

The Effect of Social Media on Consumer Buying Behavior in Commercial Banks

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Abstract

There are some studies that explored the effect of social media on marketing and consumer buying behavior and there is still a need to further understand this effect. However, this study aims to explore the use of social media sites and the effect of social media on the buying decision of the commercial banks' consumers in Jordan. The sample of this study conducted with 200 consumers to understand how consumers use social media and how it affects their buying behavior of different banking products and services. The findings show that social media affect consumer buying behavior by 69%. Also, consumers mostly used Facebook and it mostly affecting consumer buying behavior by 73% and the most influential factor that affects the relationship between social media and consumer buying behavior is interactivity by 63%. The implication of these findings suggests that commercial banks in Jordan should focus on their marketing strategy and they have the opportunities to seize the power of influence of social media.

Keywords: Social Media, Consumer Buying Behavior, Source of Information, Interactivity, Creditability.

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INTRODUCTION

The literature pertaining to innovations of products or services, that significantly influenced the living style of people, information technology (IT) shows up as a unique and high-value innovation of last few decades [1]. Social media (SM) is one of the features of IT. SM facilities provide customers with extensive opportunities to interact and share their thoughts with others without the need to meet [2]. Collection of SM applications are responsible for enabling people to interact with each other and produce web content [3]. In this regards, consumers have owned the capability to effortlessly share and access the information they required [4]. Therefore, consumer participation over SM considers as the essential factor of marketing [5].

SM picked up a reasonable definition through the contribution of where they characterized it as "an arrangement of Electronic applications in light of the ideological and innovative premise of Web 2.0, permitting the creation and trade of client produced

content" [6]. On the other hand [7], characterized the SM as programming instruments that create content established by users and participate it with others. Kaplan & Haenlein [6] showed that the role of SM is significant for business in terms of making decisions and maximizing profit. On one hand, [8, 9] highlighted that SM networks in business it has a vital role in connecting people to exchange and share information. On the other hand [10] described the role of SM as an alternative model of marketing communication. They concentrated on three parts, alternative marketing communications, word of mouth and SM as a segment of integrated marketing communications. Also, they developed a conceptual model for alternative marketing communications that can be employed by an organization to attain their marketing goals such as developing sales, climbing consumer cognizance and expanding consumer devotion.

Wilkie [11] introduced a comprehensive meaning of consumer buying behavior (CBB) as a full of rational, feeling and human activities during which people participate once choosing, purchasing,

exploitation and eliminating product and services to get what they want [12, 13]. They became with a precise definition of CBB which is an analysis of operations, whether it is a group or individual for the purchase or disposal the items to realize their wants and wishes. Therefore, they clarified that the consumer decision is a response to a particular problem where the consumer follows a particular sequence before purchasing the product or service. Thus, Schiffman et al. [14] have suggested that the decision is to choose from two or more alternative options, which means that there must be another alternative option to consumers while picking their decision. In this case, Kotler & Armstrong [15] noted that CBB significantly affects marketing decisions and consumer purchasing process through a set of alternatives, buying decision and buying evaluation.

Several studies confirmed that SM provides companies and institutions such as banks with many benefits to includes providing wide services accessibility; increasing sales [16], promote the trademark [16], encouraging communication between people [17] and participating the information among the business [18]. In a case study on a bank in Pakistan, Abbas, Muzaffar, Mahmood, et al. [19] found that because of IT and SM activities, bank not only experienced increase in profit and reduced operating cost, but it also increased the satisfaction of customers with respect to services. Hence, such exercise positively influences the CBB [20]. The consumer's communication on SM gives a standard value to a positive influence on confidence; because the SM marketing strategies build consumer confidence and influence the expectation to purchase items on the web [21, 22]. Kotler & Keller [23] suggest that to comprehend the behavior of consumer rationally the organizations must consider the investigation of CBB.

As the modern concept and SM principles seek to comply with reality requirements, which by technology become more spread and rapidly developed to consumers. In this case, on account of the spread of broad SM the banks face a significant challenge in how to reach the consumer by SM and how they can affect CBB. Therefore, this study aims to analyze the effect of SM (source of information, interactivity and creditability) on CBB amongst consumers of commercial banks in Jordan. Also, to identify SM sites (Facebook, SnapChat and Instagram) that used by consumers and which one affects his buying behavior.

LITERATURE REVIEW

Social Media and Consumer Buying Behavior

Weinberg [24] suggested that SM sites are individual platforms, where they are capable of communicating with others and thus serve as a tool to connect users with ordinary experiences and interests. Moreover, Smith & Zook [25] recognized that SM platforms play an important role in giving, receiving

and sharing information with no limit, where the flow of information can be in two-way and the flow of communication not only affects how companies can reach their target groups but also affects all stages of the process decision-making. Earlier, it was believed that SM sites are only for messaging and chatting, but during the last few years, smart and proactive companies started using such platforms to target new customers, find new markets and to get a competitive advantage over rivals [26]. SM sites are platforms that give users the capability to create interactive and custom features within a limited system, but for consumers, they are ports with the potential to create close relationships across fan pages, apps, and groups [27]. Also, social news sites have changed the concept of the newspaper today, because personal news content puts users in active discussions that interact with how others interact with them [28]. Therefore, Mersey et al. [29] suggested that there was a meaningful impact on SM sites and it gives an approach to organizations to interface and connects with buyers, encourages a growing sense of friendship, and build essential relationships with consumers. Consequently, companies need to find the differences through which the advantages provided are determined and the positioning of the product.

According to Hoyer & MacInnis [30], there are five stages of CBB which are 'recognition of needs', 'search for information', 'evaluation of the alternatives', 'final choice' and 'post-purchase evaluation.' Jaiswal & Singh [31] have suggested that CBB are heavily influenced by many external stimuli that are present in the environment in which they live. Kotler et al. [32] recognized that the recognition of needs starts from the moment that buyer knows about the problem that he needs or through a set of internal or external motivations. Hoyer & MacInnis [30] suggested that SM may lead more needs than mass media through the information that can be shared and discussed with friends who create consumers acknowledge that they have a desire not complete yet. Also, they pointed out in the phase of the search for information that once recognition of needs stage passed, consumers want to look for information. However, Jaiswal & Singh [31] mentioned in the buyer's behavior theory that consumers are looking for information because they are surrounded by ambiguity about trademarks and was uncertain and they have not sufficient knowledge of the results of buying for each alternative. Schiffman et al. [14] said that once the choices are identified as the best/appropriate solution according to the consumer's needs after accumulating enough information, they can start to evaluate the alternatives. Also, Kotler et al. [32] proposed that even if the consumers evaluate all current alternatives from the information about a product from business sources; however the best information regularly originates from individual sources or open sources. Therefore, the following hypothesis is proposed:

H₁: Positive relations exist between social media and consumer buying behavior.

Social Media Factors with Consumer Buying Behavior

Source of Information

SM sites give a typical area to allow purchasers with the flexibility to pass their perspectives, assessment and make decisions through access to the information of the favorite product [33]. According to Wen [34], the source of information is a critical element which designing the webpage successfully; because when the information is not credible, incorrect and incomplete can be lead to a massive influence on consumer's confidence over the web and affect their decision to buy. Also, Coyle & Thorson [35] suggested that the feature of interactivity on SM enables the Internet to facilitate consumers to communicate with each other as they empower consumers to interact freely in choosing what they want and when they need it on the Internet. Furthermore, Yoo & MacInnis [36] proposed that positive or passive emotions toward a web-based purchasing which improve creditability or give a negative evaluation of the buying. Also, Bhagwat & Goutam [8] said that SM site such as Facebook encouraging consumers to share the product experience with their friends which helps in spreading the image and boosting the product's reputation which let the consumers more likely to try the product.

Silverman et al. [37] asserted that the evaluation of the simplest alternative in use or even derived from the experiences of other users is that because there is a need to prove whether the information is reliable or not, and verify that the product will work as expected. For the final choice stage, Campbell & Goodstein [38] recognized that the consumer adjusts and postpones or avoids the purchase decision because of perceived risks. Kotler & Armstrong [15]. Asserted that consumers could reduce suspicion and negative outcome by gathering information from different sources to reduce these risks. Also, Kotler & Keller [32] suggested that in the context of evaluation, the consumer ultimately forms preferences among products to begin the selection process; however, there are two factors, which can overlap with the intensification of purchase and purchase decision state of mind of the others and unexpected situational factors. In the post-purchase evaluation stage, LaBarbera & Mazursky [39] suggested that the consumer experiences have certain levels of fulfillment or disappointment, which express the concerns of the buyer by converging the buyer's expectations with the perceived performance of the product. Also, Mitchell & Boustani [40] clarified the post-purchase evaluation stage through performance and anticipation, where if performance is below anticipation, the consumer will be dissatisfied and will

suffer from mismatches and if performance exceeds the anticipation the consumer will be satisfied. The following hypothesis is proposed:

H₂: Positive relations exist between the sources of information consumer buying behavior.

Interactivity

Yadav & Varadarajan [41] suggested that improved stages of interactivity might also permit consumers the usage of web buying. Also, to benefit more control of their purchasing experience they need to communicate with others by interactively having access to information from online databases. Mcmillan & Hwang [42] indicated that greater control of shopping revel in might is associated with increased CCB if consumers interactively with each other. Moreover, Fiore et al. [43] discovered that image interactivity was linked to increased pleasure. Therefore, increased levels of interactivity in online buying are anticipated to have a high quality and positive relationship with CCB. Mummalaneni [44] determined proof of the relationship between interactivity and CCB. Also, the high ranges of interactivity in online buying increasing the complexity of the interface furnished which anticipated that degree of interactivity will be positively related to CCB.

The Internet is an interactive tool for accessing information used by individuals to exchange and share views and information. Consequently, CBB and consumers perform are depended on each other to change the behavior is depended on what the consumer does [45]. Therefore, essential parts of SM on the web are information, views, and the effect among its members [46]. SM has recognized the web as a perfect tool and providing information for merchandise and services as an indicator of behavior and also the work of people [47]. SM is the vital communication channels that rework power between consumers, the old approach of message and knowledge producers [48], providing a mechanism to facilitate interaction with others and join virtual communities based on shared interest and views [49]. Nowadays, customers have played another part and approach to spread their perspectives through social networking, for example, Facebook, Snap Chat, and Instagram [7]. This enable individual's to share experiences, opinions, and knowledge and assist them to interact efficiently with others through social networks [10]. It additionally impacted these communications and perspectives on buyer decisions [50]. Therefore, Hennig-Thurau et al. [51] suggested that SM let the consumers share their perspectives and what they want freely. So they can share their views and compare their experiences with other consumers [52]. Based on the above discussions, the following hypothesis is proposed:

H₃: Positive relations exist between interactivity and consumer buying behavior.

Credibility

The fulfillment of the information will depend upon the credibility of the assets that offer information for CBB. Credibility of information can be interpreted as how consumers see the source of knowledge, talents or applicable experience and how it offers to others fairly and objectively [53]. Therefore the source of information with high credibility will influence CBB [54]. Wathen & Burkell [55] indicated that trust, experience and knowledge which sign as a credible source that has an effect on CCB. Senecal & Nantel [50] demonstrated that the relationship between credibility and CBB has occurred. Thus, Brown et al. [56] suggested that credibility occur when it has a high level of experience of online buying. Chung & Buhalis [57] and Heriyati & Siek [58] suggested that credibility has the most change radically of CBB. Fan & Miao [59] found that the credibility is positively affected the CBB and the effects greatly differ on gender but the differences of gender are not applicable to CBB in a different culture [60].

A few investigations looking at the effect of credibility on CBB. Credibility builds consumer utility and emphatically connected with feelings and reasons in CBB [61]. The earlier examination had explored that credibility affects CBB [62]. An investigation of Wang & Yang [63] has explored that credibility has a positive effect on CBB. As indicated by Bigné-Alcañiz et al. [64] credibility is certain attributes of a sender that impact recipient's message acknowledgement, or legitimacy of correspondence statements [65], or the credibility of expectations of the element at a specific time [53]. Recent studies depicted that source credibility included reliability, mastery and allure [66-68]. Therefore, the following hypothesis is proposed:

H₄: Positive relations exist between credibility and consumer buying behavior.

Based on the literature, several studies have supported SM from one or two factors or different perspectives. Also, based on CBB theory various models are an attempt to indicate the factors affecting CBB such as information processing model's [69] but this model involves a piece of massive information, and the processing became more tricky and unmanageable because consumers have limited capacity to process information and they use some simplified information processing strategies. Balckwell et al. [12] the consumer decision model, this model failed in how to explain the influence of the factors on buying decision, and there are variables have not been defined, which makes this model vague and complicated to understand [70] presented the classical purchase funnel model but this model does not specify the methods to be adopted to differentiate between the buying decision and how to influence them. On the other hand, Constantinides & Fountain [71] build a new conceptual model which is

Input, Processing and Response model but they offered limited empirical evidence.

Therefore, this study deals with this gap by providing a conceptual model (Figure 1) to approve confirmation and empirical proof to link the relationship between SM and its effect on CBB and to view which factors of SM that affect the CBB. SM represents the conceptual model clarifying the relationship between the independent and the dependent variable is represented by CBB. Also, it contains a mediator's factors that explain the relationship between the dependent and independent variables which represented by the source of information and that because is a critical element in designing the webpage, participation the view and increasing the confidence of consumers and affects their buying behavior [34]. Interactivity because it facilitates consumers to communicate with each other to get what they need [35]. Credibility because it touches consumer feeling and emotion and affects their buying behavior [36].

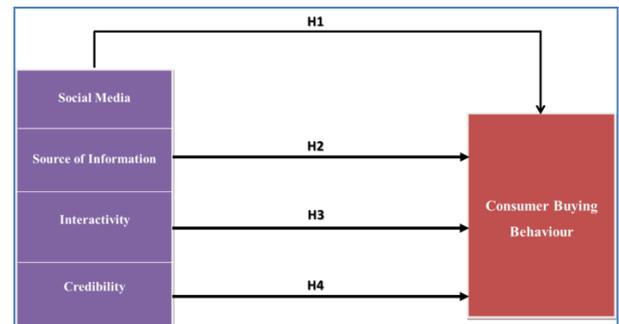


Fig-1: The Conceptual Framework

METHODOLOGY

Study Instrument

To answer the study questions and to meet the study objective, a quantitative method was used in this study as a descriptive and analytical study to test the effect of SM on CBB which the consumers of the commercial banks in Jordan formed as a unit of study. The author developed a questionnaire in accord with the study model and previous studies. To check the validity of the initial version of the questionnaire, it reviewed by four universities professors who were having expertise in the area of SM and CBB to detect mistakes or potential sources of misunderstandings. The questionnaire was developed in two parts with 31 items: the first part consists of 10 items that describe demographic characteristics and questions regarding SM sites, the second part consist of 21 items related to SM factors and CBB with the format of a typical Five-Points Likert Scale.

The Study Sample

The total population of this study included all Banks in Jordan. The estimated number of the Banks is 25 according to the association of banks in Jordan. Regarding the study, the sample was the top 12

commercial banks in 2019 and it selected according to the annual report of Amman Stock Market depending on the total assets in order to answer the study questions and used as a primary data collection to address specific issues to consumers about their use of SM and how it affects their buying behavior. Validity was also checked through distributed 20 questionnaires as a pilot test to make an adjustment in proportion to their abilities to answer these questions, and based on their feedback on the contents and the format of the questionnaire the questions have edited to be more comprehensibility and accuracy. The author hands out 242 questionnaires, 215 were retained, and only 200 were selected for statistical analysis by the rate of 82.9%. Questionnaires were hand out by taking into consideration that customers have different demographic characteristics levels regarding education, age, and income.

RESULTS

Demographic Characteristics

As Table 1 shows below, the sample used in this study was made up of 200 respondents. 78% of respondents were male and 22% was female. Also, 87% of respondents were between 20 and 40 years old. 69.5% of the respondents were undergraduates, and 69% their income ranges between 250 and 700 JD. Also, 78% of respondents used Facebook. 62% of respondents' show that Facebook has accurate information and 66% of them show that Facebook is credible and 67.5% of them show that Facebook has editorial freedom to share information. Also, 73% show that Facebook affected their buying behavior and 70% they have purchased a product or get any services from Facebook and 30% from Instagram.

Table-1: Demographic characteristics

Variables		Frequency	Percent
Gender	Male	156	78%
	Female	44	22%
Total		200	100%
Age	From 20 To 30	79	39.5%
	From 31 To 40	95	47.5%
	More Than 40	26	13%
Total		200	100%
Educational Level	Diploma and below	20	10%
	Undergraduate	139	69.5%
	Postgraduate or above	41	20.5%
Total		200	100%
Income	Below 250 JD	40	20%
	250 JD – 450 JD	69	34%
	500 JD – 700 JD	69	34%
	More than 700 JD	22	12%
Total		200	100%
Which of the following social media sites are mostly used by you	Facebook	156	78%
	SnapChat	12	6%
	Instagram	32	16%
Total		200	100%
Which of the following social media sites has accurate information?	Facebook	124	62%
	SnapChat	9	4.5%
	Instagram	67	33.5%
Total		200	100%
Which of the following social media sites are mostly credible?	Facebook	132	66%
	SnapChat	5	2.5%
	Instagram	63	31.5%
Total		200	100%
Which of the following social media sites has an editorial freedom to share information?	Facebook	135	67.5%
	SnapChat	5	2.5%
	Instagram	60	30%
Total		200	100%
Which one of the following social media sites do you think is affecting your buying behavior?	Facebook	146	73%
	SnapChat	20	10%
	Instagram	34	17%
Total		200	100%
Which of the following social media sites do you have purchased a product or get any services before?	Facebook	140	70%
	Instagram	60	30%
Total		200	100%

Correlation analysis

Table 2 below shows that the study findings of correlation analysis indicate that the five variables were positively correlated to each other with 0.01 significance values. Also correlation coefficient must be at least 0.60 which required indicating an acceptable degree of reliability [72]. The correlation between SM and CBB (R= 0.832) in a commercial bank in Jordan is

considered a significant and high positive correlation. The relationship between the source of information and CBB (R = 0.734) is considered as a significant and high positive correlation. The relationship between interactivity and CBB (R = 0.793) is considered a significant and high positive correlation. However, the relationship between creditability and CBB (R = 0.656) is considered a significant and moderate correlation.

Table-2: Correlation coefficients

Variable	CBB	SM	Source of Information	Interactivity	Creditability
CBB	1				
SM	0.832**	1			
Source of Information	0.734**	0.903**	1		
Interactivity	0.793**	0.911**	0.704**	1	
Creditability	0.656**	0.823**	0.627**	0.669**	1

CBB, consumer buying behavior; SM, social media
 **, Significant at the 0.01 level (two-tailed), N = 200.

Factor analysis

The author uses exploratory factor analysis (EFA) to minimize the observed variables to a fewer number and determine the relationship between these variables [73]. The author uses principal components analysis technique following by the varimax rotation method to extract the factors. As proposed by Hair et al., [73] the author kept only those items which loaded 0.4 or above on single item. Sample adequacy was checked using the KMO test and the resulting value was 0.877 which effectively comply with [74] required sample value.

significant correlation at $p = 0.01$. The EFA analysis as shown in Table 3 below extracted four distinct factors explaining 71.68% of the total variance. Six items of CBB construct which loaded between 0.755 and 0.919 and the construct explained 44% of the total variance. Five items of the source of information construct which loaded from 0.631 to 0.799 and explained 13.88% of the total variance. The third construct, interactivity possessed five items which showed 0.659 to 0.834 loading range and explained 7.4% of the total variance. The original construct of creditability had five items which loaded between 0.501 and 0.838 and explained 6.4% of the total variance.

The author examined the correlation between the variables and the visual examination showed a

Table-3: Exploratory Factor Analysis Result

Factors	Items	Factor Loading	Cronbach's alpha	Variance Explained %
CBB (Factor 1)	6	0.755 - 0.919	0.94	44%
Source of information (Factor 2)	5	0.631 - 0.799	0.919	13.88%
Interactivity (Factor 3)	5	0.659 - 0.834	0.851	7.4%
Creditability (Factor 4)	5	0.501 - 0.838	0.804	6.4%
Total	21		0.933	71.68%

CBB, consumer buying behavior

Confirmatory factor analysis (CFA) was used to test the validity of this study through the convergent validity test. Awang 2012 and Hair et al. [75] proposed that convergent validity can be analyzed by factor loading. According to Awang 2012, average variance

extracted (AVE) should be 0.5 or higher to achieve the validity and composite reliability (CR) should be ≥ 0.6 . Table 4 summarizes CFA result and shows that all constructs are reliable and meet the validity criteria.

Table-4: Confirmatory Factor Analysis Result

Construct	Items	Factor Loading	CR	AVE
CBB	6	0.771 - 0.907	0.943	0.74
Source of information	5	0.787 - 0.880	0.923	0.71
Interactivity	5	0.574 - 0.991	0.888	0.63
Creditability	5	0.574 - 0.990	0.838	0.52
CBB, consumer buying behavior				

Hypotheses Testing

Related to hypotheses testing for this study linear regressions were used for each factor to validate the effect on CBB, Table 5 summarized the details the hypotheses. According to Moore, Notz, & Fligner [48] criteria, the results of this study showed that H1 (Positive relations exist between social media and consumer buying behavior) indicated that SM has a moderate impact on CBB ($R^2=0.692$, $p=0.000$). H2 (Positive relations exist between the source of information and consumer buying behavior) indicated

that the source of information has demonstrated a moderate impact on CBB ($R^2=0.538$, $p=0.000$). Likewise, H3 (Positive relations exist between interactivity and consumer buying behavior) indicated that interactivity has demonstrated a moderate impact on CBB ($R^2=0.629$, $p=0.000$). H4 (Positive relations exist between creditability and consumer buying behavior) indicated that creditability has demonstrated a low impact on CBB ($R^2=0.430$, $p=0.000$). Therefore, the hypotheses have yielded statistically significant results and are accepted.

Table-5: Result of Hypothesis Testing

Hypothesis	Linkage	R^2	F Test	ρ -value	T-Test	ρ -value	B Coefficient	Hypotheses Acceptance
H ₁	SM CBB	0.692	445.310	.0000	21.102	.0000	1.059	Accepted
H ₂	SOI CBB	0.538	230.818	.0000	15.193	.0000	2.136	Accepted
H ₃	INT CBB	0.629	335.659	.0000	18.321	.0000	2.367	Accepted
H ₄	CDR CBB	0.430	149.500	.0000	12.227	.0000	3.171	Accepted

SM, social media; CBB, consumer buying behavior; SOI, source of information; INT, interactivity; CDR, creditability.

DISCUSSION

The number of researches on the impact of SM on CBB on commercial banks in Jordan is restricted. Accordingly, the current study aimed at classifying this issue in the literature by empirically examining the relationship between SM and CBB among the consumers of commercial banks in Jordan. The results showed a total of 200 participants answered the questionnaire, 78% of males and 22% of females. The explanation for this distinction in rate is because of the distribution of the survey, so they cannot control the genders' rate. These participants were from a different area in Jordan. The reason for conducting a questionnaire is to know which SM sites mostly influenced consumers and which factors most affect their buying behavior. Also, the results showed that 87% of the age group from 20 to 40 years old which is the largest active group on the SM and we should focus on them because they are the most widely used SM also they are the most categories that deal with communication services via mobile phones and others and this agrees with previous literature of [76].

Furthermore, 69.5% of the respondents were undergraduates which mean that all have the knowledge to obtained information from SM and they are very knowledgeable in evaluating the quality of this information on the SM. Moreover, 69% of their income ranges between 250 and 700 JD which means that they have the ability and capability to purchase the product from SM sites. Finally, the results showed that 78% of respondents used Facebook and 73% show that Facebook affected their buying behavior and 70% they have purchased a product or get any services from Facebook and 62% show that Facebook is accurate information and 66% show that Facebook is credible and 67.5% show that Facebook is editorial freedom to share information, which means that Facebook is the most attractive SM site that the commercial bank in

Jordan should concentrate on to view their product and service and this agrees with [8].

The results of this study show that the relationship between SM and CBB is 0.692. Therefore, this confident and robust relationship of SM model has provided a systematic approach in outlining the general effect that changes the CBB. In this case, commercial banks in Jordan need to be sure that the means of SM campaigns to take advantage of the best strategic approach and to reconcile the existing SM sites that have the best influence on CBB and this agrees with [77, 78]. The results of this study indicate that source of information has a significant impact on CBB by 0.538. This means that the information plays an important role in changing and affecting the CBB through the SM. Therefore, commercial banks in Jordan are required to study carefully the relationship between the source of information and CBB by taking the appropriate measures of collecting information and deliver it to consumers and this corresponds with [79].

The results of this study show that interactivity has a significant impact on CBB by 0.629 which means that it is much more than the source of information because the SM is an interactive system which led to circulating the information and other sources between users and then it can affect the CBB quickly and this agrees with [28]. The interactivity of the Internet allows commercial banks in Jordan to improve the Web understanding by giving consumers with more customized benefits and facilitating interaction with other online users willing to share experiences and recommendations. Interactive elements are contributing to the positive customer experience by reducing uncertainty during the online transaction and the cognitive dissonance afterwards. Elements enhancing interactivity are facilities allowing interaction with vendors in case customers have questions or difficulty

to use the site, online helpdesks for technical assistance or support. Finally, the creditability has a significant impact on CBB by 0.430 which means that it is a low relation; because it returns to the consumer personality and has different confidence level to give their financial information on the internet to buy products or get services and this is getting along with [8].

CONCLUSION

This study was aimed to examine the effect of SM on CBB with a special focus on commercial banks in Jordan. The findings obtained from this study have significant implications for the academic study derived mainly from extracting the relationship between the SM and CBB. The result shows that SM has a role in affecting the CBB on the internet, especially when the degree of display the messages and the relationship created between the diversity of information given and the consumer who is about to make a buying decision. Consumers are mostly affected by interactivity and the source of information which led them to make the best decision in choosing the most suitable SM site Facebook to buy their preferred product online. There are some tools and strategies that the commercial banks should concern about the improve the effectiveness of SM on CBB such as they need to set marketing policies to boost sales and market share by improving the information of the product to strengthens the relationship among consumers and SM. Also, they need to look at price strategies which have a close relationship with the product and directly influence the CBB. Moreover, they should concern on communication strategies such as openness, secretive and supportive to meet the consumer needs opportunely.

This study extends the research on SM by adding an empirical test to the literature of the relationship between SM and its effect on CBB. The finding additionally affirms some past investigations results and help to explain and clarify the conflicting conclusions from earlier examinations in this field. In general, this research enriches our knowledge of the CBB process from the consumer's perspective. This study adds more value of scientific studies and research conducted in the field of CBB and its relationship with the factors of SM to give a better understanding and describing for SM and CBB through three factors. There are some opportunities for future studies and limitations. First, the data will be collected from commercial banks so for future studies can be broadening the scope by collecting data from another sector. Second, this study will investigate the relationship between SM and its effect on CBB in Jordan so it not clear whether this relationship as the same in the other countries. Third, this study focuses on several banks' sizes with deferent regions and our conclusion about the relation maybe not at the same for commercial banks size and regions so for future studies can use a comparative study.

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