

# Journal



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## Middle East

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Arab Republic of Egypt  
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### **Address:**

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Egyptian Public Relations Association, Gizza, Egypt  
Dokki, Ben Elsarayat -2 Ahmed Elzayat St.

Email: [chairman@epra.org.eg](mailto:chairman@epra.org.eg) - [jpr@epra.org.eg](mailto:jpr@epra.org.eg)

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## **Social networking sites and their role in supporting the purchasing behavior of the audience Egypt - An Empirical Study**

*Dr. Lobna Masoud Abd El-Azem Salem*

[Lopy\\_star201022@yahoo.com](mailto:Lopy_star201022@yahoo.com)

Assistant Professor at Marketing Communications Dep.

College of Mass Communication Technology

Sinai University

### **Abstract**

Recently appeared in new tools to inform the most important social networking sites on the Internet, including Facebook, Twitter, My space, and YouTube, and other social networking sites, which are able to create different notification from the traditional media, both in placing or interaction or access to the target audience speed.

It also provided social networking sites the opportunity for any individual to design a marketing campaign based on the use of certain multimedia and submit them on some social networking sites or the allocation of a special account to him on Facebook or Twitter and bring it to the largest possible number of the target audience, As well as the achievement of the interactive campaign through other individuals interact with the campaign theme and achieve two-way communication process and a process of purchase.

Thus it is clear that the strength in these modern methods not only in its creation revolutionized communication routes lie but it will affect and change in habits purchasing behavior to the public, It enables the consumer to shop all products even daily grocery is in the reach of his home and without effort or time in the shops, so by contacting the advertiser via phone or the Internet.

Us here and targeted search to identify the role of social networking sites on supporting the purchasing behavior of the Egyptian public, through the detection of the most important features and communications aspects of the various effects, In addition to focusing on the most important motivations for public use these sites to make a purchase and stand on the most important opportunities and risks facing the procurement process through these sites.

The research found a number of important results that site Facebook comes in the forefront of social networking sites used by the respondents of the study sample, while the YouTube site came in second place, while Twitter came in third place. The results of the study revealed that social networking sites supporting the purchasing behavior of the respondents because of its marketing of these sites the most important advantages as an important source of information on this item or service, and the presence of valuable gifts when you buy, very cheap way to shop and purchase. She said the search results that there

is general agreement among respondents regarding the risks resulting from the use of social networking sites on the procurement process the most important security risks and maintain the confidentiality of personal data, inability to preview the item, examine and try it before you buy and wait a long time until the product is delivered.