed to offer customers less demanding interconnectivity and cooperation on the web (Mueller et al., 2011). With the rise of social media and online networks, people can, without much effort, share and access data (Chen et al., 2011a). Online groups and local social systems administration (SNS) are web innovations for social associations and the exchange of data (Lu & Hsiao, 2010). The SNS has become the dominate focus of web-based businesses (Fue et al., 2009), where buyers interested in the Internet make social associations (Mueller et al., 2011). Current buyers have experience a wide range of data sources and online encounters, which have been encouraged by data and suggestions from other customers (Senecal & Nantel, 2004). This is a vital point since the contribution of the client through social networks is a key factor in promotion (Do-Hyung et al., 2007).

Social networks offer distinctive advantages to companies, including, for example, improved brand notoriety (de Vries, Gensler, & Leeflang, 2012), the encouragement of informal correspondence (Chen et al., 2011b), expansion of sales (Agnihotri et al., 2012), sharing data in a company setting (Lu and Hsiao 2010), and the production of social assistance for buyers (Ali 2011; Ballantine & Stephenson, 2011). In addition, managing people's systems through social networks provide shared qualities, which has a constructive effect on trust (Wu et al., 2010). Today, with the extension of social networks and SNSs, a study of the behavior of buyers in these contexts is a research motivation (Liang & Turban, 2011) on the basis that social networks will probably lead to the creation of advertising methodologies in companies through building trust systems and influencing customers' goals of buying items online.

VI. CONCLUSION

This paper presented a review of literature on previous research concerning the variables of this study. This paper has provided a clear explication of the research variables in terms of definitions, theories, and theoretical discussions. This research used a quantitative research methodology because it is an accurate research approach in terms of collecting data and analyzing them. This research relied on the hypotheses testing technique; therefore, quantitative methodology was the most fitting methodology that could be used for this type of research. This research has found that there is a positive and significant relationship between the social media mechanism and sales improvement in the Syrian manufacturing industry.

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