

SOCIAL MEDIA DEMOGRAPHICS IN JORDAN AND THE EFFECTS OF ONLINE TRUST ON BRANDING USING SOCIAL MEDIA PLATFORMS

***MUNIF MOHAMMED AL ZOUBI**

ADDRESS: 4-6 BAROSS UTCA, SOPRON HUNGARY
UNIVERSITY OF SOPRON
EMAIL: MUNIF.ZOUBI@GMAIL.COM

Abstract

This research aims to find a better understanding of the demographics using social media in Jordan, it will try to provide businesses in Jordan with the better understanding of which demographics they should be targeting when using social media platforms for their online marketing. Furthermore, the research will attempt to give businesses a better understanding of the effects of gaining a consumers trust on their brands image on social media platforms.

The study population was collected online using multiple social media platforms, there was 859 respondents. The answers collected were part of a larger questionnaire conducted by the author for the PhD thesis.

Design/methodology/approach: a quantitative method is used to find the the demographics that are using social media in Jordan and the effects of online trust on their usage of social media

Keywords: Social Media Marketing, Word of mouth, Online Trust, Brand Image.

1.0 Introduction:

The internet has become such a pivotal part of our life in the past decade, people could use the internet in most parts of their activities of daily living, from ordering goods online, working, communication, and entertainment. Moreover, in the past year this usage has increased dramatically due to COVID-19 restrictions, people are being asked to stay at home; causing most companies to urge their workers to work from home. During curfew hours people usually watch movies online or communicate with friends and family using social media, which helped many social media platforms to increase their user base.

Social media as defined in the Cambridge dictionary is websites or computer programs that allow people to communicate and share information using their computers or mobile phones. Social media has become more and more integrated in our daily life, people are sharing their ideas, pictures, and videos on social networking sites, and companies world wide took notice. Almost all large organizations have a social media presence now, either for marketing and spreading awareness of their brand; most companies now incorporate social media in their marketing strategy as it has become one of the main tools of brand management, or to communicate with their customers; social media helps humanize large corporations by allowing consumes to communicate with them directly.

There are many social media platforms now, each providing a different form of content sharing opportunity and with a different demographic of followers. The following are the most popular platforms:

- Facebook: was founded by Mark Zuckerberg in 2004, and the site is a free members to sign up and predominantly derives its revenue from advertisements, Facebook is currently the platform with the highest number of users worldwide, on Facebook users can create profiles, and share their thoughts and information, the information could be quotes about themselves or other subject, pictures, and news, allowing other users to comment and respond to any of the posts.
- Twitter: the site was created by Jack Dorsey, Noah Glass, and Evan Williams in 2006, Twitter is a “microblogging” website, it was initially created as a short message service (SMS). Twitter allows users create accounts and share their ideas in the form of a 280 character message and can include links to websites, journals, or news pages; these messages are called Tweets. For users to be able to read someone’s Tweet they should follow them on Twitter, users can follow friends, celebrities, and organizations that have similar academic or personal interests.
- Instagram: Instagram is a social networking site that allows users to share photos and short videos, the site was acquired by Facebook in 2012. Instagram is one of the most popular applications for mobile users, the app allows users to take photos, edit and add filters to picture before the user uploads them, the pictures could be uploaded with a caption to describe the picture, hashtags, or a geotags which allows the user to share the location of the picture, these additions to the picture can help other uses search for these picture by index. The pictures shared can be viewed by the users followers, or by the public when tagged using a hashtag or geotag.

With all these platforms getting a higher user base each year, organizations have taken notice and are trying to always be up to date with which platforms they could use and which are a better fit for their business model, usually businesses incorporate a social media platform into their marketing strategies according to which demographic they are targeting, or how much resources are needed to perform well on said platform. For example, Twitter is a great platform for organizations to grow their brands, however, it requires many followers and more time and resources than Facebook for example, which makes it better for large corporations and industry leaders, and harder to navigate for small businesses.

The growth of all these websites and applications provide customers with a plethora of brands and businesses to follow online, however it has also become harder for businesses to gain the consumers trust online. consumers work with those that they like, know, and trust. Brands are a famous intermediary for trust: If a shopper accepts that a particular brand produces quality items or administrations, anything with their blessing is probably going to breeze through the essential trust assessment.

Furthermore, building up trust in an online setting is both critical and troublesome. When customers shop at a physical store, they have numerous markers of how dependable a business is; which can help a business build trust. Some of the indicators that might make a consumer feel at ease in a physical store could be may incorporate proficient signage, a trustworthy storekeeper, a well designed store interior, items in stock, many customers window-shopping and perusing the store.

Shopping and ordering through a site, or seeing online advertisements through social media is extremely different encounter; clients have less to go on while deciding how agreeable they feel making a buy or trusting a new brand. Thus, it's dependent upon the business to rapidly acquire their trust and control any wariness.

1.1 Research Aim:

The following research aims to find a better understanding of the demographics using social media in Jordan, it will try to provide businesses in Jordan with the better understanding of which demographics they should be targeting when using social media platforms for their online marketing. Furthermore, the research will attempt to give businesses a better understanding on if gaining a consumers trust effects their brands image on social media.

Hypothesis: There is no significant moderate impact of online trust on the relationship between social media networks and enhancing brand image at level ($\alpha \leq 0.05$).

1.2 Objectives:

The main points that need to be covered by this research are:

- Understanding how businesses can target a certain demographic by using social media in Jordan.
- Understanding the difference in social media users according to age, education level and gender.
- Understanding how online trust effects a business's brand image through social media.

2.0 Materials and Methods

How the internet changed businesses' day to day tasks:

The internet being such a huge phenomena was never anticipated by most, the original plan was for the internet to be a static system, created to send small pockets of data from one terminal to another. Moreover, the data sent was never designed to be for ordinary users with no background in computer languages; the data was to be sent in machine language.

Nevertheless, in the past couple of decades, the internet kept growing and growing and became larger than anyone's expectations, many people's lives have been changed drastically with this growth, having their lives governed entirely by the internet. The usage was not limited to one aspect of their lives, people now order food, consume entertaining content, play video games, and even work entirely from home via the internet (Dentzel Z. 2014) [1].

Almost a third of the world is currently undergoing a lockdown, curfews and restrictions are causing organizations to shift their workers from working at the office, to working from home. Furthermore, with the vaccine to being available for everyone in most countries, the world health organization is currently suggesting that most employees isolate and stay safe by staying and working from home. Due to these health threats the world and most companies are currently having to use remote working (Dubey & Tripathi, 2020)[2].

Most meetings now are being held online, and many organizations have adapted to this change having their work platforms work remotely, which in many cases saves the workers time from commuting to work and back, and getting dressed for work everyday. In a study conducted on 100,000 tweets, the majority of workers have taken positively to this change, as the emotions analyzed for most tweets were of trust and anticipation(Dubey & Tripathi, 2020)[2].

The current COVID-19 crisis has not only affected workers and companies but has also disrupted the lives of students as well; in many different ways, many governments have now restricted all educational institutions from face-to-face

teaching, causing all students to switch from studying in a classroom with their colleagues to online and virtual education overnight (Daniel 2020)[3].

However, online learning did not receive the warm response working from home had, this drastic change in how learning and teaching is currently being done worldwide is causing a problem. Online learning was not a very popular way of teaching prior to the COVID-19 restrictions, most institutions were relying heavily on face-face interactions which caused this overnight shift to impact these institutions heavily. Research shows that primary school students have been having the hardest time coping with this new form of learning, due to them requiring more assistance in their learning; thus adding more stress not only for the students but sometimes for the parents. Moreover, this change was not only stressful for the students and their parents, but for the teachers as well, teachers have reported that this extreme change in learning method could cause many interruptions for the class by the students, due to some parents not being available to facilitate learning from home, which causes the loss of time for the entire class (Putri, Purwanto, Asbari & Wijayanti, 2020)[4].

However, the Internet's use was not only limited to working and studying from home, one of the major changes the internet did for organizations is moving towards e-marketing and brand image management through the internet, According to Hansia A. (2008)[5] there were five major methods for a company to manage their online presence:

- Firstly, due to the current inflation in venue prices and storage areas, one of the best ways to eliminate storage waste is transnational e-commerce. Transnational e-commerce is when the manufacturer or the retailer begins to sell their products online; saving money on storage space and sometimes even a physical venue, the products are usually sold through online marketplace websites; such as Amazon and E-bay, where these websites in many cases even eliminate the transportation process, because many of these companies provide a courier service as well Hansia A. (2008).
- The second type of website to assist a business with their online presence is service oriented relationship building website, these websites do not usually allow the listing of the company's products, but they provide consumers with the information required for purchasing products offline; such as the company's address, contact info, hours of work, and the most asked questions.
- Thirdly, the following websites are called brand building sites, these sites don't provide the actual product of the company but provide merchandise related to the company's brand. These websites are usually built by the actual company that provides the product for example: UFC.com is the Ultimate Fighting Championship website, on the website you cannot buy tickets to the actual UFC events. However, you can check the fighters ranking, when the events are scheduled, and you can buy UFC t-shirts and merchandise.
- Fourthly, portal or media sites are another example of websites that help companies with their online presence, currently sites like Yahoo.com provide good traffic; due to them having an email service, search engine, and even news. Marketing on such sites brings more recognition to your brands, even Google.com now helps with the marketing of specific products when the user is searching for a related product.
- Finally, social networking sites, these websites are the main focus of this study, with the growth of social media sites both in number of platforms and number of users, these websites have become a pivotal part of every company's online

marketing strategy, these websites are now the new way to practice word-of-mouth marketing, and the study will speak more on them in the next chapter.

2.1 Social media

Social media websites and applications allows the users to communicate and share information using their computers or mobile phones, the content shared could be their ideas, pictures, and videos. The content shared can be interacted with by the user's friends and/or followers, the interaction could be in the form of likes, follows, up-votes, sending messages, tagging a person in a picture or a status, or even rating a product or service(Hansia, A.2008)[5].

These interaction between users are consider consumer to consumer interactions (C2C), consumers could share information about products and services they have used, Businesses began to take note and started using these websites as ways to interact with their consumers, making that interaction a business to consumer interaction (B2C), and when the consumer rates or shares their product or service it is considered a consumer to business interaction (C2B)(Hansia, A.2008)[5].

In the past decade, the use of social networking sites by business became an important part of most businesses' marketing and brand enhancement strategies, research showed that in 2010 almost 94% of marketing managers believed that social media will be used as the main online presence tool by most businesses, and they were right. Two thirds of internet users worldwide use social media now, and more than 90% of businesses now use LinkedIn as their primary recruiting tool (Tuten T. , 2020) [6].

In mid twentieth century, the rise of globalization began, with the creation of organizations such as the General Agreement on Tariffs and Trade (GATT) and the World Trade Organization (WTO), Trade between countries became much easier, and the trade was not limited to goods and services, but also information (Savrul, Incekara & Sener, 2014) [7].

Furthermore, with the growth of the internet, information sharing became easier and easier, increasing the effectiveness of word of mouth (WOM), which brought up two fields of research. Firstly being WOM marketing, and secondly being customer brand relationships(Park & Lee, 2009) [8].

(Hennig-Thurau, Gwinner, Walsh & Gremler, 2004) [9] created a framework to determine what motivated consumers to spread WOM, and had categorized them into five different types of motivation:

- *focus related utility, which is the need of consumers to contribute towards the community as a whole; it comes from the assumption that each individual should add value to the community, and in online platforms it can take form of adding reviews and feedback about products for other community members interest.*
- *Consumption utility: refers to when a consumers finds value in another community member's experiences. In the online platform format, it is when a user reads comments or reviews on a product or service done by other users; and finds them helpful, which motivates that user to add their own experience to help others benefit; as he/she benefited previously.*
- *Approval Utility: refers to when the community benefits from a users experience and praise them for their contribution. In an online format, this comes in two forms: Firstly, informal approval feedback, which is when either the community users praise the reviewer with either comments or directly messaging them. Secondly, formal feedback, and is usually from the site moderators, where*

reviewers get ranking for their reviews and feedback. Motivating the user to give more reviews for praise.

- *Moderator related utility: refers to when a third party assists the consumers by relaying their complaints to the company providing the product or service. In an online format, it is when the platform staff moderate the consumers' reviews and relay the complaints to the company providing the product.*
- *Homeostase utility: this utility is based on the "Balance Theory", which assumes that an individual strives to keep a balanced state, and when that balance state is skewed in either a positive or negative way, an individual will strive to restore the equilibrium. In an online format, this refers to when a consumer buys a product or service and is impacted majorly by that product or service; in either a positive or negative way, which motivates them to leave feedback positively or negatively to spread word of mouth about said product or service (Henning-Thurau et al, 2004).*

After discussing the first field of WOM; which is WOM marketing and what motivates consumers to spread it. The study will attempt to discuss the second field which is called customer brand relationship.

Studies have shown that brand awareness majorly affects brand equity in the youth demographic more than other age groups, the studies show that the younger generations usually gather information about a product or service online before purchasing the product. Either through online word of mouth by reading the comments and reviews online; whether its through social media or feedback specialized websites. Furthermore, the studies show that younger consumers use social media and the experiences of other users to compare between a brands and product and their respective competitors; the comparison could be in the quality of the products, the price of the products, or in the product's specific features. Thus, making social media one of the most important parts in a company's online strategy (Sasmita & Mohd Suki, 2015) [10].

When considering word-of-mouth, the number of users on the platform is always an important factor to have in mind when choosing the platform most suitable for the organization, the following figure illustrates the social media platforms with the highest number of users worldwide in millions:

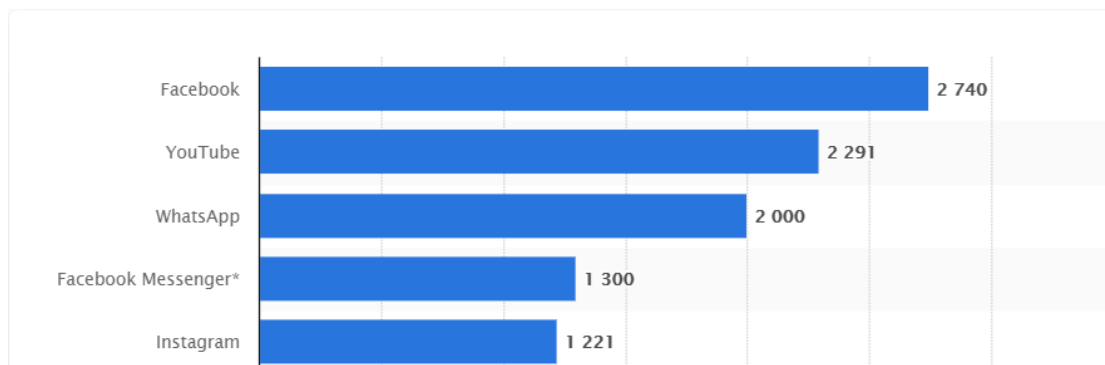


FIGURE (1)
Statista (2021)[11]

The data shows that Facebook has by far the largest number of users worldwide; with 2.7 billion users, this is definitely an incentive for any business to use Facebook as a social media platform. Moreover, Facebook allows businesses to build a public or private online profile and to create a list of users with whom relations can be

developed, which permits businesses to inform their clientele about any updates or new products online and in real time (A. Carrillat, d'Astous & Morissette Grégoire, 2014) [11].

However, the number of users is not the only criteria an organization has to take into consideration when choosing a platform for their online strategy, other platforms have different inducements that could appeal to businesses as well.

The following table showcases different social media platforms with general information about them and their user base, and some of the opportunities businesses can benefit while using them:

Platform	Description	Number of users	Largest opportunities	Extra information
Facebook	Social sharing site with over 1.8 billion mobile users.	2.7 billion active users.	Communicating with consumers in a non-obstructive way.	Users share over 4.75 billion pieces of content per day.
Twitter	Micro-blogging social site that limits each post to 280 characters.	353 million active users.	Largest penetration in the United States, however steadily growing elsewhere.	7500 Tweets happen every second.
Instagram	Social Sharing site that focuses on pictures and now gives the ability to share 60 second videos.	1.2 billion users.	Many brands now post pictures and add Hashtags, and usually post pictures that consumers can relate to.	The most followed company on social media is currently Nike. And the most followed celebrity is Cristiano Ronaldo.
Snapchat	Social sharing application built around pictures and filters.	498 million users.	Brands are participating by sharing behind the scenes content.	The site hosts over 9000 images per second, and 158 active daily users.
LinkedIn	Business oriented social networking site.	706 million users.	Brands are mostly corporate brands providing their associates a place to connect and network.	79% of the users are over the age 35.

Table (1)
 (Tuten T. , 2020) [6]

2.3 Online Trust:

While client trust has been researched extensively by many marketing specialists and psychology specialists, it has additionally gotten pertinent to Information Systems (IS) analysts who study online marketing. Online clients show low trust levels for electronic merchants and online advertising (Culnan & Armstrong, 1999)[12] and that is a significant motivation behind why numerous clients don't shop on the web (Hoffman, Novak & Peralta, 1999)[13]. Given the absence of any physical connection, the virtual idea of a web store and web advertising, and frequently the absence of actual stores, client trust is hard to set up. An intermittent declarations of programmers breaking into organization information bases and taking MasterCard numbers and the overall obliviousness about the strength of encryption utilized today has likewise added to a diminishing in client trust on the web. The continuous discussion about security adds to the anxiety of online customers, further lessening their degree of trust. (Hoffman, Novak & Peralta, 1999)[13].

Many marketers believe that to build a solid relationship with consumers; both online and offline, the key is gaining a consumers trust. In business, consumer trust online refers to the certainty that one part of the customer-business relationship; in this case the customer, has in the brands' dependability and trustworthiness to provide them with the promised goods or services (Proctor, 2014)[14]. Moreover, Trust is defined as the faith that customers have in these brands, and alludes to the honest investment and engagement with the service provider (Peltier, Pointer, & Schibrowsky, 2006)[15]. In the financial setting, trust is characterized as client trust in the quality and dependability of the administrations offered by the business (Garbarino & Johnson, 1999)[16]. It turns into the virtues that are set up to enhance their business-client relationship.

According to a study done by Koufaris M. & William-Hampton (2004)[17], Absence of trust in online organizations is an essential motivation behind why many online clients don't shop on the web. The results of the study showed that demonstrate that an organization's reputation online and the ability of a customer to customize the items they are about to order online influences the initial trust the customer experiences towards an organization; both in the actual business's website or while being advertised by on social media platforms. Moreover, how useful the organizations website or social media profile, convenience of that website, and security control are are as well huge predecessors of initial trust.

Furthermore, in a recent study conducted by (Issock Issock, Roberts-Lombard & Mpinganjira, 2020)[18], their findings showed that customer trust is affected by clients' view of the cost and nature of the product, their demeanor towards such items and their degree of fulfillment with the presentation of the items. Customer trust, thus, showed a positive effect on the purchase of specific products that the consumers are loyal to. As a focal variable, customer trust was found to be an important mediator in the conceptual model.

2.4 Methodology:

The choosing of a research's methodology is an issue that researchers have never been able to come to a compromise on. There are two main paradigms researchers have been split between. Firstly, is the western "Positivism" paradigm which believes that quantitative methodology is the most effective way of gaining knowledge (Saunders M. Lewis P. & Thornhill A. 2003)[19]. The second paradigm is "Interpretism" which researchers who follow believe all knowledge is gained through the researchers' interpretation which uses a qualitative method to collect the data needed (Saunders M. Lewis P. & Thornhill A. 2003)[19].

In this study, the researcher used a quantitative methods to find the the demographics that are using social media in Jordan; including gender, age, and level of education, and attempts to acquire a better understanding of how a brands image on social media is effected by customers trust towards the brand. The data needed was in statistical form, thus using a quantitative method was the most appropriate. The study uses the primary data collected using the questionnaire and secondary data from the relevant previous literature.

2.5 Study tool:

The study population was collected online using multiple social media platforms, there was 859 respondents. The answers collected were part of a larger questionnaire conducted by the author for the PhD thesis. The full questionnaire can be found in the appendix.

3.0 Result and Discussion

3.1 Descriptive Analyses of Demographic Characteristics

The descriptive analysis presents the main characteristics of all the respondents as 859 units to portray the frequencies of all the answer collected from the demographic characteristics namely Gender, Age, Educational level.

3.1.1 Gender:

Table (2): Respondents' Gender

Gender	Frequency	Percentage
Male	406	47.3%
Female	453	52.7%
Total	859	100%

Table (2) describes the respondents' gender. The sample of study includes 406 males with a percentage of 47.3% and 453 female shaping a percentage of percent 52.7%.

3.1.2 Age:

Table (3): Respondents' Age

Age	Frequency	Percentage
Less than 30	125	16.6%
30 – Less than 40	308	35.9%
40 – Less than 50	285	33.2%
Over 50 Year	123	14.3%
Total	859	100%

Table (3) summarize the respondents' age. The age of the largest group of the sample was (30 – Less than 40) year old with the percentage of 35.9%. The second largest group was (40 – Less than 50) year old with the percentage of 33.2%. The third largest group was (Less than 30) year old with the percentage of 16.6%. The smallest group was (over 50 Years) year old with the percentage of 14.3%.

3.1.3 Educational Level:

Table (4): Respondents' Educational level

Educational Level	Frequency	Percentage
Less than high school diploma	7	0.8%

High school diploma	28	3.3%
University degree (Bachelor's degree, diploma)	632	73.6%
Higher education (Master's, PhD)	192	22.4%
Total	859	100%

Table (4) summarizes the educational levels for respondents. The most frequent level 632 of respondents' education was reported as University degree (Bachelor's degree, diploma) with the percentage of 73.6%. The second most frequent level 192 of respondents' education was reported as Higher education (Master's, PhD) with the percentage of 22.4%. While the third group of respondents' in terms of educational level 28 was reported as High school diploma with the percentage of 3.3%. The fourth group of respondents' in terms of educational level 7 was reported as Less than high school diploma with the percentage of 0.8%.

Hypothesis: There is no significant moderate impact of online trust on the relationship between social media networks and enhancing brand image at level ($\alpha \leq 0.05$).

The hierarchal multiple linear regression test results in Table (3) indicate the third study hypothesis testing. The study variables entered into two models. In the first model, social media networks entered as independent variables and the enhancing brand image as a dependent variable. Then, the interaction between social media networks and online trust entered into the dependent variable, to detect the moderating role of the online trust and how the online trust contributes as a moderating variable in the relationship between social media networks and enhancing brand image.

Table (5) shows the moderate impact of online trust on the relationship between social media networks and enhancing brand image. The first model reflected based on the results the value of the correlation coefficient ($R = 0.618$), these demonstrates that there is a positive correlation between social media networks and enhancing brand image. The results also show the statistically significant impact of social media networks in enhancing brand image, with F value of (530.347) since the p-value is less than (0.05). As the value of the coefficient of determination ($R^2 = 0.382$), this indicates that the social media networks explains (38.2%) of the variance in enhancing brand image.

In the second model, the entry of the moderate variable (online trust) to regression model, increased value of the correlation coefficient to become ($R = 0.720$) as well as the value of the coefficient of determination (R^2) increased (0.136), and this percentage statistically significant, where the value of ($\Delta F = 243.292$) and the significance level (Sig. $\Delta F = 0.000$) which is less than (0.05). As the slope value ($B = 0.338$) at online trust and the (t Calculate) value was (15.598) since the p-value is less than (0.05). This confirms that there is a statistically significant impact of online trust (moderate variable) on the relationship between social media networks and enhancing brand image, where the percentage of interpretation of variation in enhancing brand image has improved, the percentage increased from (38.2%) to (51.8%).

Table (5): The Hierarchical Regression Testing to Test the Moderating Role of online trust on the relationship between social media networks and enhancing brand image

Dependent	Independent	The First Model	The Second Model
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Variable	Variables	B	t	Sig.	B	t	Sig.
Enhancing Brand Image	Social Media Networks	0.701	23.029	0.000	0.677	7.334	0.000
	Social Media Networks × Online Trust				0.338	15.598	0.000
	R	0.618			0.720		
	R ²	0.382			0.518		
	Δ R ²	0.382			0.136		
	Δ F	530.347			243.292		
	Sig Δ F	0.000			0.000		

* The effect is significant at level ($\alpha \leq 0.05$)

4.0 Discussion:

The first part of the discussion, will attempt to analyze the demographics of the questionnaire takers, and attempt to gain a better understanding of the social media demographics in Jordan.

Table (2) describes the genders of the respondents and shows that the number of female social media users in the sample was a slightly higher than male respondents; with the females being 2.7% higher.

The Arab Social Media Report (2017)[20] reported that in (2017), the number of male users that were on social media platforms in Jordan was at 59% with the female users being at 41%, which shows an increase in number of female social media users.

Accordingly, when comparing the (2017)report with the one published in (2014), there is also a significant increase in number of female social media users; the number of users in (2014) was at 61% male users and 39% female users. Moreover, these results also coincide with reports given by the Central Intelligence Agency (2021)[21] in February 2020 where it showed male and female users being at 51% male users and 49% female, which could prove that there is an increase in the number of female users yearly.

This increase in number of female users could be due to a number of reasons. Firstly, Jordan is a middle eastern country, with a “traditional” and “conservative” culture, and middle eastern culture also focuses on family values and family ties, where women usually assume the wife and mother role in this family; it could be due to the fact that a Jordanian family currently has an average of (5.1) family members per family, with an average of (2.6) children (Jordanian Department of Statistics, 2018)[22].

Moreover, according to Kawar (2000)[23], wages for females workers in the labour force economy-wide are lower than that of men, and many jobs are still segregated, and others are considered male-only. On account of this high wage gap and high fertility rate, women would sometimes be inclined to assume the family's mother role to take care of the children. This could explain the rapid increase of female users, staying home could allow easier access to social media networks.

The impact of the COVID-19 virus caused many Jordanians to have more time on their hands. In a report done by the United Nations Development Program on the impact of COVID-19 on Jordanian households, the report showed that out of all the respondents only 6.8% reported that their employment terms have stayed the same as before, with almost 63% reporting that they have lost their employment or they are only getting to work part-time, which can also explain the increase in social media users for both genders in Jordan. ("COVID-19 Impact on Household in Jordan - A Rapid Assessment", 2020)[24].

The effects of COVID-19 did not only disrupt working lives of adults, but also the educational lives of students. Many governments had restricted all educational institutions from face-to-face teaching, causing all students to switch from studying in a classroom with their colleagues to online and virtual education overnight (Putri, Purwanto, Asbari & Wijayanti, 2020)[4], and Jordan was one of these countries.

Research shows that school students were having the hardest time coping with this new form of learning, due to them requiring more assistance in their learning; thus adding more stress not only for the students but sometimes for the parents. As mentioned earlier, in many cases in the Jordanian household the female plays the "mother" or "housewife" role, this led to some female workers having to stay home with the kids, giving them more time access social media platforms (Putri, Purwanto, Asbari & Wijayanti, 2020)[4].

Table (3), showcases the age groups of the respondents, as seen in the table The age of the largest group of the sample was (30 – Less than 40) year old with the percentage of 35.9%. The second largest group was (40 – Less than 50) year old with the percentage of 33.2%. The third largest group was (20 – Less than 30) year old with the percentage of 14.6%. The fourth largest group was (Over 50 Year) old with the percentage of 14.3%. The smallest group was (Less than 20 Year) year old with the percentage of 2.1%.

However, in the data provided by the Arab Social media Report (2017)[20] in Figure (2), shows that the Levant area's age breakdown; which Jordan is part of, is more skewed towards the (less Than 30) category. Moreover, the Central Intelligence Agency (2021)[21] , also considers Jordan a youthful country with 33.05% being under the age of 14 years.

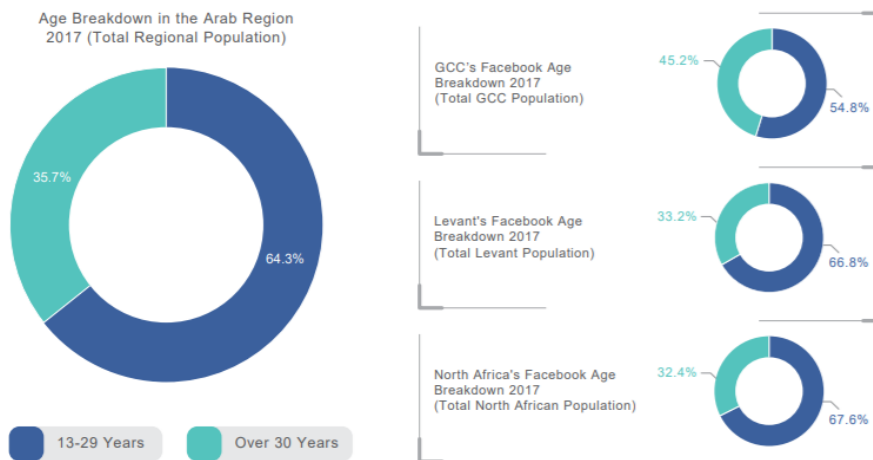


Figure (2)
 Age breakdown of Facebook users in the Arab region (2017)
 (Arab Social Media Report, 2017)[20]

This difference in the data relating to the age groups could be accredited to the data gathered by the questionnaire being mainly gathered through groups and pages on Facebook. According to Lang N. (2015)[25] and De Veirman et al. (2020)[26], their research has led them to believe that Facebook's popularity has reach it's tipping point; the younger demographic numbers in particular have plummeted the most, and most younger users are switching to other social media platforms such as Instagram and TikTok, to be their go-to social media platform.

Moreover, the data provided by Figure (2), is also covering the entire Levant area, which Jordan is a small part of. Additionally, due to almost 33% of the Jordanian population being under the age of 14, many of them would not have the means to log into social media platforms or even be exposed to the survey (Central Int.

Table (4) summarizes the educational levels of the respondents. The largest group of respondents was the university degree holders (Bachelor's degree, diploma) with the 73.6% of the respondents being that group. The second largest group of respondents' educational level reported was the higher education degree holders (Master's, PhD) with the 22.4% of the respondents being in the group. While the third group of respondents' in terms of educational level was reported as High school diploma holders 3.3% of the respondents belonging to that group. The fourth group of respondents' in terms of educational level 7 was the "less than high school diploma" holders, which contained only 0.8% respondents.

Jordan is a poor country with a low GDP, in contrast to most of the other Middle Eastern countries. However, it prides itself on it's trained manpower and education, many of the neighboring more developed countries have used Jordanian engineers and workers to establish their infrastructure (Zughoul, 2000)[27].

The educational level in Jordan is among the highest in the Arab region, thus, many foreign students have chosen it as a study destination, in the year 2017 there was over 40,000 foreign students studying in Jordan, representing 107 countries world wide, and the plan was to increase these numbers to over 70,000 by the year 2020 (Ministry of Higher Education, 2017)[26].

Universities in Jordan have a range of study programs, and are taught in both Arabic and English, there are three types of universities and educational institutes in Jordan: Public universities, private universities and in other institutes with special nature features, and are all subject to international standards of accreditation (Ministry of Higher Education, 2017)[28].

There are over 30 public and privates universities in Jordan; which is considered a large number for such a small country, and over 50 community colleges (Ministry of Higher Education), and a reported (298819) under-graduate students and (27563) post-graduate students last year (Jordanian Department of Statistics, 2018)[23].

These high numbers of students both under-graduate and post-graduate, and the high level of focus on education in Jordan, could explain the high number of university degree holders in the questionnaire respondents, and considering the low number of respondents under the age of 20, this could explain the reasoning of why not many of the respondents were less than high-school diploma holders.

Customer Trust and Hypothesis testing:

The main hypothesis in this study stated:

Ho1: There is no significant moderate impact of online trust on the relationship between social media networks and enhancing brand image at level ($\alpha \leq 0.05$).

For this hypothesis the research will attempt to measure the difference in enhancing a brand's image, after adding the "Customer Trust" variable. A hierarchical multiple

linear regression test was used to analyze the data. There were two separate models, the R in the first model with no moderating variable (Online Trust), the R value was the same as it was in the first hypothesis testing, which was (61.8%), which shows a positive correlation between the variables. the R^2 for the first model was (0.382), this indicates that the social media networks explains (38.2%) of the variance in enhancing brand image.

On the other hand, after adding online trust to the mode, it increased the value of the correlation coefficient to become ($R = 0.720$) as well as the value of the coefficient of determination (R^2) increased (0.136); which indicates that with the addition of the customer trust variable the model explains 13.6% more of the enhancing brand image variable, and this percentage is statistically significant.

This increase shows that with the addition of the moderating variable “Customer Trust” there is a significant impact on the relationship between social media network and enhancing brand image. Thus, the second main hypothesis is rejected.

5.0 Conclusion:

Social media is now one of the main online marketing tools for any organization, its growth and increase in number of platforms forced marketers to incorporate it into their marketing strategies.

The study focused on the social media demographics in Jordan and compared them to data from previous years provided by the literature, and attempted to analyze the changes in demographics over the last couple of years.

Furthermore, the study attempted to find the effects of online trust on enhancing a brand's image on social media platforms, and the results indicated that there is a moderate statistical impact.

6.0 Limitations:

As with every research, some limitation can restrict the researcher from expanding more on the data. In this research the study sample was restricted to the country of Jordan, thus the results cannot be generalized, the results most likely would differ in other countries, due to the social media platform preferences differing from one country to another.

Furthermore, due to the COVID-19 restrictions the data was gathered through online questionnaires on Facebook, thus not allowing the research to explore what social media platforms the respondents were using at the time; since all the respondents had to have a Facebook account to answer the questionnaire, and this was due to the questionnaire not receiving much answers on other platforms. For future, a physical questionnaire could give a better understanding on which social media platforms the respondents prefer.

Moreover, due to the questionnaire being distributed through Facebook; which is more used by older users, and due to the respondents being friends, followers, and colleagues of the researcher, the age of the respondents was more skewed towards the age of the researcher. Due to the time and COVID-19 restrictions, the research was not able to take more time gathering data from other platforms, for future work, a more accurate representation would be acquired if more respondents were gathered from other social media platforms, such as Instagram and TikTok, which are more used by a younger users.

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8.0 Appendix:

Questionnaire:

1. Gender:

- Male
- Female

2. Age:

- 14 or under
- 15-19
- 20-29
- 30-29
- 40-49
- 50 or above.

3. How many hours a day do you spend on social media?
(e.g. Facebook, Instagram..)

4. Have you done any of the following on social media in the past month?

- Told a friend or family member about a product or service.
- Liked or followed a company's page or a brands page on any platform.
- Added a comment to a company's or a brand's page.
- negatively reviewed a product or a service on a social media platform.
- contacted a company for customer support.
- shared a company's or a brand's product or service.

5. How many friends do you have on your most used social media platform?

6. Do you follow any brands or company's on social media?

- Yes
- No

7. Have you ever followed a company or brand due to a friend following them or shared their content?

- Yes
- No

8. Please select the social media platforms you use regularly (logged in at least once in the past 30 days).

- Facebook
- Twitter
- Instagram
- LinkedIn
- TikTok
- Youtube
- Whatsapp

Other: _____

9. Are you most likely to trust a brand that you follow on social media?

- Yes
- No

● For the following questions please rate the answer on a scale of 1-5 (1 being the lowest and 5 being the highest).

How important is it for you that the brand you are following on any social media platform is :

10. Posting about their products and promotions.

- 1 2 3 4 5

11. Posting content on a regular basis.

- 1 2 3 4 5

12. Answering back to any comment posted their page.

- 1 2 3 4 5

13. Responding to any direct messages sent to them on their platforms.

- 1 2 3 4 5

14. Gives valuable information about their products or services.

- 1 2 3 4 5

15. Sharing funny and fascinating content. (unrelated to their products)

- 1 2 3 4 5

16. Creating raffles for customers to join and potentially win.

- 1 2 3 4 5

Please indicate how crucial the following characteristics of a brand to your purchase decision:

17. The company's social media presence:

- 1 2 3 4 5

18. User reviews on social media platforms

1 2 3 4 5

19. Advertisements that pop up on your social media pages.

1 2 3 4 5

20. Family or friend recommendations.

1 2 3 4 5

Please answer the following questions regarding customers' trust in the brands they follow:

21. I believe that brands I follow on social media act on my best interest.

Extremely Disagree Disagree Neutral Agree
 Extremely Agree

22. If I require any inquiries, the brands I follow would do its best to help me.

Extremely Disagree Disagree Neutral Agree
 Extremely Agree

23. Brands are interested in my well being, not only its own.

Extremely Disagree Disagree Neutral Agree
 Extremely Agree

24. Brands I follow are truthful in their dealings with me.

Extremely Disagree Disagree Neutral Agree
 Extremely Agree

25. I would characterize the brands I follow on social media as truthful.

Extremely Disagree Disagree Neutral Agree
 Extremely Agree

26. If I order from any of the brands I follow on social media, I am comfortable about my purchase.

Extremely Disagree Disagree Neutral Agree
 Extremely Agree

27. I believe that the brands I follow will meet their obligations when I make a purchase off their pages.

Extremely Disagree Disagree Neutral Agree
 Extremely Agree

28. I always feel confident that I can rely on the brands I follow to do their part when I interact with them.

Extremely Disagree Disagree Neutral Agree
 Extremely Agree

29. Most Internet vendors do a capable job at meeting customer needs.

Extremely Disagree Disagree Neutral Agree
 Extremely Agree

30. I feel that most big brands I follow are good at what they do.

Extremely Disagree Disagree Neutral Agree
 Extremely Agree

31. I feel assured that legal and technological structures adequately protect me from problems on the Internet.

Extremely Disagree Disagree Neutral Agree
 Extremely Agree

32. I feel confident that encryption and other technological advances on the Internet make it safe for me to do business there.

Extremely Disagree Disagree Neutral Agree
 Extremely Agree

33. In general, the Internet is now a robust and safe environment in which to transact business.

Extremely Disagree Disagree Neutral Agree
 Extremely Agree