

Abstract

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Measuring university students' attitude towards facebook advertising

Today Egyptians are exposed to an enormous number of advertisements where companies are throwing big money hoping to attract consumers' eyeballs. With the rapid growth, popularity, usage and importance of social media such as Facebook, Twitter, YouTube and Instagram, marketers and researchers are giving more attention for these websites and for their usage as customized and cost-effective advertising channels. But unfortunately lots of Egyptian marketers do not know neither the importance nor how to effectively advertise and promote their brands through these social media. Additionally, only a limited number of previous Egyptian and non-Egyptian studies have tackled the topic of attitude toward Facebook advertising. This quantitative study will be carried out in order to examine the consumers' attitude toward Facebook advertising. The choice of studying attitudes toward Facebook advertising is because Facebook is the most visited website worldwide as well as in Egypt. Regarding the advertising choice Egyptian consumers are surrounded daily by lots of advertisements through traditional media and they are no longer interested in these traditional means of advertising. For the choice of studying consumers' attitudes is simply because the sovereignty of consumers nowadays and studying their attitudes are important aspects which helps marketers to know what pleases them most, what is fair for them and what does not please them at all. The main purpose of this research is to examine the attitude of university students toward Facebook advertising. In order to achieve this purpose a conceptual framework was proposed, this model is divided into two main sections displaying attitudes toward Facebook advertising. The first section is the Facebook related variables, which includes variables such as entertainment, informativeness, irritation, credibility, interactivity and customization. The second section is the user related section which includes frequency of exposure and demographic factors such as gender and major. This quantitative study was conducted by distributing 525 questionnaires to the students of the College of Management and Technology in Alexandria, Egypt. The results were obtained by using the SPSS, where the reliability test was conducted, followed by descriptive analysis and a sample description then a hypotheses test afterward a correlation analysis and a linear regression analysis were run. The results show that credibility has the highest effect on attitude toward Facebook advertising. The results also indicate that the least significant variable is the irritation variable. Moreover and according to the hypothesis testing the gender and major variables were not supported. Despite the respondents being from a limited sample, this research is considered to be important to the marketers of companies operating in Egypt. Furthermore, the limitations of this research highlight some factors to be investigated in future researches, such as choosing a random sampling rather than a convenience one, and by focusing on a certain industry instead of generalizing.