

هه‌ریمی کوردستان – عیراق
زانکۆی جیهان – هه‌ولنیر
کۆلیژی ئاداب و هونەر
به‌شی راگه‌یاندن



إقليم كوردستان – العراق
جامعة جیهان - أربیل
كلية الآداب والفنون
قسم الاعلام

Kurdistan Region – Iraq
Cihan University – Erbil
College of Arts and Letters
Department of Media

Increase of Social Media Advertising and Its Impact on Consumer Confidence

Cihan university student for example

Graduation Project Document Submitted to Department of Media as Partial
Fulfillment for the Requirements for the Degree of B.Sc. in Media

Submitted By

Arkan Nazhat Hussein

Zana Salar Teimur

Muhammed Sartip Ayoub

Lashkr Zuber Karim

Supervised By

A.L. Ahmed Jamal Hama Karim

2024 – 2025

Abstract

The rise of social media advertising has significantly transformed digital marketing, yet its impact on consumer trust remains uncertain. This study aims to examine how increased social media advertising affects consumer trust by identifying key factors that shape consumer perceptions.

Using a descriptive research approach, data were collected through a survey distributed to 100 participants, which included 5 general questions, and 20 specific questions related to the research topic. The findings revealed that 38% of respondents are heavily exposed to social media advertising, while 35% interact with it less frequently. Additionally, 45% of respondents trust social media advertising to some extent. Notably, 52% expressed greater trust in advertisements that offer a money-back guarantee.

These conclusions underscore the complex relationship between social media advertising and consumer trust, emphasizing the impact of advertising strategies on shaping that trust.

Keywords: Advertising, Social Media Advertising, Consumer, Consumer Confidence

Contents

Contents	Page
Abstract	ii
Contents	iii-v
List of Tables	vi
Chapter One: Introduction	7-11
1.1. Introduction	8
1.2. Problem Statement	8
1.3. Research Objectives	9
1.4. Research Questions	9
1.5. Hypothesis	9
1.6. Significance of the study	10
1.7. Research terms and concepts	10
Chapter Two: Literature Review	13-28
2.1. Overview of Advertising:	14
2.2. Definition of Advertising:	15
2.3. Historical Evolution of Social Media Advertising:	15
2.4. Major Platforms in Social Media Advertising	16
2.5. Advantages of Social Media Advertising Compared to Traditional Advertising	17
2.5.2. Cost Impact:	17
2.5.3. Measurement Capacity:	18
2.5.4. Increased Brand Awareness:	18
2.5.5. Customer Participation:	18
2.5.6. Flexibility:	19
2.5.7. Mobile Access:	19
2.6. Consumer Behavior in the Digital Age	19-20
2.7. Factors Affecting Online Consumer Behavior:	21
2.7.1. Psychological Factors:	21
2.7.2. Social Factors:	21
2.7.3. Personal Factors:	22
2.7.4. Economic Factors:	22
2.7.5. Technological Factors:	22

2.8. The Role of Trust in Digital Purchasing	23
2.9. Influencer and Advertising	23
2.9.1. Definition of Influencer	23
2.10. The Role of Influencers in Product Development:	24
2.11. Influencers build trust in several ways:	25
2.12. Cultural Considerations in the Kurdistan Region:	26
2.13. Consumer Confidence	26
2.13.1. Definition of Consumer Trust:	26
2.13.2. Challenges to Consumer Confidence:	27
2.14. Key Factors Affecting Trust in Digital Purchasing:	28
2.15. Common Platforms for Advertising in Kurdistan	29
Chapter Three: Methodology	30
3.1. Study Design	31
3.2. Research Sample population	31
3.5. Data Collection Tools	31
3.6. Data Analysis Using SPSS	32
Chapter Four: Results and Discussion	33-50
4.1. Presentation and analysis of data	34
4.1.1. Overview of the study	34
4.1.2. Age of Research Sample	35
4.1.3. Educational level of research example	35
4.1.4. Percentage of social media use by the study sample	36
4.1.5. Use of different social media platforms by the study sample	36
4.2. Specific information of the study	37
4.2.1. First, consumer interaction with social media advertising	37-39
4.2.2. Second, consumer trust in social media advertising	40
4.2.3. Third, factors affecting consumer trust in social media advertising	43-45
4.2.4. Fourth: The role of influencers on consumer trust in social media advertising	46-47
4.3. Hypothesis Testing	49-50
Chapter Five: Conclusion	51
5.1. Conclusion	52

5.3. Recommendations	53
References	55
English:	56-58
Arabic:	58
Kurdish:	58-59
Websites:	59-60
Appendix A: Inquiry Form	61-65

List of Tables

List	Tables	Page
Table 1	Gender of research sample	34
Table 2	Age of research sample	34
Table 3	Educational level of research participants	35
Table 4	Percentage of social media use by the study sample	36
Table 5	Use of different social media platforms by the study sample	36
Table 6	First, consumer interaction with social media advertising	37
Table 7	Second, consumer trust in social media advertising	40
Table 8	Third, factors affecting consumer trust in social media advertising	43
Table 9	Fourth: The role of influencers on consumer trust in social media advertising	46
Table 10	Hypothesis Test Comparison of the arithmetic mean of each theme with the hypothetical arithmetic mean (2.5)	48

Chapter One

Introduction

1.1. Introduction

As social media advertising grows in significance as a credible form of advertising, it is important to understand the effects of advertising on consumers and the impact of reducing its prominence on them in this digital age. A theoretical background of advertising and its placement in various theoretical models in the digital space is detailed in the rest of the paper.

Social media is extremely popular and makes a valuable real-life impact on consumer behaviors and attitudes. As it is mainly used by people to connect with friends and family, catch up on news, or engage in social networking opportunities with those who have similar interests, it is seen as less of a threat to real-life interactions. Some recent research points to social media being used to check on personal profiles of others, which is concerning for many consumers. However, with access to the highest original advertising revenue of all time, it is still cited as a leading source for consumers to get all their information while shopping online for the best deals. As consumers use social networks for various reasons, it is increasingly important to understand how these reasons affect their confidence and how they respond to advertising when social networks are best able to influence their behavior.

Social media advertising has become a widely used medium for advertising in recent years, with social networks' indigenous advertising revenue exceeding \$27 billion. (Queensberry, 2020)

1.2. Problem Statement

The rapid growth of social media advertising has transformed the way businesses communicate with consumers. Platforms like Facebook, Instagram, TikTok, and Snapchat have become essential for digital marketing. However, the impact of this shift on consumer trust remains unclear. This study addresses the ambiguity surrounding how the increase in social media advertising affects consumer trust and aims to investigate the extent of this influence. And Snapchat have become key spaces for digital marketing, but the impact on consumer trust is ambiguous. Therefore, the problem with this study is the ambiguity of the impact that the increase in social media advertising has on consumer trust, and it aims to investigate to what extent the development of social media advertising affects consumer trust.

1.3. Research Objectives

The primary objective of this study is to investigate the effects of social media advertising on consumer trust levels. Additionally, specific research objectives aim to enhance our understanding in this area. The objectives of this study are as follows:

1. To assess the impact of increased social media advertising on consumer confidence.
2. To analyze how different types of social media advertising influence consumer confidence.
3. To evaluate the factors that affect consumer trust in social media advertising.
4. To research consumer perceptions of trustworthiness in social media advertising.

1.4. Research Questions

General Questions

1. How does the increase in social media advertising affect consumer confidence?
2. What are the key factors in social media advertising that influence consumer trust?

Specific Research Questions:

1. How have past experiences with social media ads affected consumer credibility? Are there existing consumers who can provide insights?
2. To what extent do different styles of social media advertising (e.g., humorous, informative, emotional) influence consumer trust and engagement?
3. What roles do engagement metrics (such as likes, comments, and shares) play in shaping consumer confidence in advertisements on social media?
4. How does personalized advertising impact consumer trust?
5. How does the rise of influencer advertising affect consumer confidence?

1.5. Hypothesis

1. Consumers engage with social media advertising in surprising ways.
2. Consumers place trust in social media advertising.
3. Several factors greatly influence consumer trust in social media advertising.

4. Influencers play a significant role in shaping consumer trust toward social media advertising.
5. The growth of social media advertising directly affects consumer confidence.

1.6. Significance of the study

This study examines the rise of social media advertising and its effects on consumer confidence. The key objectives are to:

1. Understand how social media advertising impacts consumer confidence.
2. Identify the factors that influence consumer confidence.
3. Explore the connection between advertising and consumer trust.
4. Assess consumer trust in social media advertising.
5. Investigate the effects of misinformation on consumer perceptions.
6. Analyze how digital advertising influences decision-making, perceptions, and trust in online content. towards social media advertising.
7. Understand the impact of misinformation on consumer perceptions.
8. Know the impact of digital advertising on decision-making, perception and trust in online content.

1.7. Research terms and concepts

Advertising, Social Media Advertising, Consumer, Consumer Confidence:

1. Advertising:

Advertising is a form of communication between two parties: the buyer and the seller. The seller aims to influence the buyer's behavior through various means of communication (Kitchens & Cellars, 2021, p. 456). It serves as a marketing and promotional tool used by companies to promote specific products or services, as well as to enhance the company's overall image. The primary goal is to persuade consumers to choose their products and services.

Advertising is "a paid, mediated form of communication from an identifiable source, designed to persuade the receiver to take some action, now or in the future" (Richards & Curran, 2002, p. 74)

2. Social Media Advertising:

Social media advertising is a powerful tool for raising brand awareness due to its ability to achieve goals, engage users with interesting content, facilitate two-way communication, and provide measurable results (Tbsm, 2024).

Social media advertising refers to "the use of social media platforms to deliver paid messages to a targeted audience, leveraging user data to optimize ad performance and engagement" (Tuten & Solomon, 2023, p. 152).

"Social media advertising encompasses paid promotional activities on platforms like Facebook, Instagram, and Twitter, utilizing algorithmic targeting to reach specific consumer segments based on demographics, interests, and behaviors" (Godey et al., 2016, p. 59)

3. Consumers:

Consumers are individuals who utilize a network, object, tool, or device for specific reasons and purposes (Sanchita, 2024).

A consumer is "an individual or organization that purchases goods or services for personal use, household consumption, or business purposes, playing a central role in economic demand and market dynamics" (Solomon et al., 2019, p. 32).

"Consumers are economic agents who allocate their income toward the purchase of goods and services to maximize utility, influencing production and pricing in a market economy" (Mankiw, 2021, p. 67).

4. Consumer Confidence:

Consumer Confidence refers to the reliability and integrity of an exchange partner. It is based on factors such as consistency, competence, honesty, fairness, and responsibility. This value-based approach is enriched by Rousseau et al.'s psychological perspective, which highlights the importance of human interactions. Trust is the consumer's intention to accept and rely on another person's intentions or behaviors, stemming from positive expectations. It has been recognized as a significant predictor of favorable marketing and branding outcomes, including customer loyalty, retention, and purchase intention (Bachnil & Nowacki, 2018).

Consumer confidence refers to "the degree of optimism that consumers feel about the overall state of the economy and their personal financial situation, influencing their spending and saving behaviors" (OECD, 2020, p. 15).

"Consumer confidence is a key economic indicator measured through surveys that assess households' expectations about future economic conditions, employment prospects, and income stability" (Ludvigson, 2004, p. 29).

Chapter Two

Literature Review

2.1. Overview of Advertising:

This literature review seeks to integrate current knowledge on digital advertising, specifically social media platforms, and identify gaps for further exploration. It is fitting to start with a review of the theories that lay the foundation for advertising and consumer behavior models before transitioning to evolutionary developments within the world of digital media that led us to our current media environment. Swedish communication scholar argued that innovative products typically arrive in waves, and not before it is time for them; compatible methods and implicated values must act together to bring them to life. Today's expectations of unique person-to-person online social interactions align with predicted consumer behavior models. (Vuong & Nguyen, 2024)

At the time of this writing, a review of academic literature on this subject, including econometric models of news media and racial web-search discrimination that explicitly or implicitly reference individual or system confidence, providing an intermediary value that might be improved in future studies, returned no such results. There has been discussion about this critical concept in intellectual property security. There might be more contemporary works referencing web content, confidence, and antecedent behavior than older works suggesting a shift in emphasis from one thread of critical theory toward a focus on anti-marketing and web mindfulness trends or fears. relegate much of a burgeoning concept of online trust to mere confidence.

There is no corpus of research that in any way qualifies these concepts as separate categories or as correlated dependent variables. The mutual concepts of goodwill and trust, considered synonymous with reputation and influence in their collective social forms, assert that the origin of modern conceptualizations of tenure and reputation. Finally, the salience of social media advertising in today's markets may give impetus to a broader consideration of their properties. If more empirical research is to examine underlying consumer behaviors with these concerns in mind in the future, aligning advertising effects with media theory will be increasingly important. (Ameen et al., 2022)

2.2. Definition of Advertising:

Advertising is a form of marketing communication that uses explicit, personal, sponsored messages to promote or sell products, services, or ideas (Belch & Belch, 2018).

Commercial advertising is a type of advertising that creates a desire or need among consumers. It helps them identify solutions to their problems, such as deciding where to eat or what to buy (Ameen et al., 2022)

2.3. Historical Evolution of Social Media Advertising:

The advertising industry was among the first to recognize the opportunities offered by the internet, specifically the ability to engage with audiences in new and innovative ways. Although advertising in online magazines was considered a technological advancement, a significant transformation occurred after the turn of the century when blogging gained popularity. Key platforms emerged: Myspace in 2003, Facebook in 2004, Twitter in 2006, and Instagram in 2010. Today, profits from social media advertising are five times greater than those from display advertising.

The concepts and techniques of social media advertising began to take shape in 2006. Social media platforms provide new spaces for marketing, allowing for engagement at levels of personalization that were previously unimaginable. Marketing is shifting from mass production to mass personalization. As our tools improve and become more affordable, social media advertising is expected to expand in both scale and reach. However, a crucial question remains: will it continue to be as engaging as it is now? Just because we have the capability to advertise in this way does not mean we should. The pressing concern may soon evolve into, “When will it ever let you go?” (Cordero-Gutiérrez & Laurretta-Otero, 2020)

2.4. Major Platforms in Social Media Advertising

Here are some of the leading social media platforms:

1. Facebook: The largest social media platform, with more than 3.05 billion monthly active users (MAUs) (Meta, 2024). Facebook allows users to connect with friends and family, join groups, and share news and information (Ryan & Jones, 2020).
2. Instagram: A photo and video-sharing platform that boasts over 2 billion MAUs (Meta, 2024). Primarily focused on visual content, Instagram emphasizes aesthetics, influencer marketing, and brand building (Tuten & Solomon, 2018).
3. X (Twitter): A microblogging platform with over 550 million MAUs (X Corp., 2024).. Users share short messages called "Tweets" and the platform is known for real-time news updates and public conversations, as well as following celebrities and public figures (Boyd & Ellison, 2007).
4. YouTube: The largest video-sharing platform, with over 2.49 billion MAUs (Google, 2024). Users can watch videos, share their own, and follow their favorite channels while voicing their opinions.
5. TikTok A platform for sharing short videos, with more than 1.56 billion MAUs (ByteDance, 2024).. TikTok enables users to create and share short videos enhanced with various effects and music.
6. Snapchat: A platform for sharing temporary photos and videos, with more than ~750 million MAUs (Snap Inc., 2024). Users can post photos and videos that disappear after a short time.

2.5. Advantages of Social Media Advertising Compared to Traditional Advertising

Social media advertising is quickly becoming one of the most popular and effective marketing methods for businesses of all sizes. When compared to traditional advertising methods such as television, radio, and print, social media advertising offers several advantages that can help businesses achieve their marketing goals (Felix, Rauschnabel, & Hinsch).

Here, we can compare social media advertising with traditional advertising to clarify the topic

2.5.1. Accurate Targeting

A. social media: Platforms like Facebook, Instagram, and Twitter enable businesses to precisely target their audiences by demographics, interests, behaviors, and other criteria. This ensures that advertisements are shown to individuals who are most likely to be interested in the product or service being offered. This targeting capability is unmatched by traditional advertising methods (Felix, Rauschnabel, & Hinsch, 2017).

B. Traditional Advertising: Traditional advertising often reaches a broad audience, many of whom may not be interested in the products or services being advertised. This can lead to wasted advertising expenditures and reduced investment returns. (www.webfx.com. 2025.2.12/23:15min)

5.2.2. Cost Impact:

A. Social media: Advertising on social media is generally more effective than traditional advertising methods. Businesses can manage their ad spending by paying only for the clicks or engagements they receive. This makes social media advertising an especially appealing option for small businesses with limited budgets. (Aljazeera Net2023).

B. Traditional advertising, such as television and print, can be quite expensive for small businesses.

2.5.3. Measurement Capacity:

- A. Social media: Social media platforms provide powerful analytics tools that enable businesses to track the performance of their advertising campaigns. Companies can monitor metrics such as impressions, clicks, conversions, and more. This data-driven approach facilitates continuous optimization and improvement of campaigns (Felix, Rauschnabel, & Hinsch, 2017).
- B. Traditional Advertising: Measuring the effectiveness of traditional advertising can be challenging. For instance, it is often difficult to determine how many people purchased a product after viewing a television advertisement (Kaushik, 2010).

2.5.4. Increased Brand Awareness:

- A. social media: Advertising on social media can significantly enhance brand awareness, particularly for new or small businesses. By creating engaging content and targeting the appropriate audience, businesses can quickly increase their brand visibility. Additionally, the collaborative nature of social media content helps to expand brand reach (Kotler & Keller, 2016).
- b. Traditional Advertising: Although traditional advertising can also contribute to brand awareness, it is generally not as effective as social media. (Goodin. 2024)

2.5.5. Customer Participation:

- A. social media: social media provides a platform for businesses to engage directly with their customers. Through these channels, businesses can respond to comments, answer questions, and address feedback, which helps build relationships with their customers. This interaction fosters a sense of community and loyalty surrounding the brand (Social Media Examiner, n.d.).
- B. Traditional Advertising: Traditional advertising is primarily one-sided and does not facilitate opportunities for customer engagement (Goodin, 2024).

5.2.6. Flexibility:

A. social media: Social media advertising campaigns can be set up quickly and easily. Businesses can adjust their ad targeting, budget, and creative elements at any time. This flexibility allows for rapid adaptation to changing market conditions or campaign performance.

B. Traditional Advertising: Modifying traditional advertising campaigns can be challenging and time-consuming (Social Media Examiner, n.d.).

5.2.7. Mobile Access:

Social media: Most social media users access these platforms via their mobile phones. This trend makes social media advertising an excellent option for reaching audiences on the move. With mobile usage becoming increasingly dominant, this presents a significant advantage over traditional media (Statista, 2023).

Traditional Advertising: It can be challenging to reach mobile audiences through traditional advertising method (goodin.2024)

Based on the articles, social media advertising presents numerous advantages over traditional advertising methods. These benefits encompass precise audience targeting, reduced costs and budgetary impact, straightforward and reliable measurement, heightened brand awareness, improved customer engagement, flexibility, and enhanced mobile accessibility. Social media advertising can assist businesses in reaching their marketing objectives in ways that traditional advertising often cannot.

2.6. Consumer Behaviour in the Digital Era:

Continuous exposure to both social media and traditional advertising formats can significantly enhance consumers' interest in purchasing products, particularly when they have already formed consistent opinions upon encountering messages from brands, whether familiar or unfamiliar to them. This exposure is influenced by the relationships and interactions individuals, or social groups develop, which transform advertising communications from media sources into perceived needs or motivations for commodity consumption. Several theories help to elucidate the role of advertising and commercial communication in various contexts and its impact on consumer behavior. Among these, the Elaboration Likelihood Model explains how

consumers process information, while the Hierarchy of Effects provides a comprehensive framework for understanding the influence of advertising on consumer attitudes and behaviors. (Klein et al. 2020)

Understanding theoretical frameworks can yield practical insights into the dynamics of consumer confidence when engaging in social media campaigns. It is essential to consider various socio-cultural phenomena and consumer transaction behaviors when interpreting consumer confidence in the advertising of business products across different digital social media platforms. Advertising is a serious field of study that involves experts, ethics, and complex challenges that cannot be addressed in a single manner; rather, it requires a comprehensive approach across various contexts. Examining theories proposed by specialists from multiple disciplines enhances our understanding of commercial and e-commerce trends, which is necessary for competing effectively and gaining market share while fostering familiarity with diverse product types.

The examination of consumer confidence in advertising highlights the significance of approaching advertising from the perspectives of psychology and social sciences. For professionals in the advertising industry, as well as for both public and private organizations, gaining insight into consumer attitudes and behaviors is essential for crafting advertising strategies that effectively capture attention, generate interest, stimulate desire, and ultimately drive actions that boost sales. The efficacy of advertising wanes when the complexities of consumer behavior are not utilized to harness impulsive purchasing moments. This leads to the understanding that advertisements can be perceived differently by consumers based on their purchasing decision processes, which, in turn, can influence their overall satisfaction. (Kurdi et al., 2022)

Moreover, grasping audience or consumer monitoring of attitudes and behaviors is critical for practitioners in the advertising sector and for public and private agencies alike. This understanding empowers them to make advertising decisions that capture interest and inspire action, ultimately aiming to enhance sales in marketing efforts. The perception of advertising diminishes when the intricate dynamics of consumer behavior are not leveraged to capitalize on buying momentum. Consequently, advertisements that consumers interpret differently during their decision-making can significantly affect their satisfaction levels. (Zakhidov, 2024)

2.7. Factors Affecting Online Consumer Behavior:

Understanding online consumer behavior is essential for businesses to thrive in the digital marketplace. Several factors influence consumer actions, from the initial discovery of a product to the final purchase decision. These factors can be categorized into various groups, including psychological, social, cultural, personal, economic, and technological influences (Kotler & Keller, 2016))

2.7.1. Psychological Factors:

-Motivation: Consumers are driven by a variety of needs and desires, such as the need for communication, self-esteem, or problem-solving. Understanding these motivations allows marketers to tailor their marketing messages and offerings effectively (Solomon, 2017).

Understanding: How consumers perceive information online is crucial. Elements such as website design, product presentation, and brand image all play a significant role in shaping consumer perceptions (Schiffman & Wisenblit, 2019).

2.7.2. Social Factors:

Social media: Social media platforms significantly influence consumer opinions and purchasing decisions. Influencer marketing, online reviews, and social sharing all contribute to this impact (Hoffman & Novak, 2021). In the Arab world, platforms like Instagram and Facebook are particularly influential in shaping consumer trends.(Alaraby Aljadeed.2023)

Reference groups: Consumers often look to their peers, family, and online communities for recommendations and product usage. (Kitler & Keller, 2021)

Culture: Cultural norms and values significantly influence consumer preferences and online behavior. Understanding cultural contexts is essential for businesses targeting niche markets, especially in the diverse cultural landscape of the Kurdistan Region (De Mooij, 2010).

2.7.3. Personal Factors:

A. Demographics: Factors such as age, gender, income, education, and occupation can all impact online consumer behavior. Lifestyles: Consumers with different lifestyles exhibit varied online shopping habits and preferences.

B. Personality: Individual personality traits can influence how consumers interact with websites and brands online (Tuten & Solomon, 2018).

2.7.4. Economic Factors:

Economic Conditions: The overall economic climate, including elements such as inflation and unemployment, can affect consumer spending and online shopping behavior. Economic conditions in the Kurdistan Region can be particularly volatile, impacting consumer confidence and online spending. (*Building trust in the Kurdish market.2023*)

2.7.5. Technological Factors:

A. Website Design and Usability: A user-friendly website with easy navigation and a seamless purchasing process enhances the online shopping experience and encourages conversions (Nielsen, 2003).

B. Mobile Commerce: The increasing use of smartphones for online shopping has led to the rise of mobile commerce (m-commerce). Businesses need to optimize their websites and marketing strategies to cater to mobile users.

In summary, understanding the various factors that influence online consumer behavior is essential for businesses to develop effective marketing strategies and improve their online presence. By considering the psychological, social, cultural, personal, economic, and technological factors that drive consumer decisions, businesses can create engaging online experiences that lead to increased engagement, conversions, and customer loyalty. and technological factors that drive consumer decisions, businesses can create engaging online experiences that lead to increased engagement, conversion and customer loyalty. (This is the researcher's understanding of the above issues)

2.8. The Role of Trust in Digital Purchasing

Trust is a fundamental element for any successful transaction, especially in the digital realm where physical interactions and tangible assurances are absent (Gefen et al., 2003). When consumers make purchases online, they are essentially placing their faith in invisible retailers, relying on digital representations of products, and entrusting their personal and financial information to virtual entities. This inherent vulnerability makes trust a critical factor influencing online consumer behavior, particularly in regions like the Kurdistan Region, where the digital economy is still developing.<https://pmc.ncbi.nlm.nih.gov/articles/PMC11044045/>

Trust is the foundation of effective digital purchasing. By addressing the key elements that influence trust, businesses can establish a secure and reliable online environment that encourages consumers to engage in e-commerce. This is particularly crucial in the Kurdistan Region, where the digital economy is rapidly evolving; fostering trust is essential for enhancing consumer confidence and promoting online buying behavior.

2.9. Influencer and Advertising

2.9.1. Definition of Influencer

An influencer is an individual who possesses the ability to sway the buying decisions of others due to their authority, expertise, status, or connections with their audience. Typically, influencers have a significant online presence and a devoted following that trusts their opinions and recommendations. They can be found across various social media platforms, including Instagram, YouTube, TikTok, Facebook, and blogs, where they create content relevant to their specific fields of expertise, such as fashion, beauty, travel, technology, or business (Brown & Hayes, 2008). (Brown & Hayes, 2008)

2.10. The Role of Influencers in Product Development:

Influencers play a significant role in modern marketing strategies. They can contribute in several ways:

A. **Increasing Brand Awareness:** Influencers can reach a wider audience and introduce new products or brands to potential customers. With their large followings, they can generate buzz and excitement around a product launch (Evans, 2010).

B. **Building Brand Credibility:** Influencers enhance credibility by endorsing products, which helps build trust with consumers. Positive reviews from a trusted influencer can significantly sway consumer opinions and encourage them to try a product (Berger & Milkman, 2012).

C. **Encouraging Sales:** Influencers motivate their followers to purchase products through reviews, product displays, and special offers. They can create a sense of urgency and exclusivity, prompting followers to make a purchase (Barger & Labrecque, 2013).

D. **Creating Engaging Content:** Influencers develop creative and engaging content that resonates with their audience and presents products in a positive light. They are skilled at producing visually appealing, informative, and entertaining content (De Veirman et al., 2017).

E. **Targeting Specific Markets:** Influencers effectively reach specific demographics or interest groups that are relevant to the products they promote. Many influencers have dedicated followings that share common interests, making them particularly effective at targeting niche markets (Lipsman et al., 2012).

Consumers often trust influencers because they view them as genuine, relevant, and credible sources of information (Freberg et al., 2011)

2.11. Influencers build trust in several ways:

A. **Demonstrating Expertise and Ability:** They showcase their knowledge and experience, providing valuable insights and advice to their followers. For instance, a beauty influencer might share detailed makeup tutorials or product reviews (Smith, 2019).

B. **Creating Authentic Content:** Influencers share genuine opinions and experiences, steering clear of overly promotional or scripted content. This authenticity resonates with followers who are looking for honest recommendations (Killer, 2011).

C. **Building Relationships:** They engage with their followers by responding to comments and questions, which fosters a sense of community. This two-way communication strengthens the bond between the influencer and their audience (Boyd & Ellison, 2007).

D. **Disclosing Sponsored Content:** Influencers are transparent about their sponsored partnerships, clearly labeling promotional content to maintain trust with their audience. This transparency helps manage expectations and prevents misleading followers (Campbell, 2009).

Several factors can erode trust among influencers:

A. **Lack of Transparency:** Failing to disclose sponsored content or promoting products that they do not genuinely support can damage an influencer's credibility and alienate their audience (Boerman et al., 2015).

B. **Overly Promotional Content:** When influencers concentrate too heavily on selling products rather than providing valuable content, followers may feel overwhelmed by constant advertising (Lee et al., 2011).

C. **Controversial Behavior:** Engaging in actions that conflict with the values or expectations of their audience can result in a loss of credibility and a decline in followers (Booth & Matic, 2011).

D- **Fake Followers:** Inflating follower counts or engagement metrics through artificial means can harm an influencer's reputation and undermine their authenticity (Khamis et al., 2017)

2.12. Cultural Considerations in the Kurdistan Region:

- A. 1. Local Influencers: Collaborating with influencers who are well-respected in the Kurdistan Region and possess a deep understanding of local cultural nuances can significantly enhance campaign effectiveness. These influencers, who are active on various networks, can better connect with audiences by aligning with their values (Journal of Salahaddin University, 2023).
- B. 1. Local Influencers: Collaborating with influencers who are well-respected in the Kurdistan Region and possess a deep understanding of local cultural nuances can significantly enhance campaign effectiveness. These influencers, who are active on various networks, can better connect with audiences by aligning with their values (Journal of Salahaddin University, 2023).
- C. Authenticity: Consumers in the Kurdistan Region place a high value on authenticity and trustworthy recommendations. Influencers perceived as credible and relevant are more likely to successfully promote products. Establishing trust is essential for developing long-term relationships with consumers in this area (Reporter News Agency, 2023).

Influencers represent a powerful marketing asset for businesses, facilitating connections with new customers, building brand credibility, and driving sales. By recognizing the factors that influence consumer trust in influencers and tailoring strategies to fit the cultural context of the region, businesses can effectively leverage influencer marketing to achieve their marketing objectives. (Aljawaheri,2020.p37)

2.13. Consumer Confidence

2.13.1. Definition of Consumer Trust:

Consumer trust is fundamental to successful market relationships and can be defined as the willingness of a consumer to accept vulnerability based on positive expectations of another party's intentions or behavior (Moorman et al., 1993). It is a multifaceted concept that encompasses beliefs about a firm's competence, integrity, benevolence, and predictability (Sirdeshmukh et al., 2002). In essence, trust reflects a consumer's confidence that a business will act in their best interests and fulfill its promises. This understanding of trust is particularly significant in the Kurdistan Region, where the digital economy is rapidly evolving, and consumers are increasingly exploring new online platforms and services. (Salahaddin University Journal.2023)

2.13.2. Challenges to Consumer Confidence:

In today's dynamic marketplace, consumer confidence is confronted with several challenges.

- A. **Information Overload and Misinformation:** The digital era has brought about a significant increase in information, making it difficult for consumers to discern credible sources from misleading or false claims. This situation can foster suspicion and distrust, particularly towards online marketing and promotional messages. This challenge is further amplified in regions with limited digital literacy, such as certain areas within the Kurdistan Region, where consumers may be more susceptible to online misinformation. (Rudaw.2022).
- B. **Growing concerns about data privacy** are becoming prevalent among consumers, who are increasingly worried about how their personal information is collected, used, and shared (Martin, 2015). Incidents such as data breaches, privacy scandals, and targeted advertising practices can undermine trust and contribute to anxiety regarding online security. These concerns are also echoed in the Arab world and the Middle East, where consumers are becoming more aware of data privacy issues and are demanding greater transparency from businesses .(Alaraby Aljadeed .2023).
- C. **Lack of Transparency and Accountability:** Consumers increasingly value transparency and accountability from businesses. Hidden fees, convoluted terms and conditions, and inadequate communication can erode trust and foster negative perceptions (Edelman, 2023).
- D. **Negative Customer Experience:** Poor customer service, defective products, and unsatisfactory post-purchase experiences can severely undermine trust and lead to customer attrition. This issue is particularly pertinent in the Kurdistan Region, where consumers often encounter difficulties in resolving online disputes or seeking redress for unsatisfactory purchases (Peyama Kurd News Agency .2023
- E. **Erosion of Institutional Trust:** A waning confidence in traditional institutions, such as the government and the media, can extend into the marketplace, making consumers more skeptical of businesses and brands (Edelman, 2022).
- F. **Cultural and Regional Factors:** In regions like the Kurdistan Region, where the digital economy is still evolving, consumers may harbor specific concerns related to online security, payment methods, and the reliability of e-commerce platforms.)Peyama Kurd News Agency 2023).

2.14. Key Factors Affecting Trust in Digital Purchasing:

Key factors affecting trust in digital purchases:

- A. **Website Security:** It is crucial for consumers to feel assured that their personal and financial information is secure when making online purchases. Implementing secure socket layer (SSL) certificates, providing clear privacy policies, and adopting robust security measures are essential for building trust (Kim et al., 2010).
- B. **Vendor Reputation:** The reputation of a vendor is crucial for establishing trust. Online reviews, ratings, testimonials, and endorsements from third parties all contribute to a positive perception of a vendor's reliability. (Pavlou, 2003). This indicates that many websites display assurance logos from government agencies or reputable organizations, which serve as guarantees of trustworthiness and reliability.
- C. **Transparency and Communication:** Open and honest communication fosters trust. Clearly displaying contact information, providing detailed product descriptions, and offering prompt customer support help to establish transparency and trustworthiness. <https://emudhra.com>(2024).
- D. **Payment Security:** Offering secure payment gateways and various payment options enhances trust by ensuring that financial transactions are secure. Kurdistan has recently seen the emergence of several remote payment platforms, including FIB and FAST PAY
- E. **Delivery and Returns:** A reliable delivery service and clear return policies are crucial for building consumer trust. Customers need to be confident that their purchases will be delivered as promised and that they can easily return or exchange items if necessary. (Returalyza.2023)
- F. **Social proof:** Observing others endorse a vendor or product significantly impacts trust. Social media recommendations, online reviews, and influencer marketing all contribute to establishing social proof. Today in Kurdistan, many influencers support companies and sellers by using a specific method. For instance, the newly launched Zambil application facilitates the creation of contracts between influencers and businesses, helping to market and promote products by connecting them with influencers
- G. **Regarding website usability,** a well-designed and user-friendly website, featuring easy navigation and a seamless checkout process, enhances trust by providing a positive user experience.
- H. **Brand Familiarity:** Established brands that have a strong offline presence tend to have greater credibility online. Consumers are generally more inclined to trust brands they recognize and are familiar with.

1. Addressing Concerns about Online Fraud: Informing consumers about online security measures and educating them on how to protect themselves from online fraud can help build trust in the digital marketplace. (Ganguli and Cyr. 2010)

2.15. Common Platforms for Advertising in Kurdistan

In the Kurdistan Region, the availability of unrestricted Internet and the freedom associated with various social media platforms have led to their widespread adoption. Like many other societies, residents frequently use platforms such as Facebook, Instagram, YouTube, TikTok, Telegram, and WhatsApp for various purposes. Businesses leverage these platforms to enhance their operations, taking advantage of the large user base. Although some sellers on platforms like TikTok may engage in deceptive advertising practices, this has not resulted in a general loss of trust in these networks. (Researcher Opinion)

2.16. Consumer Confidence in Social Media Advertising in Kurdistan:

While digital advertising presents significant opportunities, fostering consumer trust in social media advertising is essential for its effectiveness. Several factors influence trust in this context:

- A. Influencer Marketing: Partnering with reputable local influencers can greatly enhance the credibility and attractiveness of social media advertising ((Salahaddin University Journal .2023)
- B. Language and Cultural Communication: Utilizing Kurdish and Arabic in advertising, while ensuring that messages resonate with local cultural values, is vital for establishing trust (Rudaw digital.2023).
- C. Transparency and Authenticity: Consumers in Kurdistan place a high value on genuine recommendations and transparent advertising practices. Clearly disclosing sponsored content and avoiding misleading claims are crucial for maintaining credibility (Peyama Kurd News Agency.2023).
- D. Brand Reputation: Established brands that have a strong reputation and positive customer reviews are more likely to inspire trust in their social media advertising (Pavlou, 2003).
- E. Data Privacy and Security: Increasingly, consumers are concerned about data privacy. It is essential for businesses to be transparent about their data collection practices and implement robust security measures to protect consumer information (Kurdish Business Journal2021).

Chapter Three

Methodology

3.1. Study Design

This research is a descriptive study aimed at describing and analyzing a specific phenomenon. Survey methods were employed to gather data and information, which is one of the most used research methods in the humanities, including media research.

3.2. Research Sample population

The sample for this study includes individuals who participated and represent a significant portion of the research community. Specifically, the sample consists of students from the Colleges of Ethics, Medicine, Law, Language, and Science at Cihan University Erbil.

Location scope: This study is based at Cihan University-Erbil, which is situated in Erbil, located in the Kurdistan Region of Iraq.

Time Scope: The data collection period for this study is from January 2025 to March 2025.

Humanities: The study will include all students from various colleges and departments at Cihan University-Erbil.

3.3. Data Collection Tools

Survey forms were utilized to gather data, consisting of 100 completed forms distributed among a sample of students from various colleges—including Arts, Medicine, Law, Language, and Science—at the World University of Erbil. The survey is divided into two parts. The first part addresses general research questions and contains five questions. The second part consists of 20 questions organized into four sections, focusing on the factors affecting consumer confidence in social media advertising. The fourth section specifically explores the role of influencers in shaping consumer confidence in this context. Consists of (100) forms and was distributed to the sample of research consisting of students at colleges (arts, medicine, law, language, college of science) in the world university Erbil. The form is divided into two parts, the first part is about general research questions and consists of (5) questions, the second part consists of 20 questions divided into (4) sections (Factors Affecting Consumer Confidence in Social Media Advertising) The fourth section is devoted to (The Role of Influencers on Consumer Confidence in Social Media Advertising).

3.6. Data Analysis Using SPSS

In this case, they used SPSS, a sophisticated and widely respected system for data analysis that employs several established methods. SPSS is considered an advanced and important tool for interpreting statistical data, and it incorporates various established rules in its analysis process.

Chapter Four

Results and Discussion

4.1. Presentation and analysis of data

4.1.1. Overview of the study

Table 1: Gender of research sample

Gender	Frequency	Percentage
Male	66	%66
Female	34	%34
Total	100	%100

Gender of the study sample

In the study sample, 66 male participants represented 66%, while 34 female participants represented 34%.

Table 2: Age of research sample

Age	Frequency	Percentage
24 – 18	40	%40
32 – 25	36	%36
44 – 33	22	%22
54 – 45	2	%2
Total	100	%100

4.1.2. Age of Research Sample

In the Kurdistan Region, the typical age of entry to university is 18 years old. In this research sample, the youngest participant is 18 years old, while the oldest is 54 years old.

Table 2 illustrates the age distribution of the participants. Those aged between 18 and 24 years comprise 40 individuals, accounting for 40% of the sample. Participants in the 45 to 54 age range consist of only 2 individuals, representing just 2% of the sample.

In second place, there are 36 participants aged between 25 and 34 years, making up 36% of the sample. Lastly, there are 22 participants aged 35 to 44 years, who account for 22% of the sample.

Table 3: Educational level of research participants

Academic Stage	Frequency	Percentage
First	14	%14
second	20	%20
Third	28	%28
Fourth	34	%34
Fifth	4	%4
Total	100	%100

4.1.3. Educational level of research example

There are 34 participants in the fourth grade, which represents 34% of the sample. Additionally, there are 28 participants in the third grade, accounting for 28% of the total. In the second grade, there are 22 participants, while the first grade has 14 participants, making up 14% of the study. Lastly, there are 4 participants in the fifth grade, which is 4% of the research sample.

Table 4: Percentage of social media use by the study sample

Social Media Usage Rate	Frequency	Percentage
I don't use it	1	%1
Once a week	0	%0
2-3 times a week	2	%2
I use it every day	97	%97
Total	100	%100

4.1.4. Percentage of social media use by the study sample

In examining Table 4, it is evident that most participants, 97 individuals, use social media daily, representing 97% of the study sample. Only 1 participant does not use social media, accounting for the remaining 2%. This significant daily usage among most participants strengthens the findings of the study, making them more robust and impactful.

Table 5: Use of different social media platforms by the study sample

Platform	Frequency	Percentage
Face book	31	%17.8
Instagram	36	%20.7
X	4	%2.3
Tik Tok	33	%19
Snap chat	51	%29.3
YouTube	17	%9.8
others	2	%1.1
Total	174	%100

4.1.5. Use of different social media platforms by the study sample

As detailed in Table 5, most participants use Snapchat, with 51 people accounting for 29.3% of the study sample. This is followed by Instagram, which has 36 users, representing 20.7%. Facebook has 33 users, making up 19% of the sample, while TikTok has 31 users, accounting for 17.8%. Additionally, 17 participants use YouTube, which corresponds to 9.8%, and only 4 participants use the X platform, representing 2.3%. Finally, 2 participants utilize other platforms, which accounts for 1.1% of the study sample. Overall, most respondents prefer Snapchat, Instagram, and TikTok, with Facebook following behind.

4.2. Specific information of the study

4.2.1. First, consumer interaction with social media advertising

Table 6: First, consumer interaction with social media advertising

The provisions	nothing		less		to some extent		many		Mean	Standard deviation	The percentage of companionship
	Frequency	%	Frequency	%	Frequency	%	Frequency	%			
How exposed are you to social media advertising?	4	4.0%	22	22.0%	36	36.0%	38	38.0%	3.08	0.87	77%
How much do you interact (like, comment, share) with social media ads?	23	23.0%	35	35.0%	29	29.0%	13	13.0%	2.32	0.97	58%
How often do you watch a social media ad?	15	15.0%	40	40.0%	32	32.0%	13	13.0%	2.43	0.90	61%
How relevant are social media ads to your interests or preferences?	20	20.0%	26	26.0%	47	47.0%	7	7.0%	2.41	0.89	60%
To what extent do you feel social media advertising is misrepresented or exaggerated?	7	7.0%	15	15.0%	40	40.0%	38	38.0%	3.09	0.90	77%
Total	100								2.67	0.91	67%

1. Exposure of participants to social media advertising

Table 6 and Phrase 1 indicate that 38 individuals, or 38% of the sample, are heavily exposed to social media advertising. In contrast, 36 individuals, accounting for 36%, are somewhat exposed to social media advertising

The survey further reveals that 22 individuals have little exposure to social media advertising, representing 22% of the sample, while 4 participants, or 4%, report no exposure at all.

The agreement rate for this survey item is 77%. The arithmetic mean is 3.08, and the standard deviation is 0.87.

2. Interaction (like, comment, share) with social media advertising

Table 6 and phrase 2 indicate that 35 individuals, representing 35% of the sample, chose to interact with social media advertising through likes, comments, or shares. In contrast, 29 individuals also engaged with social media advertising in a similar manner.

According to the survey, 23 participants, or 23% of the sample, reported no interaction with social media advertising, while 13 participants indicated a high level of interaction through likes, comments, or shares.

The agreement rate for this item is 58%, with an arithmetic mean of 2.32 and a standard deviation of 0.97.

3. Watch social media advertising in its entirety

Table 6 and Phrase 3 indicate that 40 subjects engage with social media advertisements, accounting for 40% of the respondents. In contrast, 32 subjects view these advertisements, representing 32% of the sample.

According to the survey, 15 people (15% of the sample) never watch social media advertising, while 13 participants (13%) do watch it. The agreement rate stands at 61%, with an arithmetic mean of 2.43 and a standard deviation of 0.90.

4. The relationship of social media to the interests and preferences of participants

Table 6 and phrase 4 indicate that 47 respondents (47%) believe that social media advertising is somewhat related to consumer interests and desires. In contrast, 26 respondents (26%) feel that social media advertising is only slightly related to these interests and desires, placing them in second place.

Additionally, 20 respondents (20%) believe that social media advertising has no connection to consumer interests and preferences, while seven participants (7%) agree that it has a strong relationship with those interests and preferences.

Overall, the agreement rate is 60%. The arithmetic mean for this item is 2.41, with a standard deviation of 0.89.

5. Feeling misleading and excessive in social media advertising

Table 6 and phrase 5 indicate that 40 subjects (40%) feel that social media advertising is misleading and excessive. Another 38 subjects (38%) share this sentiment, placing them in second place.

According to the survey, 15 respondents (15%) felt that social media advertising is slightly misleading and excessive, while 7 participants (7%) did not find it misleading or excessive, ranking fourth.

The overall agreement rate is 77%, with a mean score of 3.09 and a standard deviation of 0.90 for this item.

4.2.2. Second, consumer trust in social media advertising

Table 7: Second, consumer trust in social media advertising

The provisions	nothing		less		to some extent		many		Mean	Standard deviation %	The percentage of companionship again
	Frequency	%	Frequency	%	Frequency	%	Frequency	%			
How much do you trust advertising on social media?	20	20.0%	32	32.0%	45	45.0%	3	3.0%	2.31	0.83	58%
How often do you buy goods and services based on a social media advertisement?	19	19.0%	42	42.0%	32	32.0%	7	7.0%	2.27	0.85	57%
How satisfied were you with the goods and services you bought through social media advertising?	15	15.0%	44	44.0%	36	36.0%	5	5.0%	2.31	0.79	58%
To what extent does the number of repeat ads on social media affect your credibility?	30	30.0%	23	23.0%	34	34.0%	13	13.0%	2.3	1.04	58%
How much do you trust advertisements that offer a money-back guarantee if you don't like the goods you receive?	5	5.0%	8	8.0%	35	35.0%	52	52.0%	3.34	0.83	84%
Total									2.51	0.87	63%

6. Consumer trust in social media advertising

Table 7 and phrase 6 indicate that 45 respondents have some trust in social media advertising, representing 45% of the sample. Meanwhile, 32 respondents, or 32%, have little trust in social media advertising. According to the survey, 20 individuals, which is 20% of the sample, do not trust social media advertising at all, while only 3 participants, or 3%, express a high level of trust in it.

The overall agreement rate on this topic is 58%. The arithmetic mean for this item is 2.31, with a standard deviation of 0.83.

7. Purchasing goods and services based on social media advertising

Table 7 and Phrase 7 indicate that 42 individuals, accounting for 42% of the sample, purchase goods and services based on social media advertising. In second place, 32 individuals, representing 32%, also make purchases influenced by social media advertising. Additionally, 19 individuals, or 19% of the respondents, do not make any purchases based on social media ads, while 7 participants (a significant number) report buying goods and services driven by social media advertising.

The agreement rate for these findings is 57%, with an arithmetic mean of 2.27 and a standard deviation of 0.85.

8. Satisfaction with goods and services through social media advertising

Table 7 and Phrase 8 indicate that 44 subjects (44%) were slightly satisfied with the goods and services they purchased through social media. In contrast, 36 subjects (36%) reported being somewhat satisfied, placing them in second place. According to the survey, 15 respondents (15%) were not satisfied with any of the goods and services they bought through social media, while seven participants expressed that they were very satisfied.

The agreement rate for this item is 58%, with an arithmetic mean of 2.31 and a standard deviation of 0.79.

9. The effect of repeated advertisements on social media on consumer trust

Table 7 and phrase 9 indicate that 34 subjects (34%) experienced some effect on their trust, while 30 subjects (30%) reported no effect on their trust.

Additionally, according to the survey, 23 individuals (23% of the sample) experienced a low impact on their trust due to repeated advertising on social media, while 13 participants reported a high impact. The agreement rate for this item is 58%, with an arithmetic mean of 2.3 and a standard deviation of 1. have no effect on their trust (30%). Table 7 and sentence 9 show that 34 subjects have no effect on their trust (34%).

According to the survey, 23 individuals in the study have a low impact on their trust due to repeated advertising on social media, which is 23% of the sample, and 13 participants have a high impact on their trust due to repeated advertising on social media.

The agreement rate is (58%), the arithmetic mean of this item is (2.3) and the standard deviation is (1.04).

10.Level of trust in advertisements with money back guarantee in case of dissatisfaction with goods and services

Table 7 and Phrase 10 indicate that 52 respondents, representing 52% of the sample, trust advertisements that offer a money-back guarantee if they are not satisfied with the products received. Meanwhile, 35 respondents, or 35%, have a moderate level of trust in similar advertisements that also guarantee refunds for dissatisfaction.

Additionally, eight respondents, accounting for 8% of the sample, reported a slight increase in trust toward such advertisements, while five respondents noted that their trust in advertisements remains unaffected. Social media advertisements ranked fourth in terms of trust, with 5% of respondents expressing confidence in them.

Overall, the agreement rate for these findings is 84%. The arithmetic mean for this item is 3.34, with a standard deviation of 0.83..

4.2.3. Third, factors affecting consumer trust in social media advertising

Table 8: Third, factors affecting consumer trust in social media advertising

The provisions	nothing		less		to some extent		many		Mean	Standard deviation %	The percentage of companionship again
	Frequency	%	Frequency	%	Frequency	%	Frequency	%			
To what extent does your experience with social media advertising affect your current confidence in them?	9	9.0%	24	24.0%	29	29.0%	38	38.0%	2.96	0.99	74%
To what extent do social media engagement metrics (likes, comments, shares) affect your trust in ads?	19	19.0%	34	34.0%	36	36.0%	11	11.0%	2.39	0.92	60%
How does the presence of influencers in advertising affect your trust in a product or brand?	12	12.0%	43	43.0%	35	35.0%	10	10.0%	2.43	0.83	61%
How important is brand reputation in influencing your trust in social media advertising?	7	7.0%	16	16.0%	50	50.0%	27	27.0%	2.97	0.85	74%
How does the presence of customer reviews and ratings (feedback) affect your confidence in social media advertising?	7	7.0%	23	23.0%	39	39.0%	31	31.0%	2.94	0.91	74%
Total									2.74	0.90	68%

11.The effect of experience with social media advertising on current consumer trust

Table 8 and item 11 indicate that 38 subjects (38%) report having significant past experiences that influence their current confidence. Additionally, 29 subjects (29%) indicate that they have some past experiences affecting their confidence.

The survey also shows that 24 individuals (24%) have slight past experiences impacting their current confidence, while 9 participants report having no past experiences at all.

Overall, the percentage of agreement among respondents is 74%. The arithmetic mean for this item is 2.96, with a standard deviation of 0.99.

12.The impact of social media engagement metrics (likes, comments, shares) on trust in advertisements

Table 8 and item 12 indicate that 36 study participants (36%) believe that participation criteria on social media, such as likes, comments, and shares, significantly affect their trust, ranking it as the most influential factor. In contrast, 34 individuals (34%) felt that sharing content on social media impacted their confidence, placing this factor in second position.

According to the survey, 19 participants (19%) reported that participation in social media had no effect on their confidence, while 11 participants noted a significant positive impact on their confidence.

Overall, the percentage of agreement among participants is 60%. The arithmetic mean for this item is 2.39, with a standard deviation of 0.92.

13.The impact of influencers in advertising and the impact on trust in a product or brand

Table 8 and item 13 indicate that among the respondents, 43 individuals (43%) believe that the presence of influencers in advertising has a slight impact on their trust in a product or brand. In contrast, 35 respondents (35%) feel that influencers have a somewhat significant influence on their trust. Additionally, 12 respondents (12%) stated that the presence of influencers in advertising has no effect on their trust in a product or brand, placing this response in fourth place.

Overall, the agreement percentage stands at 61%. The arithmetic mean for this item is 2.43, with a standard deviation of 0.83.

14.Importance of brand reputation in influencing trust in social media advertising

Table 8 and item 14 indicate that 50 respondents reported a slight impact on their trust in social media advertising, which corresponds to 50% of the sample. Additionally, 27 respondents experienced a strong impact on their trust, representing 27%.

Furthermore, the survey revealed that 16 respondents felt a minimal impact on their trust in social media advertising, accounting for 16% of the total, while 7 participants stated that there was no impact at all, making up 7% of the sample.

Overall, the percentage of respondents who agreed with the statements regarding impact on trust is 74%. The arithmetic mean for this item is 2.97, with a standard deviation of 0.85.\

15.The effect of customer feedback and evaluation on trust in social media advertising

According to Table 8 and item 15, 39 respondents reported a slight impact on their trust in social media advertising, which accounts for 39% of the total. In contrast, 31 respondents indicated a strong impact on their trust in social media advertising, representing 31%.

The survey also found that 23 respondents felt that customer feedback and evaluation had a slight impact on their trust in social media advertising, which is 23% of the sample. Additionally, seven participants indicated that customer feedback and evaluation had no impact on their trust in this form of advertising.

Overall, the percentage of agreement is 74%, with an arithmetic mean for this item of 2.94 and a standard deviation of 0.91.

4.2.4. Fourth: The role of influencers on consumer trust in social media advertising

Table No. (9)

Table 9: Fourth: The role of influencers on consumer trust in social media advertising

The provisions	nothing		less		to some extent		many		Mean	standard deviation % again	The percentage of companionship again %
	Frequency	%	Frequency	%	Frequency	%	Frequency	%			
How much do you interact with social media posts through influencers?	14	14.0%	31	31.0%	37	37.0%	18	18.0%	2.59	0.94	65%
How much do you trust a product or service advertised by an influencer on social media?	13	13.1%	40	40.4%	38	38.4%	8	8.1%	2.42	0.82	61%
How likely are you to buy a product based on an influencer's recommendation?	16	16.2%	37	37.4%	37	37.4%	9	9.1%	2.4	0.86	60%
How has advertising for several different products in a short period of time affected your trust in influencers?	16	16.2%	35	35.4%	40	40.4%	8	8.1%	2.41	0.85	60%
How does an influencer's previous experience with a product affect your level of trust in that influencer?	16	16.2%	35	35.4%	30	30.3%	18	18.2%	2.51	0.97	63%
Total									2.47	0.89	62%

16. You interact with social media posts through influencers.

Table 9 and item 16 indicate that 37 individuals (37%) engage with social media posts through influencers, while 31 individuals (31%) interact with posts through other personalities. The survey results show that 18 individuals, representing 18% of the sample, interact specifically with social media posts through influencers, whereas 14 participants (14%) do not engage with posts in this way, placing this category fourth. The percentage of agreement on this issue is 65%, with an arithmetic mean of 2.59 and a standard deviation of 0.94.

17. Trust a product or service advertised by an influencer on social media.

Table 9 and item 17 indicate that 40 respondents (40.4%) trust products or services advertised by influencers on social media. In contrast, 38 respondents (38.4%) also trust these products and services but with a slightly lower percentage, placing them second. According to the survey, 13 respondents (13.1%) do not trust products or services advertised by influencers on social media, while 8 participants (8.1%) trust such advertisements, ranking fourth. The agreement rate for this item is 61%, with an arithmetic mean of 2.42 and a standard deviation of 0.82.

18. The possibility of buying a product based on the recommendation of an influencer

Table 9 and item 18 indicate that 37 individuals are slightly likely to purchase a product based on an influencer's recommendation, while another 37 are somewhat likely to do the same. The survey also found that 16 respondents, or 16.2% of the sample, are not likely to buy a product based on an influencer's recommendation.

In contrast, 9 participants, representing 9.1% of the sample, are very likely to make a purchase based on such recommendations. The percentage of agreement among respondents is 60%. The arithmetic mean for this item is 2.4, with a standard deviation of 0.86.1

19. The effect of advertising for several different products in a short period of time on trust in influencers

According to Table 9 and item 19, 40 respondents (40.4%) indicated that having an influencer advertise several products in a short period of time negatively affected their trust in that influencer. This was the most common response. Additionally, 35 respondents (35.4%) reported that when an

influencer promoted multiple products within a short timeframe, it somewhat affected their trust. This response ranked second.

On the other hand, 16 respondents (16.2%) stated that advertising multiple products in quick succession by an influencer did not impact their trust in them, placing it in fourth position with a percentage of 8.1%.

Overall, 60% of respondents agreed with the statements presented. The arithmetic mean for this item is 2.41, and the standard deviation is 0.85.

20. The effect of an influencer's previous experience with a product on the level of trust in the influencer.

Table 9 and item 20 indicate that 35 subjects were slightly influenced by the prior experience of an influencer with a product, resulting in a trust level in the influencer of 35.4%. Additionally, 30 subjects were influenced by the previous experience of an influencer with a product, leading to a second trust level of 30.3%.

According to the survey, for 18 respondents, the influencer's prior experience significantly affected their trust, accounting for 18.2% of the sample. In contrast, 16 participants reported that their previous experience with a product had no impact on their trust in the influencer, ranking fourth with a level of 16.2%.

Overall, the percentage of agreement among respondents is 63%. The arithmetic mean for this item is 2.51, and the standard deviation is 0.97.

4.3. Hypothesis Testing

Table 10: Hypothesis Test Comparison of the arithmetic mean of each theme with the hypothetical arithmetic mean (2.5)

Hypotheses	V	t-test	Standard Deviation	Mean	N
Consumer interaction with social media advertising	0.001**	3.082	0.539	2.666	100
Consumer trust in social media advertising	0.462	0.097	0.620	2.506	100
Factors affecting consumer trust in social media advertising	0.000**	3.705	0.642	2.738	100
The role of influencers on consumer trust in social media advertising	0.322	-0.465	0.731	2.466	100
The increase in social media advertising has a direct impact on consumer confidence.	0.043*	1.73000	0.543	2.594	100

Hypothesis Testing Comparing Consumer Interaction Accounting Center with Social Media Advertising with Hypothetical Accounting Center

Table 10 indicates that the total number of participants in the study is 100. Regarding consumer interaction with social media advertising, the mean score is 2.666, with a standard deviation of 0.539. The t-test result is 3.082 ($p < 0.001$), which is below the significance level of 0.05. This finding suggests that there is a statistically significant difference between the actual level of consumer interaction with social media advertising and the hypothetical level.

Hypothesis testing the comparison of the accounting center of consumer confidence in social media advertising with the hypothetical accounting center

Table 10 indicates that the study includes a total of 100 individuals. The mean level of consumer trust in social advertising is 2.506, with a standard deviation of 0.620. The t-test result is 0.097, and the associated probability is 0.462. Since this probability is greater than the significance level of 0.05, we conclude that there is no

statistically significant difference between the mean consumer trust in social advertising and the mean of the hypothetical reference.

Hypothesis testing of accounting center comparison of factors influencing consumer trust in social media advertising with hypothetical accounting center

Table 10 shows that the total number of individuals in the study is 100. In the topic of factors affecting consumer trust in social media advertising, the arithmetic mean is 2.738 with a standard deviation of 0.642 and a t-test equal to 3.705 (0.000) which is smaller than the effect level (0.05), so there is a statistically significant difference between the arithmetic mean of factors affecting consumer trust in social media advertising and the hypothetical arithmetic mean.

Hypothesis testing the comparison of the accounting center of the role of influencers on consumer trust in social media advertising with the hypothetical accounting center

Table 10 shows that the total number of individuals in the study is 100. The role of influencers on consumer trust in social media advertising shows that the arithmetic mean is 2.466 with a standard deviation of 0.731 and a t-test value equal to (-0.465) and the probability value (0.322) which is greater than the effect level (0.05), so there is no statistically significant difference between the role of influencers on consumer trust in social media advertising and the hypothetical accounting center.

Hypothesis testing of accounting centre comparison Increased social media advertising has a direct effect on consumer trust with hypothetical accounting centre.

Table 10 shows that the total number of individuals in the study is 100. The increase in social media advertising has a direct impact on consumer confidence. The mean is 2.594 with a standard deviation of 0.543 and the t-test is equal to the probability value (0.043) which is smaller than the effect level (0.05), so there is a statistically significant difference between the increase in social media advertising has a direct effect on consumer trust with the hypothetical accounting center.

Chapter Five

Conclusion

5.1. Conclusions

According to the analysis and evaluation of the research questions, the researchers reached the following conclusions:

- 1- .Most of the research units (97%) use social media daily.
- 2- According to the data, the platform (Snapchat) is the most used among the individuals in the study.
- 3- %38.3 of the research units are heavily exposed to social media advertising.
- 4- Most of the research units (35%) interact with social media advertisements to a lesser extent.
- 5- According to the results, most of the research units look at social media advertisements slightly, which accounts for 40% of the research.
- 6- %47.6 of the research units believe that social media advertising is (to some extent) related to their interests and preferences.
- 7- Most of the research units believe that social media advertisements are misleading and exaggerated to some extent, accounting for 40% of individuals.
- 8- Many of the individuals studied (45%) trust social media advertising to some extent.
- 9- According to the data, 42% of the research individuals buy their goods and services through social media.
- 10- Many of the research individuals (44%) were slightly satisfied with the goods and services they bought through social media advertising.
- 11- Most of individuals surveyed believe that the relative repetitiveness of social media advertising affects consumer trust.
- 12- According to the results obtained, most of the research individuals (52%) believe that the advertisements that guarantee money back when they do not like the goods and services, greatly increases their confidence in these advertisements.
- 13- Most of the study units believe that their experience with social media advertising greatly influences their current trustworthiness.
- 14- .Most research units (36%) believe that social media engagement criteria (likes, comments, shares) affect their credibility to some extent.
- 15- The data shows that most research units believe that the presence of influencers has little effect on consumer trust in a product or brand.

- 16- Most of the research units (50%) believe that brand reputation has some influence on their trust in social media advertising.
- 17- %39 of the respondents believe that customer feedback and evaluation have an impact on consumer trust.
- 18- Most research units (37%) have some interaction with social media posts made through influencers.
- 19- %40.4 of the sample trust a product or service advertised by an influencer.
- 20- Most individuals in the study (37%) are (low) likelihood of buying a product or service recommended by an (influencer).
- 21- Most of the individuals in the study believe that advertising for several products in a short period of time by influencers has affected their trust in these influencers to some extent.
- 22- %35 of the sample believes that an influencer's previous experience with a product has had little impact on their trust in the influencer.

5.2. Recommendations

Based on the findings of the researchers, the following recommendations were made:

1. Improve advertising strategies based on the use of social media platforms.
2. Advertisers should focus on personalized and targeted advertising to make campaigns more relevant.
3. Brands and companies should use authentic and transparent messages in their advertising campaigns.
4. Brands should focus on improving product quality, delivery service and after-sales support to enhance consumer trust levels.
5. Brands should highlight return policies and satisfaction guarantees to increase trust in the buying process.
6. Brands should focus on expert support, customer and user testimonials instead of relying solely on influencers.
7. Brands and companies should show customer feedback in their advertisements to strengthen the trust of future consumers.
8. Most consumers interact with social media influencers and can be focused on as an effective topic and brands can use this topic for their brand.

9. Although the market for influencers on social media is hot but cannot be 100 percent strong factor to build trust and more sales and should not focus only on influencers and other dimensions of social media should be considered.
- 10.Brands should focus on repeating advertisements on social media and not temporary and short-term advertising to establish their brands in the minds of their consumers.

References

English:

1. Barger, V. A., & Labrecque, L. I. (2013). An integrated marketing communication perspective on social media metrics. *Social Media Marketing*, 70(1), 64-76.
2. Richards, J. I., & Curran, C. M. (2002). Oracles on 'advertising': Searching for a definition. *Journal of Advertising*, 31(2), 63-77. <https://doi.org/10.1080/00913367.2002.10673667>
3. Tuten, T. L., & Solomon, M. R. (2023). *Social media marketing* (4th ed.). Sage Publications.
4. Mankiw, N. G. (2021). *Principles of economics* (9th ed.). Cengage Learning.
5. Godey, B., Manthiou, A., Pederzoli, D., Rokka, J., Aiello, G., Donvito, R., & Singh, R. (2016). Social media marketing efforts of luxury brands: Influence on brand equity and consumer behavior. *Journal of Business Research*, 69(12), 5833-5841. <https://doi.org/10.1016/j.jbusres.2016.04.181>
- 6.
7. Solomon, M. R., Dahl, D. W., White, K., Zaichkowsky, J. L., & Polegato, R. (2019). *Consumer behavior: Buying, having, and being* (12th ed.). Pearson.
8. OECD. (2020). *OECD consumer confidence index (CCI)*. Organisation for Economic Co-operation and Development. <https://www.oecd.org/sdd/leading-indicators/consumer-confidence-index-cci.htm>
9. Ludvigson, S. C. (2004). Consumer confidence and consumer spending. *Journal of Economic Perspectives*, 18(2), 29-50. <https://doi.org/10.1257/0895330041371222>
10. Berger, J., & Milkman, K. L. (2012). What makes online content viral? *Journal of Marketing Research*, 49(2), 192-205.
11. Boerman, S. C., Willemsen, L. M., & Van Der Aa, E. (2015). "This post is sponsored": Effects of sponsorship disclosure on persuasion knowledge and electronic word of mouth in the context of Twitter. *Journal of Interactive Marketing*, 34, 82-92.

12. Booth, N., & Matic, J. A. (2011). Mapping and leveraging influencers in social media to shape corporate brand perceptions. *Corporate Communications: An International Journal*, 16(3), 184-191.
13. Boyd, D. M., & Ellison, N. B. (2007). Social network sites: Definition, history, and scholarship. *Journal of Computer-Mediated Communication*, 13(1), 210-230.
14. Brown, D., & Hayes, N. (2008). *Influencer marketing: Who really influences your customers?* Butterworth-Heinemann.
15. Brown, D., & Hayes, N. (2008). *Influencer marketing: Who really influences your customers?* Butterworth-Heinemann.
16. Campbell, C. (2009). *The consumer's guide to effective online shopping*. Information Today, Inc.
17. De Veirman, M., Cauberghe, V., & Hudders, L. (2017). Marketing through Instagram influencers: The impact of number of followers and product divergence on brand attitude. *International Journal of Advertising*, 36(5), 798-828.
18. Edelman. (2022). *Edelman Trust Barometer 2022*. Retrieved from <https://www.edelman.com/trust/trust-barometer>
19. Edelman. (2023). *Edelman Trust Barometer 2023*. Retrieved from <https://www.edelman.com/trust/trust-barometer>
20. Evans, D. (2010). *Social media marketing: An hour a day*. Sybex.
21. Felix, R., Rauschnabel, P. A., & Hinsch, C. (2017). Elements of strategic social media marketing: A holistic framework. *Journal of Business Research*, 70, 118-126.
22. Freberg, K., Graham, K., McGaughey, K., & Freberg, L. A. (2011). Who are the social media influencers? A study of public perceptions of personality. *Public Relations Review*, 37(1), 90-92.
23. Gefen, D., Karahanna, E., & Straub, D. W. (2003). Trust and TAM in online shopping: An integrated model. *MIS Quarterly*, 27(1), 51-90.
24. Hewraman, A. (2021). *Culture and communication in Kurdistan* .1
24. Hoffman, D. L., & Novak, T. P. (2021). *Social media marketing: How to master the art of social media*. Quorum Books.
25. Keller, E. (2001). Building customer-based brand equity: A blueprint for creating strong brands. *Marketing Management*, 10(2), 15-19.
26. Khamis, S., Ang, L., & Welling, R. (2017). Self-branding, 'micro-celebrity' and the rise of social media influencers. *Celebrity Studies*, 8(2), 191-208.
27. Kim, D. J., Ferrin, D. L., & Rao, H. R. (2010). A trust-based consumer decision-making model in electronic commerce: The role of trust, perceived risk, and their antecedents. *Decision Support Systems*, 48(3), 544-554.

- 28.Kotler, P., & Keller, K. L. (2016). Marketing management (15th ed.). Pearson.
- 29.Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson.
- Kurdish Business Journal. (2023, January 10). *Building trust in the Kurdish market*. 2

Kurdish:

- 30.Lee, D., Hosanagar, K., & Nair, H. S. (2018). Advertising content and consumer engagement on social media: Evidence from Facebook. *Management Science*, 64(11), 5105-5131.
- 31.Lipsman, A., Mudd, G., Rich, M., & Bruich, S. (2012). The power of "like": How brands reach (and influence) fans through social-media marketing. *Journal of Advertising Research*, 52(1), 40-52.
- 32.Martin, K. (2015). *Privacy notices as tabula rasa: An empirical investigation into how complying with a privacy notice is related to meeting consumer privacy expectations*. *Journal of Public Policy & Marketing*, 34(2), 210-223.
- 33.Moorman, C., Deshpande, R., & Zaltman, G. (1993). Factors affecting trust in market research relationships. *Journal of Marketing*, 57(1), 81-101.
- 34.Pavlou, P. A. (2003). Consumer acceptance of electronic commerce: Integrating trust and risk with the technology acceptance model. *International Journal of Electronic Commerce*, 7(3), 101-134.
- 35.Schiffman, L. G., & Wisenblit, J. L. (2019). *Consumer behavior* (12th ed.). Pearson.
- 36.Sirdeshmukh, D., Singh, J., & Sabol, B. (2002). Consumer trust, value, and loyalty in relational exchanges. *Journal of Marketing*, 66(1), 15-37.
- 37.Smith, K. T. (2019). *Digital marketing strategies that work*. Entrepreneur Press.
- 38.Social Media Examiner. (n.d.). *Social media marketing industry report*. Retrieved from
- 39.Solomon, M. R. (2017). *Consumer behavior: Buying, having, and being* (12th ed.). Pearson.

Arabic:

1. الجزيرة نت. (2023, February 15). *تيك توك.. منصة الفيديوهات القصيرة التي تجتاح العالم*.
2. الجزيرة نت. (2023, February 15). *كيف يؤثر الإعلان الرقمي على سلوك المستهلك في العالم العربي؟*

3. رووداو. (2022, December 15). هاوولاتبتيان له ههريمي كوردستان رووبهرووي زانياري ههله دهنهوه له سوشيال ميديا.
4. رووداو ديچيتال. (2023, January 24) كاريگه راني سوشيال ميديا چون ده توانن بهر هه مهكان به شيويهكي كاريگه به بازار بكن؟
5. زانكوي سه لاهدين. (2023). راپورتتي توتيزينهوه له سه ر بازارتي نه ليكترونوي له ههريمي كوردستان.
3. العتيبي، ف. (2022). تأثير التسويق عبر المؤثرين على سلوك المستهلك في المملكة العربية السعودية. مجلة جامعة الملك عبد العزيز: الاقتصاد والإدارة، 36
4. العتيبي، ن. (2018). دور الثقة في التجارة الإلكترونية: دراسة حالة المملكة العربية السعودية. مجلة جامعة الملك سعود للعلوم الإدارية،
5. العربي الجديد. (2023, January 26). فيسبوك وتيك توك وإنستغرام.. أي منصات التواصل الاجتماعي هي الأكثر شعبية؟
6. العربي الجديد. (2023, January 26). (المستهلكون العرب يطالبون بزيادة الشفافية في استخدام البيانات.
6. گوڤاري زانكوي سه لاهدين. (2023) رولي كاريگه راني سوشيال ميديا له به بازار كردي بهر هه مهكان له ههريمي كوردستان.
7. محمد علواني، تسويق المؤثرين على مواقع التواصل الاجتماعي، 9 أكتوبر، 2020،
7. نازانسي ههوالي پهيامنير. (2023, January 15) متمانه به كاريگه راني سوشيال ميديا له ههريمي كوردستان.

Websites:

1. <https://www.artofmarketing.org/marketing-communication/marketing-communication-definition-objectives-types-process-steps-and-strategy/13766>
2. <https://www.artofmarketing.org/advertising-2/what-is-advertising/13827>
3. <https://www.mdpi.com/2071-1050/10/7/2173>
4. (<https://www.webfx.com/digital-marketing/learn/traditional-media-vs-new-media/>)
5. <https://mailchimp.com/resources/traditional-marketing/#:~:text=Drawbacks%20of%20traditional%20marketing&For%20starters%2C%20traditional%20marketing%20is%20often%20more%20expensive%20than%20digital%20marketing>
6. <https://www.adlift.com/blog/global-reach-local-impact-the-geographical-advantages-of-digital-marketing/s/#:~:text=Unlike%20traditional%20marketing%20methods%20limited,customer%20anywhere%20in%20the%20world.>
7. https://www.researchgate.net/publication/251693484_Consumers_rule_How_consumer_reviews_influence_perceived_trustworthiness_of_online_stores#:~:te

- xt=The%20role%20of%20dispositional%20trust,strongest%20predictor%20of%20trustworthiness%20judgments.
8. <https://emudhra.com/blog/digital-trust-and-consumer-behaviour-understanding-the-connection#:~:text=Transparency%20and%20Open%20Communication,factor%20in%20fostering%20digital%20trust>
 9. <https://www.returnalyze.com/blog/the-power-of-policy-how-return-policy-shapes-returns-and-sales#:~:text=A%20well%20crafted%20return%20policy,brand%20loyalty%20C%20and%20drive%20revenue.>
 10. https://www.researchgate.net/publication/220300397_The_effects_of_website_design_on_purchase_intention_in_online_shopping_The_mediating_role_of_trust_and_the_moderating_role_of_culture)
 11. NapoleonCat. (2023). Instagram users in Iraq. Retrieved from
 12. <https://napoleoncat.com/stats/instagram-users-in-iraq/2023/01/>
 13. Pinterest. (2023). *Pinterest Reports Fourth Quarter and Full Year 2022 Results*. Retrieved from <https://investor.pinterestinc.com/>
 14. Snapchat. (2023). *Snap Inc. Reports Fourth Quarter and Full Year 2022 Results*. Retrieved from <https://investor.snap.com/>
 15. Statista. (2023). *Most popular social networks worldwide as of¹ January 2023, ranked by number of monthly active users*. Retrieved from <https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/>
 16. Think with Google. (2022). YouTube user statistics in the Middle East.
 17. Meta. (2023). *Facebook Reports Fourth Quarter and Full Year 2022 Results*.
 18. Telegram. (2023). *Telegram FAQ*. Retrieved from <https://telegram.org/faq>
 19. TikTok. (2022). *TikTok Newsroom*. Retrieved from <https://newsroom.tiktok.com/en-us/>
 20. YouTube. (2023). *YouTube for Press*. Retrieved from <https://blog.youtube/press/>
 21. <https://emudhra.com/blog/digital-trust-and-consumer-behaviour-understanding-the-connection#:~:text=Transparency%20and%20Open%20Communication,factor%20in%20fostering%20digital%20trust>.
 22. <https://journal.untar.ac.id/index.php/jmieb/article/view/2980>
 23. <https://www.sprinklr.com/cxm/social-media-advertising/>
 24. <https://www.sprinklr.com/blog/advantages-and-disadvantages-of-social-media-marketing/>

Appendix

Appendix A: Inquiry Form



Form NO.	Total NO.

Ministry of Higher Education & Scientific Research

Cihan university

College of Arts and Letters

Department of Media

Date: / /2025

Dear Student.

This form is one of the tools used to conduct a scientific study entitled "The increase in social media advertising and its effects on consumer trust. As one of the requirements for obtaining a bachelor's degree in media. The study aims to investigate how social media advertising affects consumer trust.

Your answers will remain confidential and are intended for research purposes only, so we ask that you reflect your experience and opinion honestly in answering the questions.

Thank you for taking the time to fill out the form.

notice:

No registration is required.

Please put a ✓ in the option next to the questions.

supervisor: M. Y Ahmad Jamal Hama Karim

Researchers

Arkan Nzhat Hussein

Mohammed Sartip Ayub

Zana Salar Timur

Lashkar Zubir Karim

2024 – 2025

1. General questions

Age : 18–24 25–34 35–44 45–54

2. Gener : Male female

3. Academic stage

The first stage The second stage The third stage
 The fourth stage The fifth stage

4. How much do you use social media? ?

- I don't use it
- Only once a week
- 2-3 times a week
- I use it daily

5. Which social media platforms do you use the most? (You can choose more than one platform)

- Facebook
- Instagram
- Twitter (X)
- Tik Tok
- Snapchat
- YouTube
- Other platforms

The specific research questions

First, consumer interaction with social media advertising

n	Phrases	many	to some extent	less	nothing
1	How exposed are you to social media advertising?				
2	How much do you interact (like, comment, share) with social media ads?				
3	How often do you watch a social media ad?				
4	How relevant are social media ads to your interests or preferences?				
5	To what extent do you feel social media advertising is misrepresented or exaggerated?				

Second, consumer trust in social media advertising

n	Phrases	many	to some extent	less	nothing
6	How much do you trust advertising on social media?				
7	How often do you buy goods and services based on a social media advertisement?				
8	How satisfied were you with the goods and services you bought through social media advertising?				
9	To what extent does the number of repeat ads on social media affect your credibility?				
10	How much do you trust advertisements that offer a money-back guarantee if you do not like the goods you receive?				

Third, factors affecting consumer trust in social media advertising

n	Phrases	many	to some extent	less	nothing
11	To what extent does your experience with social media advertising affect your current confidence in them?				
12	To what extent do social media engagement metrics (likes, comments, shares) affect your trust in ads?				
13	How does the presence of influencers in advertising affect your trust in a product or brand?				
14	How important is brand reputation in influencing your trust in social media advertising?				
15	How does the presence of customer reviews and ratings (feedback) affect your confidence in social media advertising?				

Fourth: The role of influencers on consumer trust in social media advertising

n	Phrases	many	to some extent	less	nothing
16	How much do you interact with social media posts through influencers?				
17	How much do you trust a product or service advertised by an influencer on social media?				
18	How likely are you to buy a product based on an influencer's recommendation?				
19	How has advertising for several assorted products in a brief period affected your trust in influencers?				
20	How does an influencer's previous experience with a product affect your level of trust in that influencer?				