

The Influence of Social Media Marketing on Purchasing Decisions of Youth in Yemen

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Received: 9 May 2026

Revised: 23 May 2026

Accepted: 24 May 2026

تأثير التسويق عبر وسائل التواصل الاجتماعي في قرارات الشراء لدى الشباب في اليمن

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تاريخ إرسال التعديلات: 23 مايو 2026م

تاريخ التقديم: 9 مايو 2026م

تاريخ القبول: 24 مايو 2026م

Abstract

Social media has become an important channel through which consumers obtain product information and interact with brands, yet evidence from Yemen remains limited. This cross-sectional study examined whether five complementary predictors drawn selectively from TAM and TPB - perceived benefits, perceived ease of use, attitude, subjective norms, and social media marketing - were associated with purchase decisions. The study used a sample of 150 respondents. All were students enrolled at Ar-Rasheed Smart University in Sana'a and originated from several Yemeni governorates. Data were collected through a structured questionnaire and analyzed using descriptive statistics, one-sample t tests, Pearson correlations, and simple and multiple linear regression. The composite social media-related score was positively associated with purchase decisions and explained 30.4% of their variance. It also showed that attitude and social media marketing were statistically significant predictors, whereas perceived benefits, ease of use, and subjective norms were not. The findings suggest that favorable attitudes and the quality of marketing content are more closely related to purchase decisions among the surveyed sample than perceptions of usefulness or ease of use. The cross-sectional design does not support causal inference.

Keywords: Social media marketing, purchase decisions, Yemeni university students, technology acceptance model, theory of planned behavior.

الملخص

أصبحت وسائل التواصل الاجتماعي قناة مهمة يحصل من خلالها المستهلكون على معلومات المنتجات ويتفاعلون مع العلامات التجارية، إلا أن الأدلة المتعلقة بالسياق اليمني ما تزال محدودة. هدفت هذه الدراسة المقطعية إلى فحص العلاقة بين قرارات الشراء وخمسة عوامل متكاملة تم توظيفها جزئياً من نموذجي قبول التكنولوجيا والسلوك المخطط، وهي: الفوائد المدركة، وسهولة الاستخدام، والاتجاهات، والمعايير الذاتية، والتسويق عبر وسائل التواصل الاجتماعي. تكونت العينة من 150 طالباً وطالبة من طلبة جامعة الرشيد الذكية في صنعاء، ينتمون إلى عدد من المحافظات اليمنية. جمعت البيانات باستبانة منظمة، وحللت باستخدام الإحصاء الوصفي، واختبار t لعينة واحدة، ومعامل ارتباط بيرسون، والانحدار الخطي البسيط والمتعدد. أظهرت النتائج وجود علاقة تنبؤية موجبة بين الدرجة المركبة للعوامل المرتبطة بوسائل التواصل الاجتماعي وقرارات الشراء، إذ فسرت 30.4% من التباين فيها. كما ظهر أن الاتجاهات والتسويق عبر وسائل التواصل الاجتماعي عاملان دالان إحصائياً، بينما لم تكن الفوائد المدركة وسهولة الاستخدام والمعايير الذاتية دالة إحصائياً. وتشير النتائج إلى أن الاتجاهات الإيجابية وجودة المحتوى التسويقي يرتبطان بقرارات الشراء في العينة المدروسة بدرجة أوضح من المنفعة المدركة أو سهولة الاستخدام. ولا يسمح التصميم المقطعي باستخلاص علاقة سببية.

الكلمات المفتاحية: التسويق عبر وسائل التواصل الاجتماعي، قرارات الشراء، طلبة الجامعات اليمنية، نموذج قبول التكنولوجيا، نظرية السلوك المخطط.

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ISSN: 3135-7547 | E-ISSN: 3135-7555 / © 2026 The Authors. Published by Ar-Rasheed Smart University, Yemen. Journal website: <https://journals.ar-rasheed.edu.ye/RUJMHSS/en>

Ar-Rasheed University Journal of Management, Humanities and Social Sciences 2026, 1(1), 83-97

<https://doi.org/10.67151/rujmhss.v1i1.23>

Introduction

Advertising has shifted from broad conventional media, such as magazines and television, toward more targeted digital channels. Social media platforms now allow firms to reach consumers who spend considerable time communicating, following news, and viewing content online. Unlike one-way advertising, these platforms support direct interaction between firms and customers and have therefore become an important influence on consumer information search and purchase-related behavior.

In Yemen, however, social media marketing operates under persistent constraints, including uneven internet access and electricity supply. Empirical evidence on how these platforms are related to purchase decisions remains limited. This study addresses that gap by examining students aged 20-39 at Ar-Rasheed Smart University in Sana'a who come from several Yemeni governorates.

Literature Review

This section reviews the development of social media from a communication channel into an interactive marketing environment. It then explains the theoretical constructs used in the study and outlines the opportunities and constraints that shape social media marketing in Yemen.

Social Media and Web 2.0

Social media is built on Web 2.0, which enables users to create, share, and modify content through ongoing participation (Berthon et al., 2012). Kaplan and Haenlein (2010) describe Web 2.0 as the technological and ideological foundation for applications whose content is produced and continually developed by users. For businesses, this environment creates opportunities to learn about consumer needs

and to communicate with customers in a more direct and personalized way.

Saleh et al. (2021) reported a moderate level of social media use among small and medium-sized enterprises in Yemen. They also noted that limited awareness of its business value can restrict the ability of firms in developing economies to reach customers and strengthen their market presence.

Theoretical Framework: Selective Integration of TAM and TPB

The study draws selectively on two established frameworks: the Technology Acceptance Model (TAM) and the Theory of Planned Behavior (TPB). The purpose is not to test either model in its complete original form, but to combine relevant technological, attitudinal, and social factors that may help explain purchase decisions through social media.

Davis (1989) introduced TAM to explain the acceptance and use of technology. In the present study, two TAM-related constructs are used as complementary predictors:

- Perceived Benefits (adapted from perceived usefulness): the degree to which a consumer believes that using social media for purchasing improves the shopping process.
- Perceived Ease of Use: the degree to which a consumer considers social media-based purchasing clear, flexible, and free of unnecessary effort.

TAM focuses mainly on technological acceptance. To capture broader psychological and social influences, the study also draws on two constructs from TPB, developed by Ajzen (1991):

- Attitude: the consumer's favorable or unfavorable evaluation of purchasing through social media.

- Subjective Norms: the perceived social pressure from family, peers, or other important people to use or avoid social media-based purchasing.

Accordingly, perceived benefits and ease of use are drawn from TAM, while attitude and subjective norms are drawn from TPB. Social media marketing is included as a distinct marketing-related predictor. These five factors are therefore treated as complementary predictors of purchase decisions, not as homogeneous dimensions of a single construct. This selective integration is consistent with research that extends technology-acceptance perspectives to include social and contextual influences (Venkatesh & Davis, 2000; Hendricks & Mwapwele, 2024). It is also relevant to Yemen, where social media marketing operates within distinctive economic and infrastructure conditions (Bin-Obaidellah et al., 2023).

Social Media Marketing and Purchase Decisions

Exposure to social media marketing, together with active searches for product information, can increase product knowledge and shape purchase-related decisions (Basri, 2016). Social media also allows firms to communicate with customers while enabling customers to exchange information and experiences with one another (Hanna et al., 2011).

The effectiveness of this environment also depends on trust and perceived risk. Pavlou (2003) showed that trust and risk are important when consumers decide whether to engage in electronic commerce. These concerns are particularly relevant in markets where e-commerce infrastructure and consumer-protection mechanisms are still developing.

The Yemeni Context: Opportunities and Challenges

Studies on Yemen describe growing opportunities for e-commerce alongside continuing constraints. Al-Halili and Hongxin (2019) link wider mobile access to new e-commerce opportunities, while also emphasizing gaps in infrastructure, skills, and supporting services. Munassar and Mohammed (2024) similarly identify several challenges affecting digital marketing in Yemen:

- Inconsistent internet connectivity and high access costs.
- Limited legal and institutional protection for consumers in digital transactions.
- Continued reliance on cash-based transactions and limited access to established electronic payment methods.

Rationale for the Current Study

Although prior studies have established the growing importance of social media marketing, there is limited evidence that distinguishes the contributions of technological perceptions, consumer attitudes, social pressure, and marketing content in predicting purchase decisions among young adults in Yemen. This study addresses that gap by estimating the joint and individual predictive relationships of five complementary factors in a university-based sample that includes students from several Yemeni governorates.

Research Hypotheses

The study tests one main predictive hypothesis, five hypotheses concerning the individual predictors, and a second hypothesis concerning differences in respondents' ratings:

- Main hypothesis (H1): Perceived benefits, ease of use, attitude, subjective norms, and social media marketing jointly have a statistically significant predictive relationship with purchase decisions among the surveyed sample.

- Sub-hypotheses:
 - H1a: Perceived benefits significantly predict purchase decisions among the sample surveyed.
 - H1b: Ease of use significantly predicts purchase decisions among the surveyed sample.
 - H1c: Attitude toward social media purchasing significantly predicts purchase decisions among the surveyed sample.
 - H1d: Subjective norms significantly predict purchase decisions among the surveyed sample.
 - H1e: Social media marketing significantly predicts purchase decisions among the surveyed sample.
- Second main hypothesis (H2): There are no statistically significant differences in respondents' ratings of the social media-related factors and purchase decisions

attributable to gender, age, or employment status.

Methodology

Research Design and Sampling

This study used a cross-sectional quantitative survey. Participants were students aged 20-39 enrolled at Ar-Rasheed Smart University in Sana'a and originating from several Yemeni governorates. A structured questionnaire was developed from the relevant literature on social media and purchase decisions (Tshabukole, 2022). As shown in Table 1, the questionnaire contained two sections:

- Section One: demographic and usage information, including gender, age, employment status, duration of social media use, and daily hours of use.
- Section Two: items measuring the five predictors and the purchase-decision components.

Table 1. Study variables and measurement components

Variable Role	Predictor or Component	Number of Items
Independent Predictors	Perceived Benefits (Perceived Usefulness)	5
	Ease of Use	3
	Attitude	3
	Subjective Norms	3
	Social Media Marketing	7
	Total Predictor Items	21
Dependent Variable (Purchase Decisions)	Purchase Intention	3
	Purchase Decision	2
	Total Outcome Items	5

A total of 200 questionnaires were distributed to eligible students. Of these, 150

usable responses were returned and included in the analysis, yielding a response rate of 75%.

Statistical Methods Used

Data were analyzed using SPSS. The following statistical procedures were applied:

Descriptive Statistics

- Frequencies and percentages were used to summarize the demographic and usage characteristics of the respondents.
- Arithmetic means and relative means were used to describe the level of each item and scale and to summarize the direction of respondents' ratings.
- Standard deviations were used to describe the dispersion of responses around each mean.
- Relative importance was calculated to express each mean as a percentage of the maximum scale score.

Inferential Statistics

- Item-total Pearson correlations were used to assess the internal consistency of the questionnaire items.
- Cronbach's alpha was used to assess the internal consistency of each scale, with 0.70 used as a general reference point.
- Skewness and kurtosis coefficients were used to examine the distribution of the composite scores.
- Potential multicollinearity among the predictors was considered before estimating the multiple regression model.
- Simple and multiple linear regression were used to examine predictive relationships with purchase decisions.
- The coefficient of determination (R^2) was used to report the proportion of variance explained by each regression model.
- One-sample and independent-samples *t* tests were used for mean comparisons.

- One-way analysis of variance (ANOVA) was used to examine mean differences across demographic groups.

Internal Consistency Assessment

Item-total Pearson correlations were examined for the social media-related predictor items. The archived analysis reported positive and statistically significant correlations at the 0.05 level. These correlations provide evidence of internal consistency, but they should not be interpreted alone as proof of construct validity.

Item-total correlations were also calculated for the purchase-decision items. The archived results reported statistically significant correlations at the 0.01 level, indicating that the items were related to their respective scale totals.

Reliability Assessment (Cronbach's Alpha)

Cronbach's alpha coefficients for the questionnaire measures are reported in Table 2.

The overall reliability coefficient was 0.885. However, perceived benefits ($\alpha = 0.689$), ease of use ($\alpha = 0.636$), purchase intention ($\alpha = 0.654$), and purchase decision ($\alpha = 0.574$) showed borderline or low internal consistency. These values require cautious interpretation, particularly for the two-item purchase-decision measure and are acknowledged as a measurement limitation.

Results

Descriptive Analysis of the Predictor Variables

One-sample *t* tests compared the predictor means with the theoretical midpoint of 3 (Table 3).

The composite predictor score had a mean of 3.89 ($SD = 0.507$), equivalent to 78% of the maximum scale score, and was significantly above the theoretical midpoint. Among the surveyed sample, ratings of the social media-related factors were therefore generally high.

Respondents' Ratings of Perceived Benefits

As shown in Table 4, item means for perceived benefits ranged from 3.87 to 4.46, or from 77% to 89%.

Respondents' Ratings of Ease of Use

As shown in Table 5, item means for ease of use ranged from 3.78 to 4.12, or from 76% to 82%.

Respondents' Ratings of Attitude

As shown in Table 6, item means for attitude ranged from 3.91 to 4.13, or from 78% to 83%.

Respondents' Ratings of Subjective Norms

As shown in Table 7, item means for subjective norms ranged from 3.19 to 3.63, or from 64% to 73%.

Table 2. Cronbach's alpha test results

Variable	Dimension	Number of Items	Reliability Coefficient (α)
Predictor Measures	Perceived Benefits	5	0.689
	Ease of Use	3	0.636
	Attitude	3	0.761
	Subjective Norms	3	0.788
	Social Media Marketing	7	0.836
	Combined Predictor Items	21	0.882
Purchase Decisions	Purchase Intention	3	0.654
	Purchase Decision	2	0.574
	Total	5	0.726
Overall Reliability		26	0.885

Table 3. Descriptive levels of the social media-related predictor measures

Field	Rank	Mean	Standard Deviation	Relative Importance	t Value	Sig.	Verbal Significance
Perceived Benefits	1	4.14	0.567	83	24.580	0.000*	High
Ease of Use	3	3.92	0.648	78	17.217	0.000*	High
Attitude	2	4.02	0.738	80	16.953	0.000*	High
Subjective Norms	5	3.47	0.877	69	6.607	0.000*	High
Social Media Marketing	4	3.91	0.699	78	15.909	0.000*	High
Composite Predictor Score		3.89	0.507	78	21.489	0.000*	High

Table 4. Respondents' ratings of perceived benefits

No.	Items	Rank	Mean	Standard deviation	Relative Significance%	Verbal Significance
1	Making online purchases facilitates price comparison of goods	3rd	4.15	0.841	83	High
2	Making online purchases provides access to useful shopping information	4th	4.04	0.834	81	High
3	Making online purchases saves me time	2nd	4.17	0.893	83	High
4	I believe that making online purchases will allow me to shop without health issues during epidemics	1st	4.46	0.856	89	High
5	Overall, I believe that making online purchases is better	5th	3.87	0.816	77	High

Table 5. Respondents' ratings of ease of use

No.	Items	Rank	Mean	Standard deviation	Relative Significance%	Verbal Significance
6	Shopping online through e-commerce is easy	1st	4.12	0.750	82	High
7	There is flexibility in interacting during online purchases	2nd	3.83	0.893	77	High
8	Interaction in online purchases is clear and understandable	3rd	3.78	0.904	76	High

Table 6. Respondents' ratings of attitude

No.	Items	Rank	Mean	Standard deviation	Relative Significance%	Verbal Significance
9	Making online purchases is a good idea	1st	4.13	0.797	83	High
10	Making online purchases is fun	2nd	4.03	0.901	81	High
11	I love using online purchase processes	3rd	3.91	0.985	78	High

Table 7. Respondents' ratings of subjective norms

No.	Items	Rank	Mean	Standard deviation	Relative Significance%	Verbal Significance
12	People who influence my behavior will encourage me to use online purchases	2nd	3.59	1.069	72	High
13	Important people to me will encourage me to use online purchasing	1st	3.63	0.965	73	High
14	Important people to me believe I should use online purchasing	3rd	3.19	1.103	64	High

Respondents' Ratings of Social Media Marketing

As shown in Table 8, item means for social media marketing ranged from 3.67 to 4.04, or from 73% to 81%.

Descriptive Analysis of Purchase Decisions

The dependent variable included purchase intention and purchase decision components.

As shown in Table 9, the overall purchase-decision score had a mean of 3.80 (SD = 0.671), equivalent to 76% of the maximum scale score, and was significantly above the theoretical midpoint. Purchase-decision ratings were

therefore generally high among the surveyed sample.

Respondents' Ratings of Purchase Intention

As shown in Table 10, purchase-intention item means ranged from 3.68 to 4.10, or from 74% to 82%.

Respondents' Ratings of Purchase Decisions

Table 11 presents respondents' ratings of the two purchase-decision items.

The item ranged from 3.55 to 3.85, or from 71% to 77%.

Table 8. Respondents' ratings of social media marketing

No.	Items	Rank	Mean	Standard deviation	Relative Significance%	Verbal Significance
15	Social media marketing is a good source of product information and provides relevant product information	2nd	4.02	0.882	80	High
16	Interacting with the brand's social media is enjoyable and trendy	1st	4.04	0.842	81	High
17	It is easy to express my opinion through the brand's social media page	3rd	4.01	0.934	80	High
18	Social media provides the information I need about this brand	4th	4.00	0.882	80	High
19	I like following the ads published by brands on social media	5th	3.82	1.106	76	High
20	Ads on social media catch my attention significantly	7th	3.67	1.201	73	High
21	I can easily get the information I need thanks to the guidance available on the social media of these brands	6 th	3.79	0.985	76	High

Table 9. One-sample t-test results for purchase decisions

Field	Mean	Standard Deviation	Relative Importance	t Value	Significance Level (sig)	Verbal Significance
Purchase Intention	3.90	0.699	78	15.722	0.000	High
Purchase Decision	3.70	0.849	74	10.093	0.000	High
Purchase Decisions	3.80	0.671	76	14.586	0.000	High

Table 10. Respondents' ratings of purchase intention

No.	Items	Mean	Standard Deviation	Relative Importance %	Verbal Significance
22	Interaction with social media for these brands helps me make better decisions before purchasing their products and services	4.10	0.896	82	High
23	Interaction with social media for these brands increases my interest in purchasing their products and services	3.91	0.889	78	High
24	I have a high intention to become a customer of these brands	3.68	0.944	74	High

Table 11. Respondents' ratings of purchase decisions

No.	Item	Mean	Standard Deviation	Relative Importance %	Verbal Significance
25	I believe that marketing through social media influences my purchase decisions.	3.85	0.981	77	High
26	I feel confident and satisfied when using social media for purchasing.	3.55	1.046	71	High

Preferred Social Media Platforms

Responses to the platform-preference item show that Instagram (90%) and Facebook (88%) were the most frequently identified platforms, followed by TikTok (65%),

YouTube (58%), and X, formerly Twitter (52%). Figure 1 presents the descriptive percentages retained in the archived manuscript.

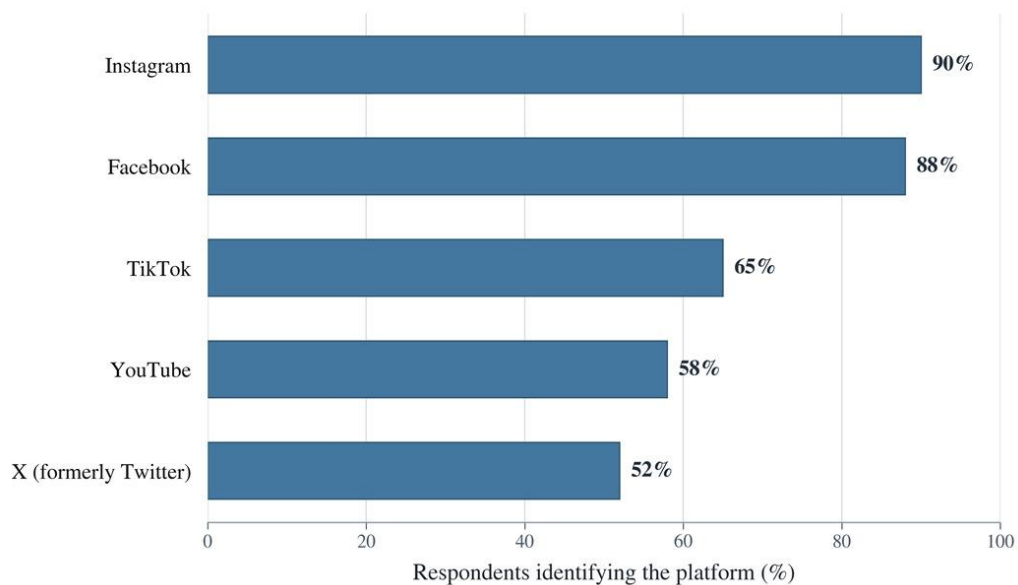


Figure 1. Preferred social media platforms among respondents.

Instagram and Facebook were the two leading platforms among the surveyed sample. These descriptive percentages do not, by themselves, establish differences by gender or any other demographic characteristic.

Respondents also reported concerns about the quality of marketing images and videos, online security, internet access, and experiences of fraud. Because the archived manuscript does not report frequencies for these items, they are treated as descriptive observations rather than inferential findings.

Hypothesis Testing

Simple linear regression was used to examine the predictive relationship between the composite social media-related score and purchase decisions. The analysis only estimates association and prediction because the data were collected at one point in time; therefore, it does not support causal inference.

Table 12 shows a positive and statistically significant predictive relationship between the composite social media-related score and purchase decisions ($R = 0.551$, $R^2 = 0.304$, $F =$

64.617 , $p < 0.001$). The unstandardized coefficient ($B = 0.729$) indicates that a one-unit increase in the composite score is associated with an estimated 0.729-unit increase in the purchase-decision score. The model explains 30.4% of the variance in purchase decisions. The F test evaluates the overall statistical significance of the regression model. These results support H1 among the sample surveyed.

Testing the Individual Predictors of Purchase Decisions

The five predictor-specific hypotheses were tested using multiple linear regression (Table 13).

The five predictors jointly produced $R = 0.622$ and explained 38.7% of the variance in purchase decisions ($R^2 = 0.387$). The overall regression model was statistically significant ($F = 18.154$, $p < 0.001$). Attitude ($B = 0.169$, $p = 0.037$) and social media marketing ($B = 0.374$, $p < 0.001$) made statistically significant contributions, whereas perceived benefits, ease of use, and subjective norms did not. The reported B coefficients are unstandardized and should not be interpreted as a standardized ranking of predictor importance.

Table 12. Simple linear regression predicting purchase decisions

Variables	B Coefficients	t-Test		Correlation R	R ²	F Test Value		Relationship Type
		value	Sig			value	Sig	
Composite Predictor								
Score and Purchase Decisions	0.729	8.038	0.000	0.551	0.304	64.617	0.000	Strong

Table 13. Multiple regression results for the individual predictors of purchase decisions

Independent Variables	R	R ²	F	B	Standard Error	T Value	Significance Level	Result
Perceived Benefits				0.148	0.100	1.482	0.140	Reject
Ease of Use				0.048	0.084	0.569	0.570	Reject
Attitude	0.622	0.387	18.154	0.169	0.080	2.110	0.037	Accept
Subjective Norms				-0.014	0.054	-0.260	0.796	Reject
Social Media Marketing				0.374	0.081	4.607	0.000	Accept

Testing Mean Differences by Demographic Characteristics

Gender Differences

An independent-samples t test was used to examine mean differences by gender (Table 14).

Table 14 provides no statistically significant evidence of gender differences in

either the composite predictor score or purchase decisions. H2 was therefore not rejected with respect to gender.

Age-Group Differences

One-way ANOVA was used to examine mean differences across the reported age groups (Table 15).

Table 14. Independent-samples t-test results by gender

	Male			Female			t-test	
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	t value	p (two-tailed)
Composite Predictor Score	56	3.84	0.513	94	3.92	0.504	0.952	0.343
Purchase Decisions	56	3.80	0.688	94	3.80	0.664	0.018	0.986

Table 15 provides no statistically significant evidence of mean differences across the reported age groups. H2 was therefore not rejected with respect to age.

• Employment-Status Differences

One-way ANOVA was used to examine mean differences by employment status (Table 16).

Table 15. One-way ANOVA results by age group

	Age Groups	Mean	Standard Deviation	F-Test	Significance Level	Verbal Significance
Composite Predictor Score	20-25	3.91	0.495	0.750	0.560	Not Significant
	26-30	3.83	0.478			
	31-35	3.82	0.561			
	36-39	3.82	0.518			
Purchase Decisions	20-25	3.84	0.585	0.473	0.755	Not Significant
	26-30	3.65	0.579			
	31-35	3.83	0.864			
	36-39	3.86	0.586			

Table 16. One-way ANOVA results by employment status

	Category	Mean	Standard Deviation	F-Test	Significance Level	Verbal Significance
Composite Predictor Score	Student	3.89	0.533	0.360	0.698	Not Significant
	Employee	3.86	0.489			
	Unemployed	3.97	0.500			
Purchase Decisions	Student	3.82	0.605	1.467	0.234	Not Significant
	Employee	3.71	0.726			
	Unemployed	3.98	0.677			

Table 16 provides no statistically significant evidence of mean differences by employment status in either the composite predictor score or purchase decisions. H2 was therefore not rejected with respect to employment status.

Discussion

The positive predictive relationship between the composite score and purchase decisions is

consistent with the broader view of social media as an interactive marketing environment that connects firms and consumers (Berthon et al., 2012; Hanna et al., 2011). It also aligns with Basri's (2016) argument that social media can strengthen business reach and market engagement in Arab contexts. In the present study, however, this result should be read as an association among the sample surveyed rather than evidence of causation.

The statistically significant contribution of attitude is theoretically consistent with TPB, which places attitude among the important antecedents of behavioral intention (Ajzen, 1991). Social media marketing was also significant, suggesting that the relevance and attractiveness of marketing content are closely associated with purchase decisions in this sample. This finding fits the interactive marketing perspective developed by Hanna et al. (2011) and Berthon et al. (2012), in which value emerges from communication and engagement rather than one-way exposure alone.

Perceived benefits, ease of use, and subjective norms did not make statistically significant individual contributions after the predictors were entered together. This differs from the basic expectations of TAM, in which perceived usefulness and ease of use help explain technology acceptance (Davis, 1989). One possible interpretation is that, among students already familiar with social media, basic usability is less able to distinguish purchase decisions than attitude and marketing content. This interpretation remains tentative, particularly because several subscales showed limited internal consistency. The gender and employment-status comparisons likewise provided no statistically significant evidence of mean differences.

Limitations

The findings should be interpreted within several limitations. The cross-sectional design supports association and prediction but not causal inference. The sample was drawn from students at one university, although the participants came from several Yemeni governorates, and therefore does not represent all Yemeni youth. All measures were self-reported and collected in one questionnaire. In addition, the internal consistency of perceived

benefits ($\alpha = 0.689$), ease of use ($\alpha = 0.636$), purchase intention ($\alpha = 0.654$), and especially purchase decision ($\alpha = 0.574$) was limited. These measurement constraints may have affected the estimated relationships and should be addressed in future studies through stronger multi-item measures and broader samples.

Conclusions

Among the surveyed sample of 150 Ar-Rasheed Smart University students from several Yemeni governorates, the composite social media-related score had a positive and statistically significant predictive relationship with purchase decisions and explained 30.4% of their variance. In the multiple regression model, attitude and social media marketing made statistically significant contributions, whereas perceived benefits, ease of use, and subjective norms did not. Instagram and Facebook were the platforms most frequently identified by respondents. Taken together, the findings suggest that favorable attitudes and relevant marketing content are more closely associated with purchase decisions in this sample than basic perceptions of usefulness or ease of use. The results do not establish causality and should not be generalized to all Yemeni youth.

Recommendations

Recommendations for Businesses and Stores:

- 1) Prioritize accurate, relevant, and visually clear marketing content on Instagram and Facebook, the two platforms most frequently identified by respondents.
- 2) Use interactive posts, timely responses, and credible customer reviews to strengthen engagement and help consumers evaluate products before purchasing.
- 3) Strengthen trust by presenting clear product information, verified contact details, payment terms, return procedures, and accessible channels for handling customer concerns.

Contextual Policy Proposals:

1. As a practical proposal beyond the relationships tested in the regression model, regulatory authorities could develop clearer consumer-protection rules for online commerce, including merchant accountability and protection of customer data.
2. A second contextual proposal is to work with telecommunications providers and financial institutions to improve the reliability and affordability of internet and digital-payment services for consumers and small businesses.
3. Public universities and chambers of commerce could offer practical training in credible digital marketing, customer engagement, and consumer protection. These proposals should be treated as practical extensions of the study context, not as direct statistical findings.

Data Availability

The data are available from the corresponding author upon request.

Funding

This research received no external funding.

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