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The Role of E-marketing and Finding Job Opportunities for Young People on Social Media; An Empirical Sociological Study in Al-Diwaniyah City

Abstract

The world is currently experiencing a technological revolution in various sectors of life. Information and communications have become among the most important environments for business today. Among the aspects of this progress is the tremendous revolution that occurred through the emergence of Internet technology in the field of marketing. The present study revolves around the role played by the new economy in opening new fields to work with less effort and less cost to improve the lives of individuals. It highlights the reasons why young people are interested in it. The importance of the present study is due to tackling electronic marketing that has spread and increased positive and negative points in its use in the field of marketing, which increased. The importance of studies. The major objective of the present study is to identify the role of e-marketing in opening a new market for work in social networking sites. The results of the present study indicate that females are more interested in buying through social media. The majority of respondents know that they have been shopping on social media and that they have become more popular than before. There is an increasing demand of young people to sell through social media, which represents an opportunity for them to work from home. The results of the present study indicate that commodity trading through social media has contributed to finding job opportunities for young people and provided an opportunity to increase income and improve the standard of living.

Keywords: E-Marketing, Social Media.

Introduction

The world today is experiencing a technological revolution in various sectors of life. Information and communications have become among the most important environments for business at the present time. Among the aspects of this progress is the tremendous revolution that occurred through the emergence of Internet technology in the field of marketing. The emergence of e-marketing" dates back to three decades from the last century. This type of marketing depends on an information system whose electronic tools are all in light of the huge technological revolution taking place in societies. It was able to open a wide field of work and create new job opportunities that reduce unemployment and facilitate the shopping process for all parties. It has facilitated purchasing many products, especially since it is mostly done from home. Electronic marketing is one of the basic contemporary concepts that managed to increase efforts, marketing work, and various activities that are consistent with the changes of the current era using various tools, means of development, and modern technology in carrying out marketing operations and activities in relation to marketing communications

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and technology, product offering, and marketing completion across multiple devices. The primary goal of electronic marketing is the development of society as it helps to raise the standard of living for everyone using it. It is the best solution of financial problems. It is able to achieve aspirations. Electronic marketing aims to transform Internet into labor markets to develop skills of young people and the society in order to build a conscious generation.

First; The Conceptual Framework of the Present Study

The Problem of Study

The present study deals with what the new economy is doing in opening new fields to work with less effort and less cost to improve the lives of individuals. It highlights the reasons why young people are interested in it, the problems facing both sellers and consumers of electronic means to identify the most used categories of e-shopping, the most popular goods via the Internet, and how to circulate them. The research problem is summarized in studying the role of marketing in spreading marketing ideas developed on the Internet and identifying the motives for using e-marketing and its importance in recent times, and tries to answer the following questions :

- What is the role of electronic shopping in improving the standard of living?
- What are the types of products and commodities used in the e-marketing process?
- What are the most used categories for e-marketing in terms of promoters of their products and those who buy them?

The Significance of Study

E-marketing has a pioneering role in building social values and activating human and developmental energies in all areas of work and life. It can stimulate the enthusiasm of young people and employ it in building strong community relationships that help society succeed. The present study is important because it revolves around electronic marketing, which has become widespread in the present time as it is able to reach users in wider geographical areas and keep pace with the accelerating time factor. It has become an important indispensable pillar of the future trade. Thus, new technological classifications have emerged to carry out its tasks. It has a greater future dimension. It is a commercial transaction based on the interaction of electronic exchange instead of direct physical contact in order to achieve Co-benefits.

The Aims of Study

1.Thepresent study seeks to identify the role of electronic marketing in opening a new market for work on social media. It also seeks to:
A. Identify the role of e-shopping in improving the standard of living.
B. Determine the quality of products and commodities used in the e-marketing process.
C. Shed light on the most used categories for e-marketing in terms of promoters of their products and those who buy them.

The Concepts of Study

E-Marketing

It means achieving marketing objectives by using marketing communication technology (Al-Sahan, 2007: 449). It uses one of the modern technologies such as the Internet to perform marketing actions. This use may be complete at all administrative levels or partial. At one stage of the process. It may also be at a certain administrative level to achieve the organization's marketing objectives (Dave Chaffey, et al, 2006: 9).

E-marketing is defined as the process of using the Internet and digital technology to achieve corporate marketing goals and support the modern marketing concept. Therefore, Internet marketers can spread information about their products and companies more easily and freely than traditional marketing. Thus, competition has become stronger, more unobtrusive, and unpredictable (Richard, Wilson, Ms & Gilligan, 2005: 55).

It is also defined as the group of efforts made by the buyer via the Internet to search for specific products; goods and services and compare between these products offered for sale in the various electronic stores across the Internet (Farah, 2004: 107).

Labor Market

It is defined as the place in which the various factors affecting the elements of employment interact. It is the place where workers search for work. It is the general field in which many types of conditions through which the different relationships of work and employment such as the conditions and requirements of employment and the requirements and differences in wages and hours of work are affected (Badawi, 1993: 238). More specifically, labor market can be defined as the number of men and women who are able to work during a certain period. Or, it is the size of the work force in society. The workforce means the ability to work. It is the total human muscular, mental, and neurological capabilities that the

worker uses during the production process. This means creating goods of use value or services that are useful for all (Awad, 2003: 103).

As for the procedural concept of labor market, it is the employment of individuals with skills and capabilities to achieve a financial return for both parties of the work. This market is governed by a set of conditions, including what is related to supply and demand, as well as what is related to developments, changes, and transformations in many societies.

The Concept of Labor

Giddens defines it as the activity that humans produce in the natural world through which they preserve their survival. Work should not be thought of as being limited to paid work only, but there are charitable and voluntary works. Traditional cultures were of low payment. There was only a very limited number of people working for a wage. In modern societies, there are still many types of work, such as domestic work not involving getting a wage or salary (Anthony Giddens, 2002: 757).

The Concept of Youth

In the Arabic language, youth is defined as fatwa; The beginning of the thing (Al-Mujam Al-Wajeez, 2005: 333). In the English language, youth is defined as that early stage of the human age (Baalbaki, 1995: 1085).

The concept of youth from the viewpoint of biologists or psychologists is that it is a phenomenon that arises out of the interaction of biological factors and their integration with psychological characteristics in the context of cultural and social elements and determinants of describing young people as the most vital level biologically, physically, psychologically, and socially (Abu Al-Maati et al., 2001: 173).

The youth stage is defined as a state that accompanies a person and is characterized by vitality and is linked to the ability of education and the flexibility of human relations and bearing responsibility. This is the stage in which a person moves from a stage in which he/she relied on others to a stage in which he/she becomes dependent on themselves (Abu Al-Ma'ti, et al. 2001: 174).

Youth is procedurally defined as young people who are all those who have reached the age of eighteen; A period that begins when society tries to qualify a person to represent a social position and play a role in building society by developing an awareness of the importance of participation and work.

The Theoretical Framework of Study

The theory of diffusion of Innovations; The present study employs the theory of diffusion of innovations, which is related to the results of Everett Rogers studies in 1964. Rogers concluded that technological innovations go through a series of stages that are widely adopted (Shaheen, 2008: 59). Innovation is any new idea, method, or new technology that spreads across society in a predictable model. Innovation is adopted by a small group of innovators or early adopters. After that, leaders begin to identify innovation and encourage people to embrace innovation. Diffusion is described as the process by which innovation is transferred through specific channels over time among members of a social system (McCawy, 2007: 377).

Shoemaker Rogers emphasizes the importance of the time component as a necessary factor for the spread of innovations and provides a model for a four-stage innovation decision-making process (Rogers, 2001: 43). It is knowledge that identifies the quality of innovation for obtaining information about its functions. Persuasion determines the individual's position in favor or not in favor of innovation. Decision is that the individual engages in activities that lead to either embrace innovation or reject it. Support or reinforcement is that the individual seeks to support a decision about innovation, but he/she may abandon previous decision if he/she is exposed to new messages. Time is an important factor in each of the previous stages (McCawy, 2007: 378).

Categories of Adopters of Innovated Ideas

Researchers adopting innovation are classified into five categories based on the time they adopt the idea or technology developed according to the following (Shaheen, 2008: 62-63):

1. Adventurous innovators.
2. They are the individuals who are innovative and the first to adopt the innovation, fond of trying new ideas, ready to take risks, younger in age than other adopters, from a high social class, have great financial liquidity, and closest to contacting scientific sources and interacting with sellers.
3. Early adopters.
4. These individuals have the highest degree of opinion leadership among the categories of adopters. They are local, potential adopters that are referred to for obtaining advice and information about the innovation, and respectable.

The Majority

The majority adopts the new ideas before the ordinary individual in the social system. They are characterized by diligence. They think before adopting the new idea.

The Late Majority

They are also called the skeptics. They adopt the ideas used by the ordinary individual in the social system either for economic necessity or to respond to the increasing social pressures.

The Reluctant

They are the last to embrace the innovation. They do not have a leadership for opinion and tend to adhere to traditions. The past is a reference point for them. This group is often old and. Their social situation is likely to be less than other adopters. Therefore, financial liquidity is less. They tend to doubt Innovations and innovators. When receptors ultimately embrace the innovation, innovators come with another modern idea.

There is no doubt that this theory explains an important phenomenon which is how society deals with innovations and inventions or whatever is new that appears on the scene and how these innovations go through organized and divided stages mentioned by Professor Everett Rogers in his theory (Rogers, 2003: 56). This theory corresponds to how people accept ideas, inventions, and anything new that appears, whether it is in social networks, in the media, or elsewhere. This theory is related to several sciences such as information science, sociology, psychology, and even marketing. It must be studied in social sciences. It affects the acceptance and spread of modern ideas and technology. Not all new ideas and innovations are equivalent in terms of their outlook and spread because they are not completely similar in the characteristics that make some of them more popular and faster receptive than others. Rogers and Shoemaker presented a list of characteristics derived from Numerous studies in the fields of Agriculture, Medicine, Education, Marketing, and others.

Among the aspects of benefiting from the theory of the spread of innovations is that it is one of the most appropriate theories that researches about marketing via the Internet and the dissemination of innovative ideas have relied upon.

The Influence of Contemporary Global Changes on the Labor Market

The Spread of Modern Methods Related to Marketing on the Internet

The current era is characterized by the tremendous scientific, technological, and knowledge progress that the world has witnessed in various areas of life. Among these progresses is the significant developments in information and communication technology, which have led to changing the nature of economic life and its pattern. The Internet has become a tool for globalization and rapid human communication, in which risks and positives have imposed themselves in various countries and different fields. Scientific competition has existed in effective presence on the Internet. The Internet has become an important effective tool for providing better services at different service levels. The Internet is also an indispensable means of communication as it is an advanced means with a new era in the world of marketing for both the marketer and the shopper. Companies could manage their information in a practical way. They developed accurate and scientific strategies for marketing via the Internet. They can now meet customer requirements. In an atmosphere of intense competition between them (Shear lean duke, 2002: 312.).

Organizations in the world have begun to compete to provide their services on the latest information and communication technology. This has led to the widespread use of the concept of e-marketing across various websites on the Internet to meet the needs and desires of clients. Although all institutions on the Internet vary in the level of providing their services, prices, and methods of providing the electronic service, those institutions share one feature, which is the completion of the process of selling the electronic service and exchanging it via the electronic network, which may be called e-commerce.

The institutions that have adopted the concept of electronic marketing in their work through marketing technology cannot work with their old marketing mixture as those technological secretions cast a shadow over the elements of the marketing mixture. Those elements cannot face the rapid and tremendous developments in modern technologies. Hence, e-marketing represents the planning and implementation of marketing activities related to the elements of the organization's of marketing mixture to fulfill the customer's needs and desires and achieve the goals of the institution in the techniques used via the Internet. This extends the traditional concept of marketing from its traditional activities and tools to new activities that benefit from the Internet as a marketing with

distinctive characteristics that reflect All activities of the marketing mixture such as digitizing products and a shorter life cycle for them, real-time pricing, personalized pricing, dynamic pricing, customer-oriented pricing, distribution through electronic stores and digital catalogs, promotion and advertising across websites, personalized offers, digital exhibitions and digital brands, showing the environment in its true form, and other things that are produced by e-marketing.

The Role of Social Media in Electronic Marketing

Institutions use social media to engage in important conversations to enhance understanding of markets, customers, competitors, and workers. On the other hand, institutions have attempted to control social networking sites through their regulatory policies. Social media is an effective means of achieving more research and dialogue with the target audience (McAllister, s. & Taylor, M. 2007: 230-232.). Individuals vary in the uses of social media. Some of them use them to communicate according to the topic, time, or The place. Whatever the situations in which social media is used, the sites themselves often determine the nature of the communication and the messages sent (Al-Shaer, 2015: 63). The social media sites are:

Facebook

It is one of the most popular social networking sites. The Facebook site was launched in 2004 from Harvard University in the United States of America by the student Mark Zuckerberg. His reputation crossed the university's boundaries and spread in various schools of the United States of America. It remained limited On the numbers of visitors until 2007 as the site's organizers achieved new capabilities for this network, including providing the opportunity for developers. This feature increased the popularity of the Facebook site to pass the borders of the United States of America to all countries of the world. In the first of July 2010, the number of those registered in this network exceeded Half a billion people who constantly visit, exchange files, pictures, and videos, and comment on opinions, ideas, and various new topics published on their pages in addition to the effective participation and often in talks and chats (Al-Shaer, 2015: 63).

Twitter

It is one of the social networking sites that has spread in recent years and played a large and effective role in political events in many countries, especially in the Middle East. Twitter took its name from the word Tweet which is the sound of the bird. It allows tweeters to send short text messages of no more than (140) characters per message, in which one reduces a short text to many details. Those tweets appear on the user's page. Friends can read them directly from their main page, or visit the user's profile (Al-Banna, 2014: 51).

YouTube

It is one of the most popular websites that provide picture material produced by users. The idea of the site is based on the ability to attach any files consisting of video clips on the Internet without any financial cost. Once the user registers on the site, he/she can attach any number Of these files for millions of people to see around the world. The viewer can also manage a group dialogue about the video by adding accompanying comments or evaluating the video file by giving it a relative value of five degrees to express the importance of the video file from the viewpoint of a user on the site. Due to the high number of users on the site and its high profits, Google, the largest search engine in the world, bought YouTube in 2006 at 1.65 billion $ (Hammoud, 2008: 41).

Reasons for Young People to Turnout towards Electronic Shopping

Despite the impact of contemporary changes on the issue of work and the disappearance of some professions, new types of work that were not familiar before emerged. These are largely related to the computer, including non-physical types of work and electronic commerce.

Entering the workforce is considered one of the most important roles in the transition to social representation. Employment increases the income of young people, contributes to acquiring skills and the sense of being shareholders in adult institutions, encourages them to participate in experiences with individuals outside the same family, occupies their time, and leads to a kind of social control of their activities (Capsi, 1998: 425). It can be said that the economic activity of the youth category guides and builds their own ideological pattern. Subsequently, it affects the economic construction of society and all social construction. However, the lack of job opportunities for large numbers of young people as a result of the structural changes that occurred in the economic, social, and political system of society resulted in the exacerbation of the problems of young people to accept types of work that are not consistent with their desires

and personal capabilities, or their university qualifications, which constitutes an economic and social waste of the individual and society (Al-Kandari, 2006: 127). The most important reasons for young people to shop through social networking sites on the Internet are that it reduces the burden of young marketers to incur a lot of money to open a store that provides e-marketing to them virtual stores that they can sell through at lower costs and thus helpIn opening the field of work for those who want to work or improve their economic conditions, with a little effort and a lot of pleasure to earn livelihood, which is physically and morally suffered for. The consumer can deal with the seller's site and find what information, products, and services he/she is searching for and immediately requesting it. Electronic marketing is a good tool to build a relationship with the consumer to determine the needs of consumers. Thus, it builds a statement base for these customers. The Internet users direct their questions and provide their opinions on the products and services provided to them. Accordingly, marketers can increase the number of customers and gain their satisfaction. The Internet gives shoppers the opportunity to fulfill the desires and needs of consumers in an unprecedented way before.

The Methodological Framework of Study

1. The Study Type

The present study belongs to descriptive studies that seek to monitor and analyze the role that marketing plays in finding job opportunities for young people.

2. The Methodology

The present study uses the social survey method.

3. TheCommunity and Sample of Study

The user and social media websites who previously practiced e-marketing.

4. Data Collection Tools

The researcher relied on the questionnaire prepared for the purpose of collecting field research data.

5. The Study Domains

A. The spatial domain; The research was applied in the city of Diwaniya in order to identify the people who use social networking sites for the purpose of buying or selling via the Internet.

B. The human domain; Users of social networking sites who have previously practiced e-marketing. A random sample of (156) individuals was chosen. The workers in e-marketing were (50) young individuals.

C. The temporal domain;3 months; from 1/6/2018 to 1/9/2018.

Analyzing the results of the field study.
1. Using social networking sites for purchasing.

Table 1.
Distribution of sample individuals by type

Type	Number	Percentage
Males	64	41
Females	92	59
Total	156	100

The above table clearly indicates that 59% of the sample are females and 41% are males, which indicates that females are more popular with social media.

Table 2.
Distribution of the sample according to age

Age	Number	Percentage
20 years	7	4.5
20- 30 years	77	48.4
30- 40 years	62	39.7
40- 50 years	6	3.8
50 years onwards	4	2.6
Total	156	100

The above table clearly indicates that the age group (20-30) is in the first rank with (49.4%). The age group (30-40) is at the second rank with (39.7%). The age group of less than (20)is in the third rank with (4.5%). The age group (40-50) is in the fourth rank with (3.8%). The age group of over (50 years) is in the last rank with (2.6%). The above table indicates that young people are the most popular group for buying on social media.

Table 3.
Distribution of the sample members according to the knowledge of shopping through social media sites

Knowledge	Number	Percentage
Yes	150	96.2
No	6	3.8
Total	156	100

Table (3) indicates that (96.2%) of the sample have knowledge of electronic marketing. (3.8%) of them answered (No). This indicates that members of the sample know about shopping on social media. It has become more popular than before.

Table 4.
Distribution of sample individuals according to the contribution of social networking sites to providing information about commodities

Contribution of social media	Number	Percentage
Yes	122	78.21
No	34	21.97
Total	156	100

The above table clearly indicates that the percentage of those who answered (Yes) reached (78.21%). The percentage of those who answered (No) was (21.79%). This indicates that social networking sites have become the main source for obtaining various information, including shopping information.

Table 5.
Distribution of respondents according to encouraging shopping through social networking sites

Encouraging marketing	Number	Percentage
Yes	121	77.6
No	35	22.4
Total	156	100

It is clear from Table (5) that (77.6%) of the sample answered (Yes), and (22.4%) of them answered (No). This indicates the keenness of the sample members to purchase through social media and their keenness to encourage others to shop through it, which indicates the circulation of the idea of shopping.

Table 6.
Distribution of sample individuals according to willingness to repeat the purchasing process from the social networking sites

Readiness to repurchase	Number	Percentage
Yes	115	73.7
No	41	26.3
Total	156	100

The above table clearly indicates that (73.7%) of the sample answered (Yes).Whereas, (26.3%) of them answered (No). This indicates their willingness to repurchase on social media.

Table 7.
Distribution of sample individuals according to the times they did electronic shopping from the internet

Frequency	Number	Percentage
Once	37	23.7
More than once	86	55.1
No longer	33	21.2
Total	156	100

It is clear from the above table that (55.1%) of the sample repeated the purchase process from the Internet through social media, and that (23.7%) of them made the purchase once. (21.2%) of them no longer use it. This indicates that the members of the sample accept purchasing through the Internet and prefer it, which is evidenced by the fact that half of the sample repeat the purchase, especially if the site is frequently dealt with and the content of its products is good.

Table 8.
Distribution of sample individuals according to the most commodities they purchase through electronic shopping

Commodity	Number	Percentage
Cars	24	7
Real-estate	16	3.3
Watches	23	4.7
Cosmetics	34	7
Accessories	44	9
Electrics	34	7
Appliances	27	5.5
Clothes	61	12.5
Furniture	15	3.1
Household appliances	8	1.2
Perfumes	25	5.1
Mobile devices	26	5.3
Shoes	28	5.7
Bags	32	6.5
Others	13	2.7

It is clear from the above table that there is a multiplicity of types of goods and products that the sample members are keen to purchase. Clothes came in the first rank with (12.5%). Cars, electrical appliances, and cosmetics followed with (7%). The purchase of mobile devices, household appliances, shoes, and bags came after them with (5.1%), which indicates the multiplicity of purposes that are purchased by respondents and their eagerness to benefit from online purchases.

Data of the e-marketing Workers

Table 9.
Distribution of respondents according to the most important sites used in purchasing

Name	Number	Percentage
Facebook	23	46
What'sapp	21	42
Shopping online	15	30

The above table clearly indicates that Facebook came in the first rank with (46%) followed by WhatsApp with (22%) and shopping online came in the third rank with (30%). This indicates that social networking sites are the most used for the e-shopping process as it is the most used among young people.

Table 10.
Distribution of respondents according to the extent of the ability of electronic marketing to provide job opportunities for young people

Job opportunity	Number	Percentage	Chi 2	Correlation coefficient	Significance level	Significance
yes	39	78				
no	11	22	19.932	0.621	0.001	significant
Total	50	100				

The above table shows the distribution of the sample members according to the ability of electronic marketing to provide job opportunities for them. It is clear that (78%) of the sample answered (Yes) and while (22%) of them answered (No). Shopping on social media represents a job opportunity for young people, especially as some marketers rely on a shipping company to deliver products to customers, or depend on individuals working with them in the field of delivery. This contributes to finding job opportunities for other young people. This means that shopping through social networking sites is an opportunity to open a new labor market for young people.

The data above indicate that there are statistically significant differences between the ability to create job opportunities. The value of k2 = (19.932) which is statistically significant at the level of significance of (0.001).

Table 11.
Distribution of sample members according to their evaluation of social media use in work

Variable	Number	Percentage
Very important	18	36
Excellent	8	16
Facilitated work	13	26
Decreased time and effort	11	22
Total	50	100

The above table shows the evaluation of the sample for the use of social networking sites at work. Most of them indicated that they are important in displaying products and following up on continuous offers with (36%), (36%) indicated that it made the work easier, a percentage of (22%) indicated that They reduced effort and time, and (16%) indicated that they are excellent means in identifying all that is new and contribute to forming a strong network of social relations.

Table 12.
Distribution of respondents according to the extent of electronic marketing ability to improve the standard of living

Improving income level	Number	Percentage	Chi 2	Correlation coefficient	Significance level	Significance
yes	43	86				
no	7	14	25.430	0.532	0.001	Significant
Total	50	100				

The above table clearly indicates that (86%) of the sample believe that purchasing through social media websites improved their standard of living and (14%) of them answered (No). This indicates that purchasing through social media is a way to improve the standard of living.

There are statistically significant differences between the ability of e-marketing to improve the standard of living of the members of the sample as the value of Chi2 = (25.430) which is statistically significant at the level of significance of (0.001).

Table 13.
Distribution of respondents according to the belief that social media has managed to improve the level of income

Improving income level	Number	Percentage	Chi 2	Correlation coefficient	Significance level	Significance
sufficient	42	84				
insufficient	7	14	24.240	0.446	0	Significant
poor	1	2				
Total	50	100				

The above table clearly indicates that 84% of the sample members believe that working through e-marketing increased their income level and met their needs. Whereas, only 14% of them believe that it does not meet their needs. 2% of the sample members only believe that it is weak and does not help to improve the level of income due to the fact that most of the sample work in other professions and they carry out the sale in order to improve their income level and their livelihood.

The data of the above table indicate that there are statistically significant differences between the income level and social media for

the sample members as the value of Chi2 = (24.240) which is statistically significant at the level of significance of (0.001).

Table 14.
Distribution of respondents according to the obstacles faced by electronic marketing

Obstacles	Number	Percentage
Products are not of good quality	32	64
Lack of the culture of online work and purchases	23	46
Poor internet	32	64
Paying shipping fees	26	52
High shipping prices	10	20

The above table shows the most important obstacles facing the sample members while working on social media. Most of them answered that at the beginning of the dealings, the products were not of the required quality and their percentage was (64%). (64%) attributed the reasons to poor internet services. The price of shipping followed with (52%).The lack of the culture of working and purchasing on social media came after that with (46%).

The Results

1. Results for social media users purchasing online.
2. The results indicate that females are more likely to use social media for purchasing. Young people are the most popular group to purchase.
3. The results indicate that the majority of respondents are aware of shopping through social media which has become more prevalent than before.
4. The results indicate that social media has become the main source for obtaining various information, including shopping information.
5. The results indicate that the most commodities purchased are cars, real estate, watches, cosmetics, electrical appliances, and accessories.

Results for e-marketing Workers

1. The results indicate that young people are interested in purchasing through social media.
2. The results indicate that commodities are traded through social media, which has contributed to finding job opportunities for young people.
3. The results indicate that shopping on social media provided an opportunity to increase income and improve the standard of living.

4. The results indicate that purchasing through social media is a way to improve the standard of living.
5. The results indicate that the most important site used in purchasing is Facebook.
6. The results indicate that shopping through social media is an opportunity for young people to work, especially since some marketers rely on a shipping company to deliver goods or on individuals working with them in the field of delivery, which contributes to finding job opportunities for other young people.

The Recommendations

1. The necessity of conducting seminars, courses and workshops to demonstrate the importance of electronic shopping and how to overcome the expected risks to it.
2. The necessity of establishing restrictions and laws to protect the consumer from electronic commercial fraud.
3. E-commerce websites must practice e-shopping with a high degree of competition and transparency, to attract the largest number of consumers and enhance the advantages of e-shopping.
4. Directing the shoppers families electronically to the importance of investigating the accuracy and objectivity of what is offered of products and not making a purchase except after making sure of the correctness of the information provided about the commodity and comparing it to other sites in terms of price and quality level.

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