Please follow the instructions as same as written on this file, please I’m flexible with words counts , 10 % more or less is fine.

Title: The impact of Snapchat advertisements on Saudi Consumers purchase' intention: A focus on travel products

Total words ( 4950)

**Abstract ( 300 words )**

Purpose

Design/methodology/approach

Findings

Research limitations/implications

Originality/value

Keywords

**1.0 Introduction ( 700 )**

* Overview of Snapchat advertisements in Saudi context.
* Problem statement
* Objectives

**2.0 Literature review (1000 )**

Suggested points to be covered in this section

* Importance of Snapchat advertisements on Saudi Consumers purchase' intention
* The value of using celebrities for snapchat advertising
* The role of attitudes , Subjective Norms , Perceived Behavior Control, trust and celebrities influence on purchase intention

**This study proposed below Theoretical framework**

Attitude

celebrities influence

Trust

Perceived Behavior Control

Subjective Norms

Purchase Intention toward Snapchat advertisements

Tips for this section;

The purpose of this chapter is to show that you are aware of where your own piece of research fits into the overall context of research in your field. To do this you need to:

1. describe the current state of research in your defined area;
2. consider whether there are any closely related areas that you also need to refer to;
3. identify a gap where you argue that further research is needed; and
4. explain how you plan to attend to that particular research gap

**3.0 Methodology ( 750)**

* quantitative research
* questionnaire
* please use Structural equation modeling (SEM) for data analysis

Tips for this section:

In this section a straightforward description is required of how you conducted the research. If you used particular equipment, processes, or materials, you would need to be clear and precise in how you describe them.  You must give enough detail for another researcher to replicate your study.

**4.0 Findings and data analysis (900)**

Please Explain the theoretical theory with justification

**5.0 Discussion (900)**

Implication of the findings ( please link this section with the Literaturereview )

**6.0 Conclusion ( 400 )**

Directions of future research

**7.0 References**

* 1. To add up to date academic journals articles.
  2. Please use only academic journals and as many as you can
  3. The number of references for at least 40 academic reference