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The Effectiveness of Social Media Platforms in Boosting E-Marketing Outreach: A Field Study on Marketers in Sana'a Capital.

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Abstract

This study investigates the The Effectiveness of Social Media Platforms in Boosting E-Marketing Outreach: A Field Study on Marketers in Sana'a Capital. Employing a descriptive-analytical methodology, the research systematically examines data collected from a Random Sample of Marketers in Sana'a Capital. Utilizing advanced statistical analysis, the findings demonstrate a statistically significant positive influence of Social Media Platforms in Boosting E-Marketing Outreach, with a measured effect size of Instagram (β = 0.422). Furthermore, the implementation of Facebook (β = 0.227) and WhatsApp (β = 0.245) also X(Twitter) (β = 0.068) was found to exert a substantial and statistically significant effect on Boosting E- marketing Outreach. The study also highlights a pronounced sector-wide shift toward Social media Platform adoption, The results indicate that Instagram is the most widely used and influential platform in e-marketing, achieving the highest mean score and relative importance, with the strongest positive effect on campaign reach. This is due to its strong visual appeal and high user engagement, particularly among younger audiences. Facebook ranks second, showing a moderate but significant effect, highlighting its continued importance as a supportive tool for reaching a broad audience despite the growing preference for Instagram. WhatsApp occupies the third position, demonstrating a positive impact through enhancing direct communication and interaction with customers, which increases the effectiveness of marketing campaigns. In contrast, X(Twitter) ranked last in usage and showed a non-significant effect, indicating its limited effectiveness in promoting e-marketing within the studied context.

Keywords:(Social Media Platforms, Instagram, Facebook, WhatsApp, X Platform).

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INTRODUCTION

The current era is witnessing a significant transformation in communication and marketing patterns due to rapid technological advancements, which have profoundly impacted modern marketing strategies, particularly in the field of e-marketing. Social media platforms such as Facebook, X (formerly Twitter), Instagram, and WhatsApp have emerged as effective tools in enhancing the dissemination of digital marketing. They have provided marketers with interactive channels that enable them to reach a wider audience, manage marketing campaigns efficiently, and achieve direct interaction with customers. With the extensive expansion in the use of these platforms, they have become vital tools for marketers to promote brands and increase sales, especially in developing environments like Yemen, where the marketing sector is experiencing remarkable development despite technical and economic challenges (Alalwan Abdallah, 2017). Nevertheless, there remains a need to study the effectiveness of these platforms in enhancing e-marketing, the extent of their adoption by marketers, and the factors influencing their success in a local context such as Sana'a Capital.

Therefore, this study aims to explore the effectiveness of social media platforms (Facebook, X, Instagram, and WhatsApp) in enhancing e-marketing dissemination by evaluating the opinions of a sample of marketers in Sana'a Capital. This will help measure their reliance on these platforms, identify the challenges they face, and assess their actual impact on their marketing strategies.

LITERATURE REVIEW:

1. **Al-Shehri, Hanan bint Shaashou (2020):** This study aimed to identify the reasons that drive subscription to Facebook and Twitter, understand the nature of social relationships through these sites, and reveal the positive and negative effects resulting from the use of these sites. The study reached a set of important conclusions, most notably: one of the strongest reasons driving female students to use Facebook and Twitter is the ease of expressing their opinions and intellectual orientations that they cannot express frankly in society. The results also indicated that female students benefited from these two sites in strengthening their old friendships and seeking new ones, and communicating with their relatives who are geographically distant. It also became clear that using Facebook and Twitter has many positive effects, most notably intellectual openness and cultural exchange.
2. **Bousiri, Basma (2023):** This study aimed to verify the intensity of the impact of the electronic marketing mix through social media sites on changing consumer behaviors and the nature of the relationship between them. The study reached several

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important conclusions: there is a positive effect of varying intensity for electronic service, electronic promotion, and electronic distribution in changing the behavior of mobile phone customers in Algeria.

3. **Al-Mahmoudi, Fadl Mohammed, and Al-Musani, Moath Hassan (2023):** This study aimed to identify the nature of the impact of social media platforms, represented by: site management and site content, in enhancing integrated marketing communications in Yemen Mobile for mobile phones. The study reached some prominent conclusions: there is a significant impact of social media platforms in their dimensions, site management, site content, in enhancing integrated marketing communications in Yemen Mobile, and that it uses social media platforms to promote its services.
4. **Manal and Qataliya (2019):** This study aimed to reach facts about the reality of marketing through social media sites in the Condor institution and how it uses them to attract the largest segment of consumers and highlight the role that social media sites play in influencing consumer purchasing decisions. The study results crystallized that social media sites in general, and Facebook in particular, play an important role in marketing in general and influencing purchasing decisions in particular.
5. **Al-Dailami, Hanan Najm Al-Din (2023):** The study aimed to identify the importance of social media sites in commercial marketing. The study reached several important conclusions, most notably that social media sites have become one of the best ways today to develop a brand or company or simply communicate in a highly targeted way, and marketing through social media has become a logical outcome for institutions.
6. **Heishour, Sarah and Farid, Kourtel Farid (2020):** This study aimed to explore the mediating role of social media in the relationship between digital marketing and marketing performance in Zain Telecom in Iraq. The study results indicated a statistically significant correlation between digital marketing in its dimensions and marketing performance, and there is also a statistically significant correlation between digital marketing and social media, as well as between marketing performance and social media.
7. **Suleiman, Sami Abu Nasser, et al. (2017):** The study aimed to identify social networks and their role in achieving the effectiveness of electronic marketing for technical colleges in the Gaza Strip, where it included variables of social networks and their role in electronic marketing, in addition to identifying the extent of statistically significant differences in the attitudes of respondents towards the study variables.

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The study concluded that there is a statistically significant impact of social networks on electronic marketing in technical colleges in the Gaza Strip.

Problem Statement:

E-marketing in Yemen, particularly in the capital Sana'a, is undergoing a radical transformation due to the extensive use of social media platforms such as Facebook, X (formerly Twitter), Instagram, and WhatsApp, which have become primary tools for promotion and audience interaction. With this widespread adoption, questions arise regarding the effectiveness of these platforms in achieving the marketing objectives of local institutions and companies, especially given the challenging economic and political conditions in the country. On one hand, these platforms offer significant opportunities to reach a wide segment of the target audience at lower costs compared to traditional methods, and they enable direct and rapid interaction with customers. However, on the other hand, there are multiple challenges hindering the optimal utilization of these tools, including weak internet infrastructure, low levels of digital literacy among some segments, and the unavailability of reliable electronic payment systems, in addition to social and cultural restrictions that may affect the acceptance of certain marketing campaigns. Furthermore, the lack of clear strategies among many institutions for leveraging these platforms exacerbates the difficulty of measuring the return on investment in e-marketing. Therefore, there is a need for a comprehensive study that evaluates the reality of social media marketing in Yemen and identifies the factors that enhance or impede its effectiveness, with a focus on the local context and the suitability of these platforms for the Yemeni environment. It is also necessary to explore the opinions of marketers and consumers regarding the effectiveness of these tools and the impact of technical, economic, and social factors on the spread of e-marketing. Hence, this study seeks to analyze this issue in depth to provide a clear vision that helps develop more successful marketing strategies in this changing context.

The main problem of the study is represented by the following primary question:

What is the effectiveness of social media platforms (Facebook, X, Instagram, and WhatsApp) in enhancing the dissemination of e-marketing among marketers in Sana'a Capital?

This leads to the following sub-questions:

1. What is the effectiveness of Facebook in enhancing the dissemination of e-marketing among marketers in Sana'a Capital?
2. What is the effectiveness of X platform in enhancing the dissemination of e-marketing among marketers in Sana'a Capital?

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3. What is the effectiveness of Instagram in enhancing the dissemination of e-marketing among marketers in Sana'a Capital?
4. What is the effectiveness of WhatsApp in enhancing the dissemination of e-marketing among marketers in Sana'a Capital?

Study Hypotheses:

Based on the study problem and its sub-questions, the following hypotheses were formulated:

Main Hypothesis:

There is no statistically significant impact of social media platforms in their dimensions (Facebook, X platform, Instagram, WhatsApp) on enhancing the dissemination of e-marketing among marketers in Sana'a Capital.

This main hypothesis branches into the following sub-hypotheses:

- There is no statistically significant impact of using Facebook on enhancing the dissemination of e-marketing among marketers in Sana'a Capital.
- There is no statistically significant impact of using X on enhancing the dissemination of e-marketing among marketers in Sana'a Capital.
- There is no statistically significant impact of using Instagram on enhancing the dissemination of e-marketing among marketers in Sana'a Capital.
- There is no statistically significant impact of using WhatsApp on enhancing the dissemination of e-marketing among marketers in Sana'a Capital.

Study Objectives:

Main Objective:

To identify the effectiveness of social media platforms, Facebook, X, Instagram, and WhatsApp, in enhancing the dissemination of e-marketing among marketers in Sana'a Capital.

Sub-Objectives:

- To determine the role of Facebook in enhancing the dissemination of e-marketing among marketers in Sana'a Capital.
- To determine the role of X in enhancing the dissemination of e-marketing among marketers in Sana'a Capital.
- To determine the role of Instagram in enhancing the dissemination of e-marketing among marketers in Sana'a Capital.
- To determine the role of WhatsApp in enhancing the dissemination of e-marketing among marketers in Sana'a Capital.

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- To understand the concept and importance of e-marketing and its impact on commercial activity, and to identify the challenges facing its dissemination in the Yemeni context.
- To understand the concept of social media platforms (Facebook, X, Instagram, WhatsApp) and their potential and applications in enhancing the dissemination of e-marketing.
- To provide practical recommendations for marketers, marketing companies, and relevant institutions to activate the use of social media platforms (Facebook, X, Instagram, WhatsApp) in enhancing e-marketing efficiently.

Importance of the Study:

The importance of this study lies in the significance of its main variables: social media platforms (Facebook, X, Instagram, WhatsApp) and the dissemination of e-marketing. These variables are considered among the most prominent factors influencing the transformations of the modern marketing landscape, especially in developing environments like Yemen. The study seeks to explore the role of these platforms in enhancing e-marketing, thereby contributing to filling a research gap in this field. The importance of the study can be formulated as follows:

Theoretical Importance:

- The study contributes to enriching the research literature on the impact of social media platforms (Facebook, X, Instagram, WhatsApp) on enhancing e-marketing, especially in the Yemeni context.
- The study provides a theoretical and practical framework for the effectiveness of using these platforms in e-marketing, analyzing their potential and challenges in the Yemeni business environment.
- The study covers a vital sector, digital marketing in Sana'a Capital, contributing to understanding the reality of marketers' interaction with these platforms and their strategies to enhance dissemination.

Practical Importance:

- The study provides a diagnosis of the reality of using social media platforms in e-marketing among a sample of marketers in Sana'a, which helps entrepreneurs and company managers improve their marketing strategies.
- The results and recommendations provide a practical guide for marketers on how to effectively utilize each platform (Facebook, X, Instagram, WhatsApp) to enhance brand reach and increase sales.

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- Raising marketers' awareness of best practices for leveraging these platforms, with a focus on interactive aspects and cost-effective digital marketing.
- Relevant e-commerce entities and chambers of commerce can benefit from the study's results to develop marketing policies that support reliance on digital platforms in enhancing economic activity.
- The recommendations contribute to guiding institutions towards developing modern marketing strategies based on analyzing consumer behavior through these platforms, which enhances competitiveness in the local market.

Study Limitations:

Objective Limitation: The study focuses on measuring the effectiveness of using social media platforms as a means to enhance e-marketing from the perspective of marketers.
Geographical Limitation: The study was conducted in Sana'a Capital - Yemen.
Temporal limitations: The study was conducted during the period from March to August 2025.

Study population and sample:

The study population consists of Random sample of Marketers In Yemen (Sana'a Capital). The study sample consisted of (150) individual's Marketers in (Sana'a Capital). The study sample consisted of (150) individual's Marketers in (Sana'a Capital). The study distributed (150) questionnaires to English learners in (Sana'a Capital) However, (114) questionnaires were obtained, and (36) one was discarded due to its invalidity. The remaining (114) questionnaires were accepted and analyzed, and their number was (114) valid questionnaires.

THEORETICAL ASPECT

Social Media Platforms:

Concept of Social Media Platforms: social media are a group of software and tools that enable users to interact online, share content, and build a personal network of friends, colleagues, or organizations. The use of each individual for these networks varies, and there are no fixed rules that define the "correct" use for each platform. However, the key word here is communication. Users turn to social media platforms to exchange conversations with friends, share ideas, keep up with the latest news, and conduct marketing operations for selling and buying services and goods. (The Institution of Engineering and Technology, 2015)

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Importance of Social Media Platforms: social media has become a central topic in academic research in recent years, given its wide impact on individuals and societies in various aspects of life. This importance is manifested in the following areas:

1. Communication and Relationship Building social media enables individuals to communicate instantly and continuously with others across the world, which enhances social relationships and reduces feelings of isolation. (Boyd, D. M., & Ellison, N. B. 2007).
2. Access to and Dissemination of Information social media contributes to the rapid dissemination of news and knowledge, and is considered an important means of accessing up-to-date information, especially during crises and disasters. (Kaplan, A. M., & Haenlein, M. 2010)
3. Influencing Public Opinion social media plays a significant role in shaping public opinion by enabling users to express their views and participate in social and political discussions. (Hermida, A. 2010).
4. Digital Marketing and E-commerce social media has become an effective tool in marketing, utilized by companies to build their brands and increase interaction with customers. (Mangold, W. G., & Faulds, D. J. 2009).

Table (1): Dimensions of Social Media Platforms:

Criterion	Facebook	WhatsApp	Instagram	X (formerly Twitter)
Platform Type	Multi-purpose social network (text, photos, video, live broadcast).	Instant messaging application (text, voice, video, file sharing).	Photo and short video (Reels) focused platform.	Messaging platform (short messages, photos, video).
Content Model	Diverse (posts, videos, groups, ads, shops).	Text, voice, video messages, location sharing, documents.	Photos, Reels videos.	Short tweets (280 characters), audio spaces (Spaces), video.
Marketing Tools	Paid ads (highly targeted), Facebook Shops, groups for interaction.	Group messages (for customers), WhatsApp Business (business accounts).	Ads in Stories and Reels, influencer collaborations, Instagram Shops.	Promoted tweets, paid accounts (verification), direct interaction with audience.

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Criterion	Facebook	WhatsApp	Instagram	X (formerly Twitter)
Interaction Rate	Medium to high (especially in groups and live broadcasts).	Limited (preference for private communication).	Very high, especially with Stories and Reels.	High in live conversations and current events.
E-Marketing Features	Integration with Facebook Shop, advanced ads.	Direct communication with customers, customer service support.	Suitable for visual brands.	Suitable for instant promotion and news, interaction with celebrities.
Strengths	Largest user base, integrated marketing tools.	Wide spread, user trust.	High visual interaction, suitable for influencers.	Fast content dissemination, interaction with public opinion.
Weaknesses	Low organic reach, strict ad policies.	Limited marketing tools, data privacy.	Changing algorithms, requires high-quality content.	Limited content length, frequent policy changes.

by the Researchers

E-Marketing:

Concept of E-Marketing: E-marketing is defined as the effective (according to a clear digital vision) and efficient (inherent ability) use and development of digital marketing resources (and experiences, individual knowledge, rules, data, relationships, and tools available on the internet) to achieve a competitive advantage in the e-business market. (Tawfiq Musa, 2016).

The Importance of Digital Marketing:

Consumers engage with multiple communication tools throughout the day. A 2016 study revealed shifting trends in media consumption. According to the study, customers spend approximately six and a half hours daily on the internet, while broadcast TV and radio stations increasingly pivot toward digital platforms. Consequently, businesses aiming to reach their audiences predominantly opt for digital tools. Consumer purchasing behaviors

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are also evolving. Researchers investigating consumption habits have highlighted the significance of direct marketing in studies targeting the 18–35 age group. Today, consumers heavily rely on recommendations when making purchases, with these endorsements typically occurring online. These factors make digital marketing tools a critical area for exploration. With rising internet penetration rates, the focus on digital marketing has intensified. Moreover, the growing accessibility of digital marketing tools for small and medium-sized enterprises (SMEs) underscores their increasing relevance. This study will examine digital marketing tools and explore their applications. It will demonstrate how leveraging these tools can reveal challenges faced by businesses, alongside proposed solutions. Additionally, the study will address digital marketing strategies that SMEs can adopt to enhance productivity (Hasan Arapgirlioglu et al., 2019).

Characteristics of E-Shopping: (Hamdi & Khaled, 2023)

- Customer Interaction and Satisfaction: More critical than ever, online shopping ensures customer satisfaction and the continuity of this satisfaction. Interaction occurs between customers and sellers, as well as among customers themselves.
- Collaborative Marketing: Small and less affluent companies can market their websites collaboratively by targeting visitors interested in the collective offers provided by these companies.
- Integrated Functions: Online marketing has contributed to achieving integration between sub-functions of marketing on one hand, and between marketing and other business functions on the other. Online marketing redefines the boundaries of sub-functions within marketing, as marketing, sales, and order processing are integrated functions in web-based marketing.
- Added Value: Due to competition, customers now receive the lowest prices along with additional benefits, such as personalized services, up-to-date product information, and more.
- Transformation of Advertising Concepts: The role of online communication will shift from merely providing customers with simple promotional messages to delivering real, need-based information and obtaining immediate feedback. Internet users demand detailed and accurate information and seek interaction with information providers, marking the end of traditional marketers' role.

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Digital Marketing Tools:

Digital Devices:

Laptops, desktop computers, smartphones, tablets, smart TVs, wearable devices, gaming consoles.

Digital Platforms:

Social media platforms, search engines, websites.

Digital Media:

Online advertisements, social media marketing, SMS (Short Message Service), email marketing.

Digital Data:

Applications, communication forms, online surveys.

Digital Technologies:

Artificial Intelligence (AI), Virtual Reality (VR), Augmented Reality (AR).(Source: Lokesh Jasrai, "Digital and Social Media Marketing")

Table (2): Challenges of Digital Marketing in the Yemeni Environment

Challenges	Description Context in Yemen
Human Resource Challenges	Yemen suffers from a shortage of specialized expertise in digital marketing due to inadequate training and a lack of modern educational programs. Companies and organizations need to invest more in employee skill development or attract experts from abroad, which can be costly given the difficult economic conditions.
Infrastructure and Technological Challenges	Yemen faces weak internet and telecommunications infrastructure, hindering reliance on advanced systems such as data analytics or customer relationship management (CRM) platforms. Frequent power outages and network instability further complicate the effective implementation of digital campaigns.
Legal and Regulatory Challenges	The laws regulating digital marketing and data protection in Yemen are unclear or inadequately enforced, exposing businesses to risks—especially when handling customer data or digital advertisements. There is a need for clear legislation aligned with international standards.

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Audience Engagement and Communication Challenges	Due to security and economic conditions, public engagement with marketing campaigns in Yemen may be limited. Companies and organizations require tailored strategies that align with local culture and leverage the most widely used communication platforms (e.g., Facebook and WhatsApp), while accounting for low internet speeds.

World Bank Report on Yemen, 2023

Practical Aspects:

Methods and Instruments of the Study

The study employed the **descriptive, analytical, and causal-correlational approach** to describe the relationship between artificial intelligence (AI) tools and the development of English language skills.

Study Instrument

To collect the necessary data, the researcher utilized a **questionnaire** as the primary data collection tool. The questionnaire consisted of two sections:

Section One included three demographic variables related to the participants:

1. Gender
2. Age
3. Educational level
4. experience

Basic Study Data

This section includes the main dimensions through which the study variables are identified. It consists of two axes:

Axis One: Measures *social media platforms* and includes four dimensions:

- **Dimension One:** Measures *Facebook platform* and consists of six statements.
- **Dimension Two:** Measures *X platform* and consists of six statements.
- **Dimension Three:** Measures *Instagram platform* and consists of six statements.
- **Dimension Four:** Measures *WhatsApp platform* and consists of six statements.

Axis Two: Measures *the spread of social marketing* and consists of six statements.

Study Population and Sample

The study population consists of all marketers in the Capital Secretariat of Sana'a. A simple random sampling method was used, where the questionnaire was designed using Google

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Forms and distributed electronically to **150 individuals**. A total of **114 responses** were received, all of which were valid and analyzable. Table (3) illustrates this.

Table (3): Distributed, Retrieved, and Analyzable Questionnaires

Statement	Distributed/Received	Percentage
Number of marketers who received the questionnaire link	150	100%
Number of responses received	114	87.7%
Net number of valid and analyzable responses	114	87.7%

Arithmetic Mean Measure

Table (4): Criteria for Coding the Study Sample's Responses and the Arithmetic Mean Scale by Its Dimensions

Mean Score Range	Level of Acceptance
From 1.00 to less than 2.33	Low
From 2.33 to less than 3.66	Moderate
From 3.66 to 5.00	High

Reliability of the Tool (Questionnaire)

To verify the reliability of the measurement tool, **Cronbach's Alpha coefficient** was used. The coefficient was calculated for each dimension of the study, as shown in Table (5).

Table (5): Cronbach's Alpha Reliability Coefficients for Study Variables

Variable	Items	.Cronbach's Alpha
Facebook platform	6	89.3%
X platform	6	91.7%
Instagram platform	6	84.4%
WhatsApp platform	6	87.3%
Social media platforms (all)	24	88.6%
Social marketing	6	77.6%
Total questionnaire	30	89.6%

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The results in Table (5) show that the reliability coefficients (Cronbach's Alpha) reached 88.6% for the social media platforms axis, 77.6% for the social marketing axis, and 89.6% for the questionnaire as a whole. All these values are statistically significant at a level greater than 60%, which indicates that the study tool (the questionnaire) used to collect sample data is highly reliable, thus ensuring the validity of the statistical analysis.

Statistical Methods Used:

1. Reliability tests using Cronbach's Alpha coefficient: To assess the reliability of the questionnaire items.
2. Percentages and frequencies: Primarily used to describe the characteristics of the study sample.
3. Mean (Arithmetic Average): An indicator to rank the dimensions and statements according to their importance from the sample's perspective, aiming to identify the level of implementation of the study variables.
4. Standard deviation: To understand the extent of variation in the responses of the study sample for each statement from the average mean.
5. One-sample t-test: To test the level of sample responses on the study's dimensions and items. A positive t-value and a significance level less than 0.05 indicate no significant difference in viewpoints among sample members regarding the statements comprising the study dimensions.
6. Simple regression analysis: To test the statistical significance of the sub-hypotheses of the main hypothesis, by measuring the effect of each independent variable individually on the dependent variable.

Analysis of Demographic Variables Data (General Information)

Table No. (6) shows the frequency distribution for each level of the demographic variables as follows:

Table (6): Frequency Distribution of Demographic Variables

Variable	Category	n	%
Gender	Male	68	59.6
	Female	46	40.4
Education	Diploma	8	7.0
	University	76	66.7
	Postgraduate Studies	30	26.3

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Experience Total	Less than 1 year	14	12.3
	1–3 years	30	26.3
	4–6 years	28	24.6
	More than 6 years	42	36.8
		114	100.0
Age	Mean ± SD	32.84 ± 6.352	

Table (6) shows the demographic characteristics of the e-marketers. The results indicate that most of the respondents were males (59.6%) compared to females (40.4%), which means that e-marketing in the Capital Secretariat is more common among men. In terms of education, the majority had a university degree (66.7%), followed by postgraduate studies (26.3%), while diploma holders were the least (7.0%). Regarding experience, the largest group had more than six years of experience (36.8%), while others had 1–3 years (26.3%), 4–6 years (24.6%), and less than one year (12.3%). The average age of the respondents was 32.84 years (±6.352), showing that most of them are young and in the active working age.

Table (7): Descriptive Statistics of Social Media Platforms Usage and E-Marketing

No.	Platforms	N	Mean	Std. Deviation	Relative Importance %	Test Statistic	Significance Level	Rating	Rank
1	Facebook	114	4.18	0.621	83.5%	8.860	0.000	High	2nd
2	X (Twitter)	114	3.56	0.669	71.2%	-1.573	0.119	Moderate	4th
3	Instagram	114	4.39	0.472	87.8%	16.497	0.000	High	1st
4	WhatsApp	114	4.12	0.581	82.4%	8.458	0.000	High	3rd
	Total/Average	114	4.06	0.388	81.2%	11.056	0.000	High	
	E-Marketing	114	4.44	0.426	88.8%	19.511	0.000	High	

Table (7) presents the descriptive statistics of social media platforms usage in e-marketing. The results show that Instagram ranked first with the highest mean score (M = 4.39, SD = 0.472) and a relative importance of 87.8%, which was statistically significant at ($p < 0.001$). This indicates that Instagram is the most influential and widely used platform in e-marketing, reflecting its strong visual appeal and effectiveness in reaching younger audiences. Facebook came second (M = 4.18, SD = 0.621, RI = 83.5%, $p < 0.001$), suggesting that it remains a major platform for marketing despite the growing preference for Instagram.

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WhatsApp was ranked third (M = 4.12, SD = 0.581, RI = 82.4%, p < 0.001), highlighting its role as a supportive tool for direct communication and customer engagement. On the other hand, X (Twitter) was ranked last (M = 3.56, SD = 0.669, RI = 71.2%), with a non-significant result (p = 0.119), indicating that it is less effective in e-marketing within the studied context. Overall, the average usage across all platforms was high (M = 4.06, RI = 81.2%, p < 0.001), which reflects the strong reliance of marketers on social media as a whole. More importantly, the construct of e-marketing in general achieved the highest overall mean (M = 4.44, RI = 88.8%, p < 0.001), confirming that social media platforms collectively play a critical role in shaping and enhancing e-marketing practices. These findings suggest that while Instagram and Facebook dominate the e-marketing landscape, platforms like WhatsApp are emerging as essential tools for direct marketing, whereas X has comparatively limited impact in this context.

Hypothesis Testing

Table (8): Regression Analysis Indicators for Testing the Study Hypothesis on the Effect of Social Media Platforms Usage in Enhancing the Spread of E-Marketing

No.	Platforms	β	Std. Error	t	P	R	R^2	
1	Facebook	0.227	0.061	3.710	0.000	0.331	0.109	Significant
2	X (Twitter)	0.068	0.060	1.133	0.260	0.106	0.011	Non-Significant
3	Instagram	0.422	0.075	5.592	0.000	0.467	0.218	Significant
4	WhatsApp	0.245	0.065	3.752	0.000	0.334	0.112	Significant
	Total	0.227	0.061	3.710	0.000	0.331	0.109	Significant

Table (8) presents the regression analysis indicators for testing the study hypothesis regarding the effect of social media platform usage on enhancing the spread of e-marketing. The results indicate that Instagram has the strongest positive effect on e-marketing spread, with a standardized beta coefficient (β = 0.422), t = 5.592, and p < 0.001, explaining 21.8% of the variance (R^2 = 0.218). This demonstrates that Instagram is the most influential platform in promoting e-marketing activities, likely due to its visual content and high user engagement.

WhatsApp also showed a significant positive impact (β = 0.245, t = 3.752, p < 0.001, R^2 = 0.112), indicating that it contributes meaningfully to the dissemination of e-marketing,

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mainly through direct communication with clients and interactive engagement. Similarly, Facebook displayed a significant but moderate effect ($\beta = 0.227$, $t = 3.710$, $p < 0.001$, $R^2 = 0.109$), suggesting that it remains an important platform for marketing, albeit slightly less impactful than Instagram and WhatsApp.

In contrast, X (Twitter) showed a non-significant effect ($\beta = 0.068$, $t = 1.133$, $p = 0.260$, $R^2 = 0.011$), implying that its use does not significantly influence the spread of e-marketing in the studied context.

Overall, the combined model indicates a significant positive effect of social media usage on e-marketing ($\beta = 0.227$, $t = 3.710$, $p < 0.001$, $R^2 = 0.109$), confirming that social media platforms collectively enhance the reach and effectiveness of e-marketing activities. The findings highlight that while Instagram is the most powerful driver, WhatsApp and Facebook also play important supporting roles, whereas X has a limited impact.

The Social media platforms are essential tools for expanding e-marketing, with Instagram leading the effectiveness, followed by WhatsApp and Facebook, while Twitter's contribution appears minimal in this context. This emphasizes the need for marketers to prioritize platforms that maximize engagement and reach.

RESULTS

1. **Instagram**:
    a. Ranked first in usage with the highest mean score ($M = 4.39$, $SD = 0.472$) and relative importance (87.8%, $p < 0.001$).
    b. Shows the strongest positive effect on e-marketing spread ($\beta = 0.422$, $t = 5.592$, $R^2 = 0.218$).
    c. Most influential platform due to its visual appeal and high user engagement.
2. **Facebook:**
    a. Ranked second in usage ($M = 4.18$, $SD = 0.621$, RI = 83.5%, $p < 0.001$).
    b. Has a significant but moderate impact on e-marketing ($\beta = 0.227$, $t = 3.710$, $R^2 = 0.109$).
    c. Remains an important marketing platform despite the growing preference for Instagram.
3. **WhatsApp:**
    a. Ranked third in usage ($M = 4.12$, $SD = 0.581$, RI = 82.4%, $p < 0.001$).
    b. Positively affects e-marketing spread ($\beta = 0.245$, $t = 3.752$, $R^2 = 0.112$).
    c. Serves as a key tool for direct communication and interactive customer engagement.

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4. **X (Twitter):**
    a. Ranked last in usage (M = 3.56, SD = 0.669, RI = 71.2%) with a non-significant effect (β = 0.068, t = 1.133, p = 0.260, R^2 = 0.011).
    b. Less effective in promoting e-marketing within the studied context.
5. **Overall findings:**
    a. Average usage across all platforms was high (M = 4.06, RI = 81.2%, p < 0.001).
    b. E-marketing as a construct achieved the highest overall mean (M = 4.44, RI = 88.8%, p < 0.001).
    c. Social media platforms collectively enhance the reach and effectiveness of e-marketing.
    d. Instagram is the most powerful driver, followed by WhatsApp and Facebook, while X (Twitter) has minimal impact.
    e. Marketers should prioritize platforms that maximize engagement and reach.

DISCUSSION OF RESULTS

The results indicate that Instagram is the most widely used and influential platform in e-marketing, achieving the highest mean score and relative importance, with the strongest positive effect on campaign reach. This is due to its strong visual appeal and high user engagement, particularly among younger audiences. Facebook ranks second, showing a moderate but significant effect, highlighting its continued importance as a supportive tool for reaching a broad audience despite the growing preference for Instagram. WhatsApp occupies the third position, demonstrating a positive impact through enhancing direct communication and interaction with customers, which increases the effectiveness of marketing campaigns. In contrast, X (Twitter) ranked last in usage and showed a non-significant effect, indicating its limited effectiveness in promoting e-marketing within the studied context. These findings emphasize the importance of selecting the most influential platforms based on audience characteristics and content type to maximize the effectiveness of digital marketing campaigns.

Recommendations

1. Digital marketers should prioritize Instagram, Facebook, and WhatsApp when designing their marketing campaigns to ensure maximum reach and audience engagement.
2. Enhance the use of images, short videos, live streaming, and direct interaction with customers to increase the effectiveness of marketing campaigns across different platforms.

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3. Adopt an integrated multi-platform approach, diversifying content and interaction tools according to the characteristics of each platform to ensure marketing effectiveness.
4. Reassess less effective platforms, such as X (Twitter), which can be used for quick news updates or corporate announcements only, rather than relying on them as a primary marketing tool.
5. Utilize direct communication, especially via WhatsApp, to enhance customer experience, provide support, and deliver personalized promotions, thereby increasing customer satisfaction and engagement with the brand.
6. Continuously monitor changes in audience preferences and digital platforms to ensure marketing strategies are regularly updated and achieve the highest possible return on campaigns.

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