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Dissertation

Title	<i>THE EFFECT OF USING SOCIAL MEDIA MARKETING ON CUSTOMER ENGAGEMENT IN THE PUBLIC SECTOR: THE CASE OF THE ZAKAT FUND</i>
Faculty Advisor	Prof. Riyad Aly Mohammed Eid
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Abstract	Social Media Sites (SMSs) are affecting a wide cross-section of marketing activities. The purpose of this research is to investigate what antecedents determine a user's engagement with an account on a social media sites (SMSs). Through their use, the social media have facilitated various business opportunities as well as providing the public sector with platforms through which organizations can engage current and future customers. Still, the huge gap of practical knowledge about the role of SMSs in the public sector should not be forgotten. A key issue in this area is the focus on the user's; however, beyond this, the dissertation probed below the surface to see how such virtual engagement is conceptualized and what factors facilitate and support customer materialization. In the same context, this research assesses the effectiveness of using Social Media Marketing (SMM) as a tool in the public sector and attempts to shed light on it by examining the different user needs that SMSs satisfy, together with the important implications and outcomes for public sector bodies hoping to become involved in SMM.