

The impact of Saudi university youth's use of Snapchat celebrities' ads on the sustainability of purchasing behavior

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Abstract:

The aim of the research is to identify the rate and motives of exposure of university youth to the advertisements of Snapchat celebrities, to discover the type and nature of products and services that they are interested in pursuing, to monitor and describe their attitudes towards them according to the five stages of purchasing behavior (attracting attention, generating interest, searching, purchasing action, participation), Through the questionnaire tool to obtain data related to the phenomenon, through a sample survey of (200) single Saudi university youth in Al-Ahsa Governorate, who use the Snapchat application and follow various product marketing pages for the purpose of shopping and electronic purchase, during the time period January 2023.

The study concluded that Snapchat is the first source of information in the search for trademarks among Saudi university youth, who are always exposed to it (47.5%). mind for a long time.

They are interested in following up on clothes and fashion in the first order, and in the second order perfumes and cosmetics. University youth shop through famous Snapchat ads, at all stages of purchase, and celebrities have a direct impact on the sustainability of the purchasing behavior of university youth. And it was proved that there is a direct relationship between the rate of exposure to the advertisements of famous Snapchats and the purchasing behavior of the Saudi youth, the research sample.

The research proved that there are no statistically significant differences between the sustainability of the purchasing behavior of Saudi youth through the application of Snapchat, according to the variable of gender, residence, and educational qualification.

Key words:

AISAS model, social networking sites, consumer behavior, celebrity shopping.

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1- Introduction:

Online shopping in the Kingdom of Saudi Arabia is growing rapidly, which leads to great growth opportunities, and the number of e-commerce users in Saudi Arabia increased from 18.22 million in 2017 to 33.6 million in 2024^{1} according to the vision of the Kingdom of Saudi Arabia 2030. There are many companies that offer Online shopping experiences for consumers are increasing, so companies in the Kingdom of Saudi Arabia are exploring new and exciting marketing and advertising experiences to keep pace with this growing trend.² It captures the interest of Arab youth in their various social and cultural features, and the demand and growth for it has increased day by day because of the advantages and characteristics it offers that facilitate use, communication and motivation by presenting opinions and suggestions to them as individuals, and this is what makes young people accept the use of these sites.

Social networking sites of all kinds have also become a point of convergence of ideas and cultural exchange in all societies, including the Snapchat site. Which is an alarming indicator about the attraction towards the adoption of alien values by young adolescents as a manifestation of urbanization and modernity.

Snapchat is a popular platform for communication between friends and family. What's more, Snapchat users are happier and more willing to buy products that are advertised on the platform.

The Snapchat generation is constantly growing; Through this platform, you can reach an average of 363 million people who use Snapchat daily.

Snapchat is the first platform through which people are happy to share their favorite purchases and shopping moments that they go through, as the purchasing power of Snapchat users globally has reached 4.4 trillion US dollars. Also, the Snapchat audience is more present on this platform than on the Facebook and Instagram platforms, and about 64% of them use the application more than once per day. Thus, this number exceeds the numbers of all other social media, including TikTok.

The use of Snapchat constitutes one of the daily communication habits of the public in the Kingdom, as the number of its users exceeds 14

million users, and it was previously indicated in a previous analytical study of the Resolution Center that, according to the British research company “Global Web Index”, the Saudis rank second in the world after the Irish in The use of the application, which means its acquisition of the interests of the public in the Kingdom, which led to the emergence of a group of application users, characterized by the ability to attract a large number of followers, called “Snapchat celebrities”, and from here came the topic of research and deals with the impact of the use of Saudi university youth for advertisements Snapchat celebrities^{3} on the sustainability of purchasing behavior.

2- Research objectives:

- Identifying the rate and motives of exposure of the research sample to the ads of Snapchat celebrities
- Discovering the type and nature of products and services that the research sample is interested in following up on Snapchat ads.
- Monitoring and characterizing the research sample's attitudes towards Snapchat ads according to the five stages of purchasing behavior (attracting attention, generating interest, searching, purchasing action, participation)

3- Literature Review and Hypothesis:

The study was based on the (AISAS) model for shaping purchasing behavior via the Internet. The model believes that purchasing behavior has been greatly affected by the shift from traditional means to social media, which allowed many electronic interactions and consumers' participation in their purchasing experiences, human feelings, and consumer stories within virtual communities. Which was characterized by the intensity of information and communication messages.

The model assumes that consumers have become more dependent on oral communication in the two phases (search and participation) via blogs and social media, more than their dependence on the official websites of companies. Through the Internet, or by talking with his family members and friends who have previously tried the product, then he evaluates the information, followed by making a firm decision to make the purchase, after which the consumer becomes a transmitter of information through his word of mouth (WOM) and his electronic

speech (EWOM), by publishing his experience and impressions on Internet pages.^{4}

The model presents five stages that purchasing behavior goes through (attracting attention, interest stage, search, purchasing action, and participation).^{5}

Influencer Imitation Phenomenon is one of the marketing strategies employed by celebrities to convey brand messages, by taking advantage of having large bases of followers who interact with their daily life images, lifestyles, trends, and experiences with products and brands, influencing their purchasing behavior as ideal images they desire. In their imitation.^{6}

Saudi university youth prefer Snapchat, which is the most popular social networking site among them.⁷

They are heavily exposed to it to search for information about trademarks.^{8}, It has a large audience among young people, and was able to attract them because it has powerful and flexible tools that keep pace with the nature of young people who are accustomed to technology, and enables the application to attract major media outlets ^{9}

And it proved that it is at the forefront of applications that allow social interaction and entertainment, that it is entertaining and makes young people happy and feel relaxed, and at the level of advertisements it was found that the brand chooses the appropriate platform for advertising that depends on several factors, including the type of product and the goal of advertising, and therefore if the advertiser wants to communicate with individuals and help them relax And happiness, Snapchat would be the most appropriate.^{10}

Because they use it to follow the brands with the motive of spending time, having fun and entertainment, escaping from the routine of daily life, and improving social knowledge, as the application made them aware of what is happening around them by following some of the brands' pages in a more private way, which prompts them to share their problems with others compared to other social networking sites ^{11}

They believe that it is a suitable means for brands, and that it will be successful and open up effective marketing opportunities for brands

that need to be closer to the audience, compared to brands that the public considers already close to them, and that as an application, it is a suitable means for brands and those in charge of them who find it challenging to reach young college students. Effectively. {¹²}

One of the reasons for the spread of consumer behavior is the ease of shopping through Snapchat. {¹³}

For the aforementioned reasons, celebrities seek to market products to university youth through Snapchat, as young people make actual purchases because of the advertisements of Snapchat celebrities, and that there is a statistically significant relationship between the extent of exposure of young people to the pages of Snapchat celebrities and their evaluation of the marketing methods that take place through these celebrities. There is also a relationship of Familiarity between celebrities and the trend towards the product and the purchasing intent. {¹⁴}

There is great confidence and increasing purchase rates for products advertised by celebrities, their advertisements create the desire to buy the product to the extent that the public is not affected by reading negative comments from a member. {¹⁵}

The purchasing behavior of Arab youth was affected by exposure patterns to celebrity pages, according to all indicators of exposure patterns such as (motives, intensity of exposure, degree of interaction). {¹⁶}

The most important phases of influence were the phases of interest and then attracting attention. {¹⁷}

And the existence of a positive correlation between the characteristics of the advertising message: (providing information, credibility, entertainment) and purchasing behavior, while there is a negative correlation between the annoying content of the advertising message and purchasing behavior. {¹⁸}

4- The framework of the stud

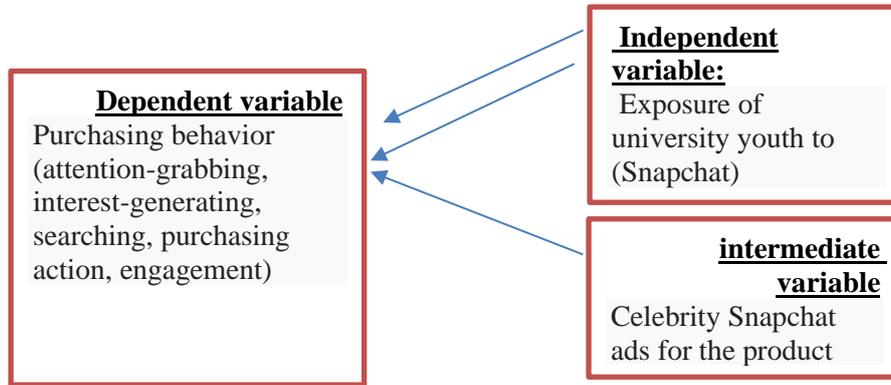


Figure 1. The framework of the stud:

Exposure of university youth to (Snapchat)

The Snapchat application appeared in 2011 for instant messaging based on photos or videos like other social networking sites, except that it automatically deletes messages from the application page after a period of time, which gives the user a higher level of privacy.^{19}

The application is considered one of the most popular social networking applications among Saudi university youth.^{20}

They prefer to be exposed to it and use it to follow up on events, to know the most prominent global political issues, to communicate with people who are difficult to reach.

And they ^{21} prefer it a lot to shop and search for distinctive brands.^{22}

Intermediate variable: Snapchat product ads.

Snapchat is considered one of the most prominent of these means, as it has become the first destination for marketers and advertisers using two methods: (Discover), which is concerned with publishing news, and the second (Live), which allows coverage of festivals and celebrations, advertising by celebrities. ^{23}

Because they are people who have solid credibility with the large audiences of social media, they share details of their personal lives and

experiences through publications, photos, videos, hashtags, etc., so they exercise a great influence on their followers and their purchasing decisions. {²⁴}

A 2019 report indicated that companies receive an average of \$5.2 for every \$1 spent on celebrity shopping, 92% of marketers confirm that celebrity marketing is effective in promoting products. {²⁵}

Dependent variable: purchasing behavior (attention-grabbing, interest-generating, searching, purchasing action, engagement)

According to the AISAS model, there are five stages of purchasing behavior According to the model, audiences are attracted and aroused through exposure to famous Snapchat ads, then the purchasing cycle is completed with audience participation in messages and information, which is in the form of interaction patterns, electronic blogging, sharing photos, videos and publications, admiration, and other forms of electronic social communication. Left behind by digital technologies and smart phones. {²⁶}

5- Research hypotheses

- Hypothesis 1 (H1): There is a statistically significant correlation between the rate of exposure to famous Snapchat ads and the sustainability of the purchasing behavior of Saudi youth, the research sample.
- Hypothesis 2 (H2): There is a statistically significant correlation between the motives of exposure of Saudi youth to celebrity advertisements via Snapchat and the sustainability of purchasing behavior.
- Hypothesis 3 (H3): There are statistically significant differences between the research sample in the sustainability of purchasing behavior according to the demographic elements (gender – place of residence – educational qualification)

6- Methodology and tools.

The research belongs to descriptive research because it seeks to investigate the factors influencing the studied phenomenon, and to identify its causes. It aims to identify the impact of university youth exposure to Snapchat advertisements on purchasing behavior. And it

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relied on the media survey method, through the questionnaire tool, to obtain data related to the phenomenon, through a sample survey of (200) single Saudi university youth in Al-Ahsa Governorate, who use the Snapchat application and follow various product marketing pages for the purpose of shopping and electronic purchase, during the time period January 2023.

Demographic characteristics of the research sample:

Table No. (1) Demographic characteristics of the research sample

39%	78	Male	Type
61%	122	Feminine	
42%	84	From 21 to 30 years old	the age
40.5%	81	From 31 to 40 years old	
15.5%	31	From 41 to 50 years old	
2%	4	From 51 to 60 years old	
48.5%	97	Married	
51.5%	103	Single	
7.5%	15	Diploma	Educational qualification
5%	10	Secondary	
57%	114	Bachelor's	
30.5%	61	Postgraduate	
70%	140	City	Residence
30%	60	Village	
200	200		the total

Test the validity and reliability of the questionnaire:

(a) Test of validity:

The validity of the questionnaire was confirmed, and that it measures the research objectives and hypotheses through:

The validity of the arbitrators: The questionnaire was presented to a group of arbitrators specialized in the subject of the study, and the validity of the questions to measure the study variables was confirmed.

By calculating the internal validity between the paragraphs of the questionnaire domains and the total degree of the field itself, as well

as the Structure Validity to determine the extent of the correlation between the questionnaire domains and the total score, and by calculating the correlation coefficients, it turned out to be a function at the level of 0.05, and thus the validity of the tool was proven.

(b) Reliability:

The reliability of the questionnaire was calculated by examining reliability, using Cronbach's alpha coefficient, with a value of (0.933), which indicates the stability of the tool and the stability of the results.

7- Statistical methods used:

The data of the study were processed according to the Statistical Package for Social Science (SPSS) program.

The research used the following statistical treatment methods:

- 1- Triple Likert scale
- 2- Frequencies & Percentages: to describe the study sample.
- 3- Mean, relative weight and standard deviation.
- 4- Cronbach's Alpha test, as well as the split half method, to find out the stability of the questionnaire statements.
- 5- Pearson Correlation Coefficient: To measure the degree of correlation, this test is based on studying the relationship between two variables, and it was used to calculate the internal consistency, the validity of the questionnaire, and the relationship between the variables.
- 6- T-test to study the level of statistical significance of the differences between the arithmetic means of two groups of respondents in one of the category or ratio variables.
- 7- ANOVA analysis to study the level of statistical significance of the differences between the arithmetic means of more than two groups of respondents in one of the category or ratio variables.

8-Results:

To reach the first objective of the research (identifying the rate and motives of exposure of the research sample to the advertisements of famous people on Snapchat). Through Table 2,3,4.

Table No. (2) The applications that respondents rely on as a source of information about trademarks

Arrange ment	%	N	The applications that respondents rely on as a source of information about trademarks
1	%47.5	95	snap chat
2	%20.5	41	Television
3	%12.0	24	Instagram
4	%11.5	23	Twitter
5	%5.0	10	The YouTube
6	2.5%	5	Friends
7	%.5	1	Radio
7	%.5	1	Newspapers
	100	200	the total

The table shows the reliance on Snapchat as the first source of information in the search for trademarks among Saudi university youth, and this justifies our choice to study it.

Table No. (3) The rate of respondents' use of the Snapchat application

%	N	Average use of Snapchat ads by respondents
47.5%	95	Always
39%	78	Sometimes
13.5%	27	Scarcely
100	200	the total

It is clear from the previous table that most of the study sample use the Snapchat application permanently (47.5%), while they sometimes use it (39%), and finally the percentage of those who rarely use it came (13.5).

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Table No. (4) Motives for respondents' exposure to Snapchat ads

Arrangement	sample orientation	standard deviation	relative weight	Disagree	To some extent	agree	(N=200) motivation
1	agree	0.53	2.68	6	51	143	Celebrities' commitment to social values, customs and traditions make me follow their advertisements.
2	agree	0.58	2.59	10	62	128	Following celebrities contributes to the stability of the image of products and services in my mind for a long period of time.
3	agree	0.65	2.52	17	61	122	Celebrities have attractive looks and acceptance that catches my eye
4	agree	0.68	2.46	21	66	113	Celebrities are well aware of what he offers in his advertisements for different brands
5	agree	0.71	2.38	27	70	103	Celebrities have enough experience and skills to push me to follow their ads
6	Agree	0.72	2.36	29	71	100	I feel confident in most of the information he provides on brands

From the table it is clear that the average relative weight of the motives of exposure of the respondents to the ads of Snapchat celebrities (2.5), and its degree ranged between (2.68-2.36), standard deviation (0.66), the general trend of agreement, and this indicates that the respondents have similar motives for exposure.

It came in the first place with an average relative weight (2.68). Celebrities' commitment to social values, customs and traditions makes me follow their advertisements. Following celebrities contributes to the stability of the image of products and services in my mind for a long period of time. The third ranking with an average relative weight of (2.52), while the celebrities are fully aware of what he presents in his advertisements for various brands in the fourth ranking with an average relative weight of (2.46). I feel confident in most of the information it provides on brands, with an average relative weight (2.36).

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To reach the second goal of the research (discovering the type and nature of the products and services that the research sample is interested in following up on Snapchat ads). by table 5

Table No. (5) The type and nature of products and services that the research sample is interested in following up on Snapchat ads

Arrangement	sample orientation	standard deviation	relative weight	Not interested	To some extent	interested	Type and nature of products)N=200(
1	interested	0.7	2.57	24	38	138	clothes and fashion
2	interested	0.71	2.5	25	50	125	Perfumes and cosmetics
3	interested	0.68	2.49	21	60	119	Food and food
4	interested	0.7	2.44	25	61	114	Electronics
5	interested	0.72	2.42	27	62	111	Furniture and Decoration
6	interested	0.81	2.39	42	38	120	Communication companies services and Internet offers
7	interested	0.73	2.38	30	64	106	Offers travel, airline and hotel services
8	interested	0.74	2.37	32	62	106	Offers educational courses, workshops, conferences and seminars
9	interested	0.78	2.35	39	53	108	Jewelry and watches
10	Interested	0.74	2.34	33	66	101	Books, stationery and art
11	To some extent	0.75	2.24	38	76	86	Cars and accessories
12	To some extent	0.79	2.37	42	56	102	Real estate services offers
13	To some extent	0.82	2.26	49	51	100	Offers cleaning and contracting services
14	To some extent	0.79	2.22	45	66	89	Insurance services offers

From the table it is clear that the average relative weight of the type and nature of the products and services that the research sample is interested in following up on Snapchat ads

(2.42), and its score ranged between (2.57-2.22), standard deviation (0.73), the general trend of interest, and this indicates that the university youth in the research sample have similar interests

To reach the third objective of the research (monitoring and characterizing the trends of the research sample towards Snapchat ads according to the five stages of purchasing behavior, attracting attention, generating interest, searching, purchasing action, participation)

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Table No. (6) shows the trends of the research sample towards the ads of Snapchat celebrities according to the stages of purchasing behavior

sample orientation	standard deviation	relative weight	Disagree	To some extent	Agree	Direction (N=200)	behavioral stage
Agree	0.61	2.64	14	45	141	The use of music, songs, sound effects, and video draws my attention to the advertised products and services.	Attract Attention
Agree	0.62	2.54	14	65	121	The use of product images catch my eye	
Agree	0.74	2.48	30	45	125	The celebrity markets the products in a fun electronic way.	
Agree	0.65	2.56	17	55	128	I care about celebrity ads because I have them in my mind for a long time	generate interest
Agree	0.67	2.46	20	69	111	I am interested in following it because it is an efficient way to shop	
Agree	0.67	2.46	20	69	111	I care because he tries the products in front of me	
Agree	0.65	2.56	17	55	128	The way he uses it intrigues me about the products.	
Agree	0.61	2.56	12	65	123	Provides information to help me differentiate and compare brands.	Search
Agree	0.68	2.48	21	63	116	Provides information on trusted brands	
Agree	0.7	2.44	25	61	114	Popular pages are my favorite and it's hard to replace them	
Agree	0.65	2.47	17	72	111	Be sure to follow Al-Mashhour's electronic ads	
Agree	0.66	2.41	19	80	101	I shop if the comments are positive	The fourth stage (verb)
Agree	0.7	2.52	24	49	127	I shop from repeat exposure	
Agree	0.73	2.32	31	74	95	I shop if the ads offer offers or discounts	
Agree	0.71	2.46	26	57	117	I shop because I trust celebrity information about products	Phase Five (Participation)
Agree	0.65	2.56	17	55	128	I make sure to write a comment about my opinion of the products advertised on the popular page	
Agree	0.72	2.43	27	60	113	I share Al Mashhour's posts and ads on my social media page.	
Agree	0.76	2.4	34	52	114	I recommend my friends and acquaintances to buy the products or services advertised by the Snapchat influencer	

From the table it is clear that the average relative weight of the research sample's attitudes towards Snapchat ads according to the stages of purchasing behavior

(2.47), and its score ranged between (2.64-2.4), standard deviation (0.66), the general trend agreeing, and this indicates the positive and effective influence of celebrities on university youth in all stages of purchasing behavior and its sustainability.

Check search assumptions:

- **Hypothesis 1 (H1):** There is a statistically significant correlation between the rate of exposure to famous Snapchat ads and the sustainability of the purchasing behavior of Saudi youth, the research sample.

It is clear from the previous table that there is a direct, non-statistically significant correlation between the rate of exposure to Snapchat celebrity ads and the purchasing behavior of Saudi youth, the research sample, as the value of the Pearson correlation coefficient was (0.096) at the level of significance (0.178) greater than (0.05), which indicates There is a direct relationship between the rate of exposure to Snapchat celebrity ads and the purchasing behavior of Saudi youth, the research sample, i.e. the higher the exposure to the Snapchat celebrity ads, the greater the sustainability of the purchasing behavior.

- **Hypothesis 2 (H2):** There is a statistically significant correlation between the motives of exposure of Saudi youth to celebrity advertisements via Snapchat and the sustainability of purchasing behavior.

It is clear from the previous table that there is a statistically significant direct correlation between the motives of exposure of Saudi youth to Snapchat and the sustainability of purchasing behavior, as the value of the Pearson correlation coefficient (0.608) at the significance level (0.000) is smaller than (0.05), which indicates the existence of a direct relationship. That is, the greater the motives of exposure of Saudi youth to the advertisements of Snapchat celebrities, the greater the sustainability of purchasing behavior.

- Hypothesis 2 (H3): There are statistically significant differences between the research sample in the sustainability of purchasing behavior according to the demographic elements (type - place of residence - educational qualification)

Test (T) for two independent samples T-Test between the research sample in the sustainability of the purchasing behavior of Saudi youth through the application of Snapchat according to the gender variable

It is clear from the previous table that there are no statistically significant differences between the sustainability of the purchasing behavior of the sample members according to the type variable, as the t value reached (-0.274) at a significant level (0.785), which is a value greater than (0.05). Therefore, we reject the alternative hypothesis and accept the zero hypothesis that states Ali, "There are no statistically significant differences between the sustainability of the purchasing behavior of Saudi youth through the application of Snapchat, according to the gender variable.

Test (T) for the two independent samples T-Test between the research sample in the sustainability of the purchasing behavior of Saudi youth through the application of Snapchat according to the residence variable

It is clear from the previous table that there are no statistically significant differences between the research sample in the sustainability of purchasing behavior according to the residence variable, as the t value was (-4.618) at a significant level (0.813), which is a value greater than (0.05), and therefore we reject the alternative hypothesis and accept the zero hypothesis Which states, "There are no statistically significant differences between the research sample in the sustainability of purchasing behavior through Snapchat celebrities, according to the residence variable."

One-way analysis of variance (OnWay-ANOVA) between the research sample in the sustainability of the purchasing behavior of Saudi youth through the application of Snapchat according to the educational qualification variable.

The data of the previous table indicates that there are no statistically significant differences between the research sample in the sustainability of the purchasing behavior of Saudi youth through the application of Snapchat according to the educational qualification variable, as the value of F was (4.193), and this value is statistically significant at the level of significance (0.007), and therefore we accept the alternative hypothesis. We reject the null hypothesis. There are statistically significant differences between the mean of the educational qualification groups.

8- Conclusions:

Snapchat came in the first place as the most preferred site for the respondents to follow the advertisements of celebrities on social media. The research results agree with the study of Kala Haitham 2020,^{27} which proved that Saudi university youth more prefer Snapchat in searching for information about brands, and Wafaa's study came in the first place. Al-Mishari 2021, ^{28} a study of both, Al-Ghamdi and Al-Qahtani 2019, ^{29} Al-Shaiti 2018,^{30} Al-Badna and Aba Al-Khail 2018,^{31} Yunus 2020, ^{32} in the intense exposure of Saudi university youth to social media, led by Snapchat.

It is worth noting that the respondents had the first motives for their exposure to celebrity advertisements related to emotional motives (commitment to customs and traditions and that products are fixed in their minds for a long time from exposure, celebrities have an attractive appearance), while the motives came in low percentages with regard to motives based on providing information and trust such as (being on They are fully aware of what is presented, and that they possess experience and skill, so that the respondents feel confident about the advertisements of celebrities).

With regard to the type and nature of the products and services that the research sample is interested in following up with the advertisements of Snapchat celebrities, it came in the first order in terms of interest in clothes and fashion, and in the second order perfumes and cosmetics, and this may be due to the fact that (61%) of the research sample are women, and because this type of product It attracts them more, and it came with a category that is somewhat interested in products (cars and

accessories, offers of real estate services, offers of cleaning and contracting services, offers of insurance services).

In the stages of purchasing behavior, in the first stage (attracting attention), the first reasons for attracting attention came (using music, songs, sound effects, and video to attract attention to the advertised products and services), as the number of those who agreed reached 141 young people (70.5%), and in the second stage (generating interest) is one of the most important reasons for generating interest among the study sample (I care about the advertisements of the famous because I remember them in my mind for a long time 64%, the way he uses them raises my interest about products 64%).

In the third stage (search), providing information that helps distinguish and compare brands was one of the first reasons for following celebrities, with a rate of 61.5%.

And in the fourth stage (action), the most important reason for buying is the frequency of exposure by 63.5%, while in the fifth stage (participation), the keenness to write an opinion comment on the popular page about the advertised products reached 64%.

From the foregoing, we conclude that university youth depend on marketing through the advertisements of Snapchat celebrities, and their confidence in the products advertised through them at all stages of purchase, and their direct impact on the sustainability of the purchasing behavior of university youth.

The current results are consistent with the study of Mai (2020), which concluded that the respondents of the study made actual purchases due to the ads of social media influencers, so most of them made actual purchases. Marketing that is done through these influencers.

And the study (Dimitrieska and Efremova, 2021) ^{33}, which showed that marketing through celebrities is the most powerful marketing method on the Internet, as consumers are interested in the stories of celebrities and their experiences with products.

While it differs in part with the study of Abdel-Malik (2017), ^{34} which concluded that there is an effect of Internet advertisements on the purchasing behavior of the audience, but it is not significant, but rather

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an effect above the average, and the most important stages of influence were the stages of interest and then attracting attention.

With regard to verifying the validity of the hypotheses, the first hypothesis was proven true, and there was a direct relationship between the rate of exposure to Snapchat celebrity ads and the purchasing behavior of the Saudi youth, the research sample.

While the third hypothesis proved to be incorrect, that there are no statistically significant differences between the sustainability of the purchasing behavior of Saudi youth through the application of Snapchat, according to the gender variable. The study agrees with the study of Mai Ibrahim, 2021, {³⁵} which showed that the gender variable did not affect the orientation towards the product and the purchasing intention.

And there are no statistically significant differences between the research sample in the sustainability of purchasing behavior through Snapchat celebrities according to the residence variable, educational qualification.

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