

# Analyzing Productive Families' Business Over Social Media Using External Factors of SWOT Analysis: Case of Saudi Families

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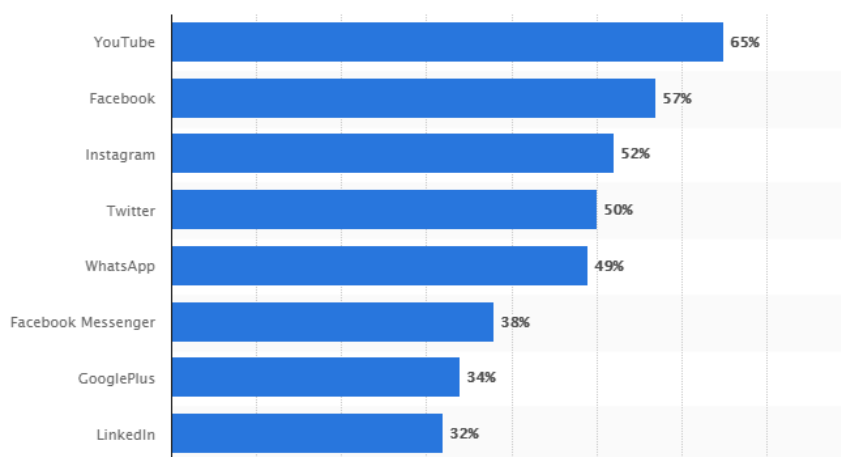
## Abstract

Nowadays, Social media has not only captured the lives of Internet users but have captured the interest of many of the world's leading companies to attract the attention of many marketers, especially those whom interested in e-marketing, to become an integral part of any company or company's e-marketing plan. This field of social media takes place in a context where marketing plays a major role in the accomplishment of the tasks. Often social media can be an important means of creating valuable opportunities for the Saudi families business to achieve their goals in promoting and advertising their products. Therefore, the analysis of data from social media sites can provide useful decision-making information for families businesses; however, How Saudi productive families business can make investment opportunity and product development through social media? This preliminary study provides the proof of the factors for which the productive families' uses of the external factors of (SWOT) framework which are Opportunities, and Threats (OT) model. The research methodology had done by gathering qualitative data from productive families' interviews about the use of social media by using "UTAUT". The researcher found that social media is perceived as a valuable tool in customer acquisition, advertising, and sales. The study also reveals that social media has many positives with the major concern of the apprehension of dealing with unknown persons.

**Keywords:** productive families' business (PFB), families business sector, SMEs sectors, SWOT Framework, Strengths, Weakness, Opportunities, Threats.

## 1. Introduction

Nowadays, in Saudi Arabia, like many other countries, has undergone a great deal of transformation, from sustaining a simple and vast desert country to becoming a powerful, wealthy, and famous country in the Middle East. For the past ten years, it has become apparent that there has been a more rapid increase in the use of social media communication in Saudi Arabia. So, Social media has an important communication and interaction platform between the Saudi societies especially among the younger generation (Dalal & Abdulrahman, 2015). The use of social media is a daily use among young individuals in Saudi Arabia. In fact, social media has become a habit for millions of them in Saudi Arabia as any other country in the region (n.d, 2016). Saudi's society has become more interested in the usage of social media networks, which have been become a real phenomenon that has transformed the interaction and communication of individuals throughout the world. Especially, social media networks are very popular and have become daily practice in a lot of Saudi lives style. There is a constant increase in social media and therefore the impact of social media is becoming very stronger every day, into each kind of business. Saudi Arabia utilizes their Internet and the websites in so many aspects of the country, (Dalal & Abdulrahman, 2015), concluded in their study. Social media are one used as a source of information and spread of knowledge changing people's views and opinions, news bulletin boards, an effective way of monitoring the economy and financial aspects of the country and much more. Moreover, people in Saudi Arabia use social media networks to discuss social issues, share pictures, post daily events, meet new friends, share knowledge, communicate with other people and have fun. According to the website Semoicast (2016), Saudi has spent most of their time sitting and using their devices, especially since smart phones and tablet devices were launched as illustrated below of useful links.



**Figure 1: The social media usage of Saudi Arabian citizens.**

## 2. Related work

In order to understand the theoretical background of this problem, the researcher was analysis many previous related Studies. In the literature review, the first study by Amera and others (2016), paper, was investigating the effect of Instagram on the productive family's business in the kingdom of Bahrain. In addition to, Blerta & Burim (2016), Seeking to identify the challenges and opportunities of Social media as the marketing tool for SMEs. And Dalal & Abdulrahman (2015), paper, was seeking to identify the Opportunity of Twitter for Small Business Entrepreneurs in Saudi Arabia. And the thesis of Abdullah (2014) which designing a social media plan for the food business in Saudi Arabia. And Gail, Alan & Dave (2014), its title "A SWOT Analysis of Competitive Knowledge from Social Media for a Small Start-Up Business", which increases the competitive knowledge through evaluating the results of the SWOT analysis. Further, there is a case of a Family-Owned Mediterranean Restaurant done by Laeeq & Jan (2013), Conference Paper, what has shown the Social Media Marketing in a Small Business. Also, A Case Study was done by Sarah (2012), paper, that analyzes what strategies an owner-manager uses on social media to engage customers. Another case study was about Saab Automobile AB done by Malin & Alem (2011).

These studies present a useful means to analyze the kinds of research that need to be pursued to make additional research progress in the related area, of social media marketing. According to researcher knowledge, the majority of academic literature deals with two specific topics that are rarely discussed together: productive families marketing and development using social media. The perceived challenges, opportunities, and social media uses cases in marketing sector have not pay full attention to the literature. The weakness of majority perceived researches which discussing the SMEs is the same strategies did not necessarily work for productive families businesses. In addition, most of the kinds of literature in SMEs sectors have been written about the strategic sector. According to researcher knowledge, she does not meet any previous study, has determined the most challenges, that impacting on marketing via social media at Saudi Arabia; specifically, families' business sector with presenting some suggested solutions. In order to provide snapshot of productive families who use Social media in Marketing, and how to overcome the current obstacles.

## 3. What SWOT Analysis Framework

SWOT analysis Framework is one of Strategy-Formulation Analytical Framework: this finding the match between organization's internal resources, skills and the opportunities and risks created by its external factors. Gail, Alan & Dave (2014) considering SWOT are an example of a framework that can be used to understand these opportunities and limitations. The fundamental objective of strategic management research is to identify how competitive advantage in order to be created and sustained. Strategies determine the productive families' market position and identify necessary key resources being required to assure long-term competitiveness. The most important framework of strategic management is the SWOT analysis, which is commonly used to identify the internal strengths and weaknesses of a firm and to reveal the opportunities and threats originating from the external environment. The SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats) is a commonly used tool to facilitate a strategic review of a particular organization, charity or ministry. It focuses on the key factors which are most pertinent to ministry achievement or otherwise of evaluating the progress of its purpose and vision. It does this through identifying the internal and weaknesses of the charity /ministry and the opportunities and threats which (primarily) are impacting it from outside (Khan, 2013).



**Figure 2: SWOT as a box**

There are four types of strategies: Strengths-Opportunities (SO), Weaknesses-Opportunities (WO), Strengths-Threats (ST) and Weaknesses-Threats (WT) but in this research we focusing on the external factors which are Opportunities -Threats (OT).

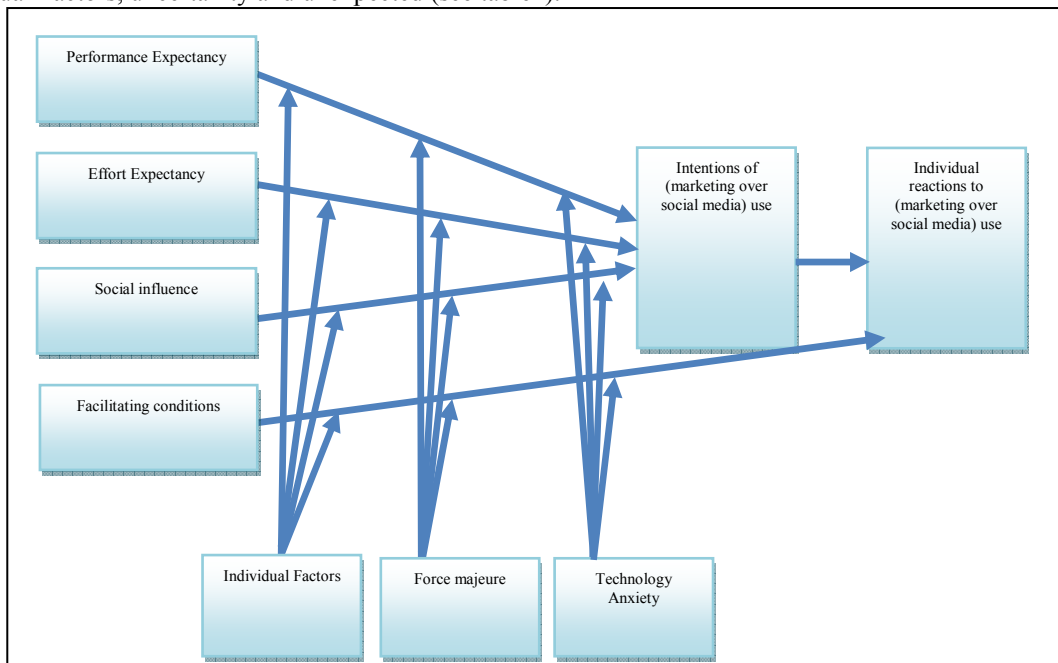


**Figure 3: OT strategies**

SWOT analysis provides a framework for identifying where strategic opportunities may exist and how to avoid threats from outside that may limit future growth (Khan, 2013). When considering Opportunities and Threats, realize they are mainly gathered from looking beyond the boundaries of the charity /ministry.

**4. Unified Theory of Acceptance and Use of Technology Model (UTAUT)**

The measurement of this research is based on UTAUT model' which was proposed by Venkatesh, Morris, Davis and Davis (2003) as an extension of the Technology Acceptance Model (TAM) to study information technology adoption, intention, and use. UTAUT is a model of individual receiving compiled from eight models and theories, Theory of Reasoned Action (TRA), Technology Acceptance Model (TAM), motivational model (MM), Theory of Planned Behavior (TPB), C-TAM-TPB, the model of PC utilization (MPCU), the innovation diffusion theory (IDT) plus social cognitive theory (SCT). The researcher, therefore, introduces a subjective task value to UTAUT, when addressing the research questions. Figure 1 below demonstrates the linkage between different variables; performance expectancy, effort expectancy, age, gender, and education. It is has used to study and investigate the relationship between the independent and dependent variables and, consequently, resolve the study problem. The model contains two main sections. The first section is the independent variables: Social influence and facilitating conditions (see table1); the second is the controlled variables (dependent variables): Individual Factors, uncertainty and unexpected (see table2).



**Figure 4: Factors influencing the development of usage social media by productive families**

Table 1 show the proposed improved dimension of individual factors and introduces the dimensions of force major and Technology Anxiety. It also includes specific variables for this project.

Moderators	Explanation	Variables
Individual Factors	This dimension condensed the four moderators (age, gender, Level of education, and Business type) under one dimension.	Age, gender, Level of education, and Business type.
Force majeure	This is a newly proposed dimension. It is supposed to obtain information about exclusive cases in an environment.	New rules, environmental causes , something out of hand, Government decisions, family in charge
Technology Anxiety	This is a newly proposed dimension. It is assumed to obtain information about an individual's psychological and / or habitual readiness to adapt change.	Unconfident or dissatisfaction trust, hesitate, Quality, disappearance

Table 1: Dependent Variables

Table 2 show the key constructs as well as productive families' account specific variables, those which are appropriate for the validation effort of social media.

Moderators	Explanation	Variables
Performance Expectancy	An individual's perception that using an IT system will enhance job performance.	Social media account's effectiveness, Social media account's improvement of work performance, Social media account improvement of productivity, chance to gain transferable skills, and better control of work.
Effort Expectancy	An individual's perception that using an IT system will be free of effort.	Easiness of accessing stockholder, clarity of prospected sector, ability to identify relevant Stockholder, smoothness of interacting with the Stockholder, and marketing's overall presentation and outline
Social Influence	The influence of individual's peer/or other social groups on individual's behavior. Effect that other people's opinion on the consumer's behavior. An adoption factor which looks at the influence exerted by the social environment of the adopter.	Culture, consumer's behavior, purchase behavior and post-purchase communication.
Facilitating Conditions	An individual's perception of how easy or difficult it will be to perform the target behavior (self efficacy), of factors that impede or facilitate the behavior (facilitating conditions), or of the amount of control that one has over performing the behavior (controllability).	Comprehensiveness offer of steps that are logical to use, apply, and recall; and cover of all essentials to perform tasks and overcome difficulty

Table 2: Independent Variables

## 5. Research Methodology

Research can be conducted by using different methodologies and approaches, depending on nature and aim the research. The methodology applied during the research has a key importance, thus special attention must be paid to the entire research process starting from the identification of the problem, determination of objectives, collection, and analysis of data all the way to the conclusions and recommendations, something that was observed and recorded during the writing of this paper. (As lustrated in Figure5 step 1)

## Research Methodology



**Figure 5: Research methodology**

As main sources of information, used in compiling of this paper, were secondary sources, sources accessible through the internet, and the existing literature in the field of marketing as in general and social media marketing in particular. Sources used are many scientific articles on social media marketing and general literature on marketing, the results of these articles and the opinions of their authors have been analyzed and compared to fulfill the aims of this paper (see Figure5 step 1).

The researcher conducted one approach that has facilitated data collection process. The researcher has used the online interview to collect data toward conduct a qualitative and analytical. Within this research, the qualitative method is used in order to identify opportunities, threats, determine factors that drive social media marketing development usage by Saudi productive families. The qualitative approach is a method used widely in social sciences; it enables to study the events by using qualitative data expressed in words and theory (Blerta & Burim, 2016). Qualitative research is an interpretive research that deals with symbolic materials that required a lot of interpretation. It usually answers questions and does not test hypotheses. The purpose of choosing Online interview for this study is to understand how these families businesses engage with the public, how they use social media and what type of information they share on social media. Moreover, to determine the types of social media platform that businesses preferred to engage with the public.

The researcher has used the clear questions by adopting the UTAUT model and avoids leading questions to get as clear and detailed answers as possible. At the same time, the researcher wants her respondents to be able to respond fairly and freely on the issues because she wants to know the basis for their opinions, which is why she has decided not to use questionnaires. The interview questions addressed the use of social media, the strategy of publicity, and the challenges in engaging with the public and to answer research questions. The interview questions were divided into four categories. These questions were categorized on based on the direction to be the answered. It different and depends on the types of respondents. These interview questions were dialogue in the Arabic language due to most of the participants are nonspeaking English. Furthermore, in order to have an accurate response from participants, respondents were interviewed in the Arabic language. Then the responses of the participants were translated into English. All interviews were completed from September 2 to November 27, 2017(see Figure5 step 4).

Online interview Synchronous interviews using text chat, multi-channel meeting spaces, video conferencing. Online interview was distributed using social media direct message service (Twitter, Instagram, Facebook, and



Snap-chat).The total questions sent are 590, An active productive families accounts that already exist, the researcher raises to answered them. The Online interview was answered by 81 productive families in Saudi Arabia. The duration of data gathering was 4 weeks. The second part of the interview questions was asked to respondents from who used any of social media platforms. The final part is also some general questions on regardless of the type of information that they shared with the public and the limitation of using social media.

### 6. Data Analysis

Analyst The researcher was applied online interview by sending the link to 590 active accounts on social media (Instagram, WhatsApp, Twitter, and SnapChat....). Due to the concentration of the most productive family's online whom using social media for marketing and catch the attention of their prospected clients. The link was containing, opening and closing interviewing, questions must be answered, the net social media, account holders were answering are only 80 according to their mentioned under table list activities.

Kind of activities	Total
sewing& tailoring	3
homey cooking	29
Computer programs(snap chat filter-designs PowerPoint)	9
Electronics supports for Companies and individuals	4
Education production tools	1
Hand craft catchy	2
gift packing	4
makeup &beatification	10
animal production :poultry, buttering makes	3
Agriculture (dates vegetables fruits)	3
accessories	3
Incense& perfumes making,	2
Other, please specify Hands making (storage) boxes ,baskets for regulation things ,cloths sells, paint works ,slick screen, knitting, weaving Honeying ,advertising on cubs and t-shirts	7
<b>Total</b>	<b>80</b>

Table 3: sample of activates interviewers

The Researcher asks them about the kinds of social media they are using in their marketing? And they answered on the table:

Social media	Number of using
Instagram	64
snap chat	22
Twitter	19
face book	12
Blog	3
Telegram	2
WhatsApp	7

Table4: samples accounts of social media

From the data analysis that the discussion on, what we can clearly see that social media is a key factor, in the success and growth of a business if they used, it in an effective way. There are many factors that may be postponing business gain, this factors like:

#### Grand of supervisor

Interviewing the viewers, which are superior to marketing via social media females or males, did Saudi society accept that? Their feedbacks divided, some of them agreed; females are better in social media marketing than male, due to their perfect and serious in demonstrated. They specified products with professional details. They also experienced in makeup and styles of marketing (beatification) in general, some viewer causes that the females have a lot of leisure time than the males this may be the main factors of succession. On another hand, the males are investing in social media marketing especially for the huge company and it is applications that why males have exactly evaluation without exaggeration and courtesy. But other viewers see there are no differences between males and females in the marketing they are equality, it demands to be infatuated with the subject. The gender will not be affecting to social media marketing if a female or male who like marketing, the field will passionate. Female as society evaluates she the mostly using social media, more than males. Also, they are analysis the ladies gives perfect specification and information than man, Saudi society the top of using social media than other natives of the world, so they accept the electronics marketing, that increases an idea of social

media marketing, due to understanding the knowledge of social media. It is the main gate of researching and demonstrated products & news.

#### **Level of education and Age**

The researcher asks the interviewers: did the educational level and age will affect social media marketing?

The interviewers mentioned dissimilar relies upon; some believes that it will affect depends on the sort of declare product and kind of services, also the prospected advertise and marketing. Some interviewers thinking the age has the long hand on affecting on marketing, due to experience and educational level, plays very important cycle in marketing. The other saw not affect but the main factors in this stage are human knowledge, interesting and marketing passion. Also, imagine whatever human reaches and gets high qualifications were never compensating the knowledge familiarity. Other, make out the culture needs experience nevertheless professional will take a place in electronics marketing, well reading with keen understanding the grammars and punctuation rules without mistakes in writing or spelling it is the target. Some said that it is unnecessary the marketing needs skillfulness or talented mode. Somebody participates education it is not involving as the measure but the age and experiences are playing the key role, according to the age are affecting for example 18 years old not performs as 50 years, thinking and takes the right decision, treatment keen and smarts. Some sharing his idea must be educated; understanding with professional in marketing knows to satisfy the client. The funny replies from woman participator she was intermediate graduated and aged, she said: I believe that the education and age will not be affecting in marketing, the main parameter is the way or style of marketing and trustiness between client and salesman. Someone says education very important for best communication and building correct sentence, wide explanation for product specification. Somebody adds the education has the extra bonus to transfer product idea with eagerness and challenger with specifications and persuade for the recipient. The extraordinary reply the uneducated unable to market his product and facing a lot of difficulties definitely the education it is important.

#### **Experience and budget**

Some interviewers answer that the question "Does marketing required experience, budget, and huge efforts?" As the marketing is as science with basic and essential of creativity in marketing it needs experience, budget, and efforts. But the best answer it needs somebody familiar with the product. Someone responded that to figure out away the target and located it is the best way to find the target, the Budget comes last, and experience and efforts. Somebody replies ever social media has it is specific sector, pioneers using, must know the rules and it is applications. Also, express the right way for marketing guides. In addition some - It is likely that he needs experience for the reason that he could be marketed to the whole set of society, modernization and nationalities because successful selling needs effort, productivity, photos and precise details conducting with carrying out with products' specification. Some viewer agreed it needs the gigantic budget for advertising, and advertising nowadays depending on completely on social media with professional experience marketing persuasion offers, definitely the advertising budget it is necessary. Moreover, other interviewers said it needs experience due to marketing skillfulness and needs to efforts in order to cover whole prospect client and followers. Because the successful selling needs effort, productivity, photos and precise details conducting with carrying out with products' specification. Other interviews believe that the marketing via social media is the certainly necessary for them in addition to the time because the individual product provides a service or product to the community. Certainly the community wants to get the best possible for the product that needs a period, so the people get used to its existence the duty of someone saying that people like the love of appearances and morphological form, you have to show your followers the most beautiful pictures and come to the most beautiful pictures you have photographer, etc. ... and talk under the picture and style in a kind of marketing. The Another interviewer believes that the experience accumulated gathered within the time, in how to display the goods of packaging, products, photography, and also the existence of an Internet network, communication in a suitable language for all means of persuasion, all require experience, and to prove yourself as a marketer, you must have strived to prove your trade name for the largest possible slice of traders and beneficiaries of you and this needs a budget.

#### **Force majeure**

The majority agreed on the need of permission from the guardian (Father) to avoid the severe consequences that may be inflicted on them. Without they get the permission of the guardian that means they can't start to apply the activities and marketing of products through the relatives' media like the family group in Whatsapp. Those who did not justify their answers were excluded ... It is certainly not taking the ear of the guardian take a lot of time and effort because everything is far from him in terms of delivery or the publication of the account or the number; to communicate if it is his permission easy everything in all respects and the lack of fear or as much as God became Shi. Some interviewers said the prices of electricity bills are very high and internet charge has a negative impact on the rest of the revenues, but proper marketing covers these costs.

### **7. Findings**

The researcher found that social media is perceived as a valuable tool in customer acquisition, advertising, and sales as agree with Dalal & Abdulrahman (2015). The study also reveals that social media has many positives

with the major concern of the apprehension of dealing with unknown persons. There are seven ways that productive families business could develop the using of Social Media.

Until now, in Kingdom of Saudi Arabia, there is no formal umbrella to organizing these families, granting licenses, training them or marketing their products/services. Moreover, the absence of specific statistic numbers of those families, activities and service areas. Some of these families are marketing themselves through social media, contracting with a group of representative to deliver their products. The others families have been supported by charities empowering them, providing raw material and financial support furthermore marketing their products/services. The third type subscribes to commercial stores and physical shops where they available in the Arab regions. The last type of productive families business , who subscribe with marketing application that market their products, take a rate of each request between 10% -15% per delivery service; these applications Such as Sultana and Dokan. The figure below illustrates these four categories:

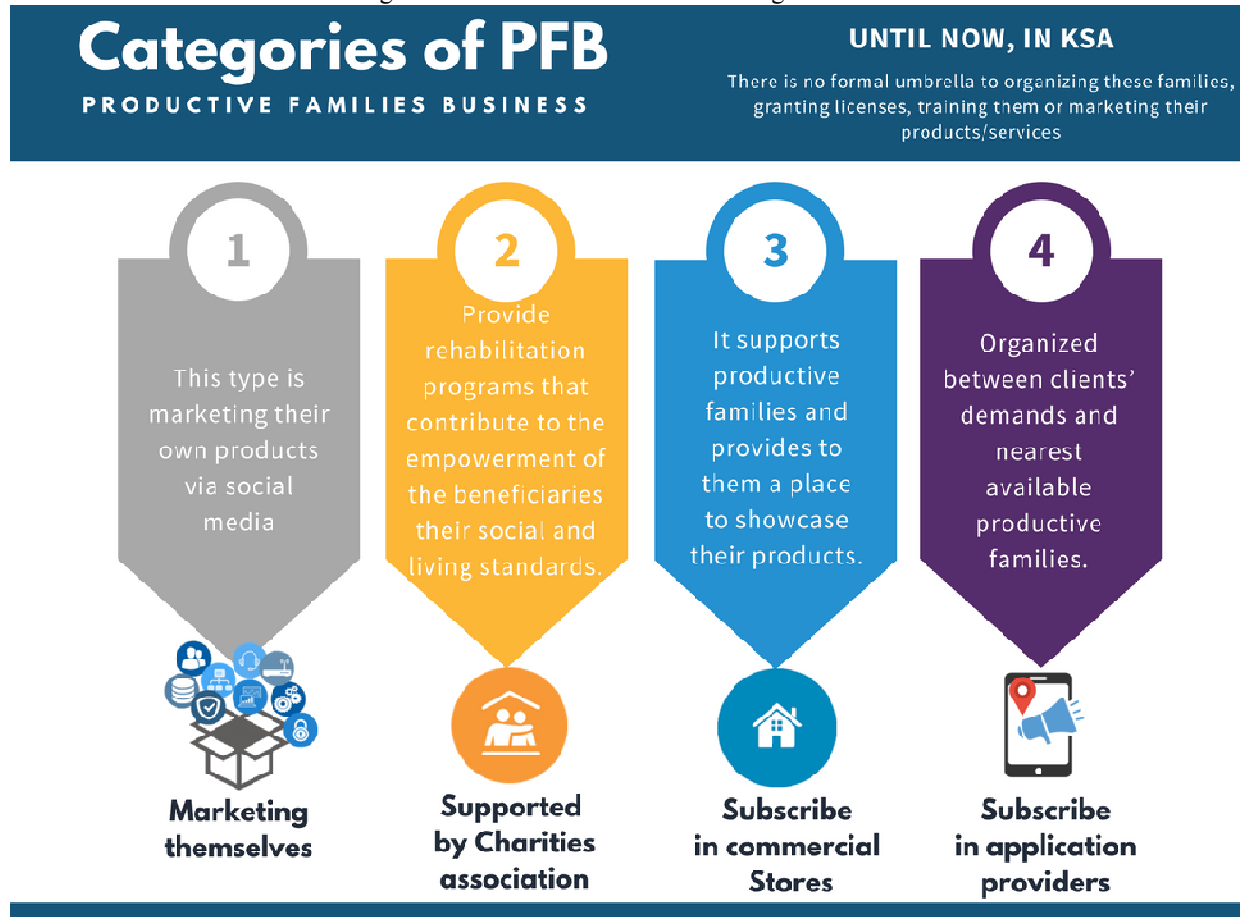


Figure 6: categories of Saudi productive families whom using social media

## 8. Conclusion

This paper covered the factors that affect the families' business sectors which called "productive families". As a result of this research, the Saudi productive families business can make investment opportunity and product development from social media by developing a comprehensive new style for advertising, marketing and publicizing products and brands among business owners as well as customers. these activities like Home cooking, Tailoring and detailing, Electronic services for individuals and companies, Ceramic and pottery works, Preserving gifts, make-up Artists, Animal Production (Poultry, Eggs, Butter), Agriculture (Dates, Vegetables, Fruits), Accessories, Folk Crafts and Perfumery and incense industry. The external factors are used to identify Opportunities and Threats. Note that "Opportunities" and "Threats" in an environment are clearly external considerations. In "Opportunities", you can list the opportunities that may lunch in charity and it is going to capitalize on. In "Threats", you can list the external threats that are aware of in terms of problems that it has to solve. Resulting in this study the researcher will cover in next paper the challenges and difficulties that facing productive families; focusing on the context and content using Marketing Mix 8'p.

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