**An Examination of the Use of Dialogic Principles on Twitter to Market Saudi Women’s Health Clubs**

**Statement of the Problem**

Saudi women are not in good health. Obesity, heart disease

Saudi women use social media

**Relevant Research**

Sait, S. M., & Al-Tawil, K. M. (2007). Impact of Internet Usage in Saudi Arabia: A Social Perspective. *International Journal of Information Technology and Web Engineering* , 35.

Makki, E., & Chang, L.C. (2015). Understanding the Effects of Social Media and Mobile Usage on E-Commerce: An Exploratory Study in Saudi Arabia. *International Management Review* , 98-109.

Temporal, P. (2013). *Islamic branding and marketing: Creating a global Islamic business*. Hoboken, NJ: Wiley.

Mansour, I. H. (2015). Beliefs and Attitudes towards Social Networks Advertising: a Cross Cultural Study of Saudi and Sudanese Females . School of Management Studies

**Approach of the Study**

**In this exploratory study, I will** examine the social media (Tweets/Instagrams?) of Olympiaksa and Fityou\_Fitnes, recently opened women health clubs in Saudi Arabia. Using) using a grounded theory analysis to determine the clubs’ visual and textual design and their publics’ reactions to their advertising

**because I want to find out** how these clubs are attempting to appeal to Saudi women and how women are responding

**in order to** provide information on this emerging industry

**so that** I can contribute to research on marketing to women in KSA

**REVIEW OF THE LITERATURE**

What do I need to know about marketing in KSA?

What do I need to know about women using social media in KSA?

What do I need to know about women’s health in KSA?

What do I need to know about KSA women’s health clubs?

**References**

Abdul Cader, A. (2015). Islamic Challenges to Advertising: A Saudi Arabian Perspective. *Journal of Islamic Marketing* , 166-187. (Abdul 2015).

Cader (2015) in his research has explored the impact of advertising on conservative interpretation of Islam. The research has critically reviewed the literature available on advertising in context of Saudi Arabia. The results of the research revealed that the special care should be given to the advertising content aimed at targeting segments of Muslim societies. Writer in this research has concluded with the four important factors that should be brought into consideration before the advertising messages are created. The factors include the contents that avoid display of immorality, avoid using of musical instruments, women with proper and full dress and with conjectures of Islam and deceptive marketing messages should be avoided. The research is limited to the Hanbali sect of Saudi Arabia, however, its impact may be generalized to other Muslims of the world.

**References**

# Akar, E., & Topçu, B. (2011). An Examination of the factors influencing consumers' attitudes toward social media marketing. *Journal of Internet Commerce*, *10*(1), 35-67. (Akar & Topçu 2011).

The attitude of consumers towards social media is discussed in this article on the Journal of internet commerce. The values of the consumer as well as the culture of the consumer groups targeted by internet commerce marketing teams is important. The research calls for the need to examine the response of consumers to a brand on social media. It is necessary for the companies targeting online consumers to inherently understand their needs, values and their buying pattern by studying their buying patterns of products through social media. This is stressed by the research paper and highly encouraged before more marketing campaigns can be set up. This research thus seeks to ensure that at the end of the day, the marketing strategies employed are anticipated and welcomed by the consumer.

Assad, S. W. (2008). The rise of consumerism in Saudi Arabian society. *International Journal of Commerce and Management* , 73-104. (Assad, 2008).

Assad (2008) in his research article has explained the Saudi Arabian society and the way the country has become a major consumer market through the use of its oil reserves. The research has used the secondary data available in England in Arabic language that was specific to Saudi Arabia. The results of the analysis of research have revealed that the Arabian markets have become a big consumer markets, which are now influenced by various local and international factors. The study has further concluded that various local, social, economic and government and cultural trends are now enforced due to the impact on Saudi Arabian markets. In addition to these, the results of the research have further revealed that commercial advertising on television and internet, marketing strategies and manipulative advertising are the main factors that have impacted the Saudi Arabian markets to great extent.

Chen, Y., Fay, S., & Wang, Q. (May 01, 2011). The role of marketing in social media: How online consumer reviews evolve. *Journal of Interactive Marketing, 25,*2, 85-94.(Chen, Fay, & Wang, 2011)

This article, published in the Asian Journal of Interactive marketing explores the consumerism trends in China. It details how marketing on social media affects the ability of users to make conclusive commercial decisions based on social media motivation. The research paper explores how social media channels make product marketing more lucrative to consumers than would other channels. This is backed up by the various success stories within the Chinese market. The paper also argues that the existence of a variety of social media channels that have attracted a wide range of users makes it possible to reach different categories of users as well as global markets inherently at once. The research paper is necessary to the research as it contributes to the agenda on the importance of social media marketing and the ways consumers’ reviews evolve.

Chi, H. H. (2011). Interactive digital advertising vs. virtual brand community: Exploratory study of user motivation and social media marketing responses in Taiwan. *Journal of Interactive Advertising*, *12*(1), 44-61. (Chi 2011).

Interactive marketing in the digital platform is considered a new platform for exploration in the interactive era. This is the same with the concept of virtual brand community. This study explores these two concepts. Interactive digital advertising has been defined as advertising on social media websites where users can actually interact during the advertisement. And virtual brand community has been defined as a structured relation of brand and consumer on social media website. These concepts are relevant to women in Saudi Arabia who spend a lot of hours online and will indeed assist in this research.

Chu, S. C. (2011). Viral Advertising in social media: Participation in Facebook groups and responses among college-aged users. *Journal of Interactive Advertising*, *12*(1), 30-43. (Chu 2011).

The use of viral-driven advertising in social media is advocated for in this research. Where viral-driven advertising has been defined as the type of marketing which is initiated by consumers by passing along advertising messages to their further contacts on social media sites. The paper argues that Facebook is a common channel for social media marketing involving college-aged users. For this research, it will assist in understanding behavior among Saudi women within the college-aged group.

Close, A. (2012). *Online consumer behavior: Theory and research in social media, advertising, and e-tail*. New York: Routledge. (Close 2012).

Close’s book details the different behaviors exhibited by consumers online. It classifies users according to their needs and responses to different situations. This makes it possible for the average reader to understand the psychology of consumers and their cultural dimensions or preferences. This is especially critical in this research as it would form general conclusions about Saudi women, who fall under the category of online consumers. The research is detailed about social media consumers and the different aspects that make viable sense to them. It is important for this research as it helps predict the necessary strategies that social media marketers could employ to target Saudi women specifically.

DiMarco, J. (2017). *Communications writing and design: The integrated manual for marketing, advertising, and public relations*. New York, NY: John Wiley & Sons. (DiMarco, 2017).

This book classifies communication writing and design as one of the key concepts of proper social media marketing strategies. It is necessary in the development of public relations campaigns and advertising projects that are message oriented. This research seeks to exploit these concepts and make it possible to learn and target the segment of Saudi women for specific marketing campaigns. DiMarco’s book is critical to this research as it popularizes the notion of communication design. This research focuses on advertising design for USA and western European markets, this book offers a lot of insight on the design of advert writing and other communications that seek to pass intentionally specific messages.

Grabe, S., Ward, L. M., & Hyde, J. S. (2008). The role of the media in body image concerns among women: A meta-analysis of experimental and correlational studies. *Psychological Bulletin*, *134*(3), 460. ( Grabe, Ward & Hyde 2008).

This study considers the issue of body image among women as a general concern to marketers. It advises on the need to exploit this concern and ensure that women feel comfortable about the image they portray. This is especially important for this research as it concerns women.

Hassan Fathelrahman Mansour, I., & Mohammed Elzubier Diab, D. (2016). The relationship between celebrities' credibility and advertising effectiveness: The mediation role of religiosity. *Journal of Islamic Marketing* , 148-166. (Mohammed Hassan 2016).

Mansour & Diab (2016) in their research have investigated the impact of celebrities’ credibility on advertising effectiveness and their likely influence on the attitudes of consumers. In addition to this, the research has also aimed at identifying the role of religiosity on attitudes of consumers. The research used survey as data collection tool which obtained data from 370 customers of Sudan. The results of the survey revealed that attitude of celebrities appearing in a television advertisement have great influence and impact on attitude of consumers and their buying patterns. The results also reveal that religiosity negatively correlates with celebrities credibility and attitude towards advertisement

Landa, R. (2016). *Advertising by design: Generating and designing creative ideas across media*. Hoboken, N J: Wiley. (Landa, 2016).

Landa’s book discusses the concept of advertising design. It explores the need for proper design within the advertising profession and stresses on proper messaging to deal with the target audience. The book is necessary for this research as it conceptualizes the approach to developing creative ideas in social media marketing. For purposes of this research, the necessity of creative marketing cannot be overstated. Due to the existing laws in Saudi Arabia, it is necessary to ensure that the message is well designed. Creativity makes it possible to innovate, even where laws restrict the extent to which companies can develop new ideas. The creative ideas in this book will provide discussion points to conclude this research.

M. Almossawi, M. (2014). Impact of religion on the effectiveness of the promotional aspect of product packages in Muslim countries. *Asia Pacific Journal of Marketing and Logistics* , 687-706.

Almossawi (2014) in his research has investigated the influence of religion on the effectiveness on product packages in attracting consumers attention. The research has further aimed at identifying the impact of product packages on Muslim buyer’s buying behaviours. The study has used survey technique as data collection tool in which 300 Muslims in Bahrain consisting of 26% male and 74% females participated. The results of the research revealed that the Muslim buyers and their buying attitudes are highly affected by the product packages and advertising design. The results further reveal that Muslims who are followers of Sharia and Holy Quran have even higher impact and consider the product as bringing impurity in the Muslim community. This research is very important for companies who are targeting Muslim buyers and are designing their advertising strategies.

Makki, E., & Chang, L.-C. (2015). Understanding the effects of Social Media and mobile usage on E-commerce: An exploratory study in Saudi Arabia. *International Management Review* , 98-109. (Makki and Chang 2015).

Makki & Chang (2015) in their research have explored the effects of Social Media and mobile usage on Saudi individuals. The research used online survey as a data collection tool in which both male and female mobile phone users participated and answered the survey questions. The results of the research reveal that the social media has significantly penetrated in Saudi Arabia and play important role in e-commerce in Saudi Arabia. The research has concluded with the guidelines to the companies to make effective and careful use of social media in designing its marketing strategies.

Mangold, W. G., & Faulds, D. J. (2009). Social media: The new hybrid element of the promotion mix. *Business Horizons*, *52*(4), 357-365. (Mangold & Faulds 2009).

The marketing mix concept is discussed in this research paper. The social media concept is added to the four Ps of marketing mix. The new model developed shows how social media interacts with price, place, promotion and product. It will be important to have the views discussed in this paper incorporate in the research.

Opoku, R. (2012). Young Saudi Adults and Peer Group Purchase Influence: A Preliminary Investigation. *Young Consumers* , 176-187. (Opoku 2012).

Opoku (2012) in his research has investigated the role of peer group purchase on young Saudi adults and their purchase decisions. The research used the sample of 200 university students, which included students of 16 to 30 years of age. The results of the research reveal that peer groups of Saudi adults have significant impact on the buying behaviours of the other individuals. The research has suggested marketing and advertising strategies to the companies for effective designs and implication of their marketing strategies.

Posavac, H. D., Posavac, S. S., & Weigel, R. G. (2011). Reducing the impact of media images on women at risk for body image disturbance: Three targeted interventions. *Journal of Social and Clinical Psychology*, *20*(3), 324-340. (Posavac, Posavac & Weigel 2011).

Posavac and Weigel weigh in on the debate on impact of social media images on the audience. The research is geared towards ensuring that women dignity on social media is respected. The research focuses on the intervention measures that can confirm dignity to women and guarantee that there is a significant appreciation of their rights to privacy and human dignity. The research calls on social media advertisers to avoid offensive messaging techniques in order to guarantee that they can attract the female audience in their markets. Offensive marketing on social media, according to the research article, are mostly targeted towards women. This is why this research paper specifically addresses this issue

O'Guinn, T. C., Allen, C. T., Semenik, R. J., Close, A., & Cengage Learning. (2015). *Advertising and integrated brand promotion*. Stamford, CT : Cengage Learning. (Guinn, Allen, & Semenik, Close, 2015).

This recent publication by Cengage Learning on advertising and integrated brand promotion discusses the presence of consumerism efforts across the globe. It details that social media marketing is becoming a vital tool in modern marketing channels, not only for social marketing reasons but corporate branding. The tool is praised for being able to attract people from different walks of life to a common agenda that has hardly been the case with other marketing channels. The book is very concise its marketing and brand promotion policies, thus a critical addition to the literature review of the research. This will ensure that the research paper comprises greatly of peer reviewed advertising models.

Sait, S. M., & Al-Tawil, K. M. (2007). Impact of Internet Usage in Saudi Arabia: A Social Perspective. *International Journal of Information Technology and Web Engineering* , 35. (Sait & Al-Tawil 2007).

Sait & Al-Tawil (2007) in their research have explored the impact of Internet on Saudi Arabian women’s self-image and their perception about environment. The research has further emphasized on the effects of Internet on online interaction and the ways it has transformed the ways online interaction take place. The research has surveyed women of Saudi Arabia. The results of the research reveal that the internet has highly influenced the women of Saudi Arabia in various ways. In addition to the buying patterns of women of Saudi Arabia, there are various other impacts of internet on their lives.

Temporal, P. (2013). *Islamic branding and marketing: Creating a global Islamic business*. Hoboken, NJ: Wiley. (Temporal, 2013).

Temporal’s book discusses the concept of Islamic branding. This is different from the branding encouraged in other cultures and religions since it particularly attracts the Islamic culture. As per this book, a new wave of branding will come from countries with Islamic culture and economy. And Saudi Arabia is especially a strong Islamic culture with rooted Arabic influence. The mode of messaging is important as it must be respectable to the audience and ensure that it does not offend the Kingdom of Saudi Arabia or its religion. Media in Saudi Arabia is highly regulated. This will be important since the research seeks to develop proper advertising designs that can best suit social media in Saudi Arabia. And this book will be an important reference to be included in the research as it has talked about the recommendations of branding and marketing to the Muslims around the world, more specifically Middle East, Africa, Asia and Europe.

Thackeray, R., Neiger, B. L., Hanson, C. L., & McKenzie, J. F. (2008). Enhancing promotional strategies within social marketing programs: Use of Web 2.0 social media. *Health Promotion Practice*, *9*(4), 338-343. (Thackeray, Neiger, Hanson & McKenzie 2008).

The use of social media have become an important tool in promotional strategies of a product or service to target any group of customers. In this article, the use of social media along with the use of web 2.0 phenomenon have been discussed. Such promotional strategies are not only necessary for marketing and/or promotional purposes, these can also be used to educate about the new product or service, communicate with the features and to disseminate desired information to the target audience. They are evidently important in a market where the social media accounts for a large portion of the marketing revenue. This research paper has aimed at encouraging more marketers to use social media to reap maximum benefits of the latest technology and is relevant with the research topic as it has also discussed the impact of social media on advertising designs and promotional strategies implemented.

Tuten, T. L., (2008). *Advertising 2.0: Social media marketing in a Web 2.0 world*. Westport, CT: Praeger. (Tuten 2008)

This is the era of web use where most of the interactions between people are done online. In an era where transactions and deliveries are determined and approved online, advertising is quite different. The book details how the web has affected common marketing policies and models. It especially calls for more investment in social media adverts to reach more people using simple messaging techniques. The technique of advertising in social media is referred to as advertising 2.0 with discussion about the effectiveness of social media marketing; and the research is highly encouraged in the modern marketing profession. It will form the major discussion of this research.

Weber, L. (2009). *Marketing to the social web: How digital customer communities build your business*. Hoboken, NJ: John Wiley & Sons. (Weber, 2009).

Weber discusses the concept of digital consumer communities. It specializes on the need and the concern of the social media communities that have different needs as compared to communities in the contemporary world. The book details the confident nature of the social media communities and the outspoken sense of their messaging needs. It calls for the need to expedite efforts to learn social media communities and explore demagogues on social media. The research thus seeks to learn the target before devising a marketing policy. This policy will be necessary for the Saudi Arabian women on social media, who comprise a

community of the social web that has not been highly researched on.

Mourtada, R., & Salem, F. (2011). *Civil Movements: The Impact of Facebook and Twitter.* Dubai School of Government. (Mourtada & Salem 2011)

In their report have talked about the impact of social media specifically Facebook and Twitter in Arab region. The report has discussed the critical role of social media and its offline and online presence on these regions. It has also been observed in the report that social networking has grossly penetrated in regions with Islamic laws. The report has collected the data during 2011 to analyze the surging trends of Facebook and Twitter in Arab regions, their applicability to enhance collaboration, innovation and knowledge sharing and their impact with government agencies, private sector and citizens.

Mansour, I. H. (2015). Beliefs and Attitudes towards Social Networks Advertising: a Cross Cultural Study of Saudi and Sudanese Females . School of Management Studies (Mansour 2015).

In his research article discussed the attitudes and people's beliefs towards social networks advertising. The research as specifically talked about the female citizens of Saudi Arabia and Sudan. The research has aimed at exploring the factors that influence the beliefs and attitudes of females of these countries. Results of the research have revealed that there is no significant difference between attitudes of females of these countries, however, the differences on advertising on social media networks have been revealed.