



Arab Academy for Science, Technology and Maritime Transport

Graduate School of Business

"Measuring the University Students' Attitude toward Facebook  
Advertising"

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## **ABSTRACT**

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 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.

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# Chapter One

## Introduction

### 1.1 Introduction of the chapter

This chapter provides an overview and introduction of social media and Facebook. The chapter begins with a brief background of advertising and the social network sites, followed by this research's importance on the academic and practical levels, research problem, aims, objectives and questions. At the end of this chapter an outline of the report is introduced to the reader.

### 1.2 Background

Over the last ten years, there has been a noticeable change in our lives: we are now posting information about ourselves; posting pictures and sending messages for friends about upcoming events. Nowadays we can also find and interact with persons that we have never imagined that we can talk with. This change felt by us is not only due to the exponential growth of technology, but also due to the existence of social media. Social media is defined as *"a group of internet-based applications that build on the ideological and technological foundations of Web 2.0 and that allow the creation and exchange of User Generated Content"*. (Kaplan & Hanlein, 2009)

The top four social media sites attracted by the majority of internet users are: Facebook, which has the largest share of approximately 44 percent, where half are visiting Facebook on a daily basis. Twitter comes in the second place with 29 percent. Yahoo has 18 percent and MySpace nine percent. These are relatively small shares compared to Facebook and Twitter ( Yuanxin and Pittana, 2011). Facebook is one of the strongest social network sites that have been developing very fast. Currently, Facebook has more than 1.19 billion users; half of the users log on to this site in any given day. In addition, Facebook users spend over 1.03 billion minutes on it per month. A Facebook user is connected to an average of 80 community pages, groups and events (Facebook statistics, 2013).

Traditional print and broadcast media, which are the main promotional tools, have faced major challenges. Many newspapers and television channels have lost their audience in recent years (Gurevich , Coleman& Blumler, 2009). Marketing nowadays

involves more than just developing a good product with attractive prices, and making it available to target consumers. Communicating effectively with present and potential customers as well as other related stakeholders has become vital for organizations (Refaie, 2012). Therefore, we can say that the internet, mobile phones and social media are noticeably changing traditional marketing campaigns that can be adjusted to the information revolution or to those new technologies (Kichatov and Mihajlovski, 2010).

(b) Advertisers are moving away from only using television and are now investing in alternative media, such as social media, in order to reach their target consumers, as the cost of delivering to a mass audience has become prohibitive. As a result, an increasingly popular tool for marketers to experiment with as part of their online media mix is SNS advertising (Logan, Bright & Gangadharbatla, 2012).

(a) Nowadays in some industries such as fast moving consuming goods, fashion, travel and electronics, most of the marketers are using social media as an important channel to deliver advertising messages in order to reach groups of consumers, and there is a trend that social media would become in some fast changing-industries the primary advertising option (Yuanxian & Pittana, 2011). A major example of the social media usage by companies is the Facebook page of Victoria's Secrets Pink, where the number of fans exceeds fourteen million (Facebook, 2014). On this page, the fans can view videos, photos, print coupons and take quizzes.

The social media advertising expenditure by companies in 2011 was \$6 billion, \$4 billion out of this budget is spent on advertising on Facebook, which is the leader of all the social network sites (Facebook, 2013). All this information shows that social media and specifically Facebook would be a new and important tool for the advertisers to grab the consumers' attention.

Many previous researches showed that attitude is one of the important variables that measure the advertising response. Attitude can be defined as "*A person's consistently favorable or unfavorable evaluations, feelings, and tendencies toward an object or idea*" (Kotler and Armstrong, 2012). Mackenzie & Lutz (1989) defined attitude towards advertising as "*a learned predisposition to respond in a consistently favorable or unfavorable manner towards advertising in general*".

### **1.3 Research Problem**

Disregarding the popularity and importance of Facebook, there is a very limited number of researches that discuss the effectiveness and importance of Facebook advertising and measure attitudes towards Facebook advertising. Previous studies focused on consumers' attitudes towards traditional advertising media, internet advertising and mobile phone advertising.

A study of Cheung, Chiu & Lee (2010) explains why students use Facebook. It measures relative impact of social influence, social presence and key values of We-Intention to use online social networks. This research highlights that more than 49% of the Facebook users are aged between 19-23, which is the age of university students.

There is also a very important research by Logan, Bright & Gangadharbatla (2012) comparing the advertising value perceptions among female students on Social Network Sites with their perceptions of the value of television advertising. This study applies the Ducoffe model in order to measure the consumer's value perception toward advertising on Social Network Sites. But this study doesn't focus on only one social network site it also measures the value perceptions of only female students.

At last, Pattarabhiran's dissertation (2012) presents the relation between a category of advertisement shown to a user and the characteristics of his profile like age, gender and location. This study discusses Facebook advertisement in India.

As a limited number of studies discussing Facebook advertising were conducted especially concerning attitudes towards Facebook advertising, this research addresses the following question:

"What is the attitude of university students toward Facebook advertising?"

## 1.4 Research Questions

- RQ1: Does the entertainment of the advertising message influence the university students' attitudes toward Facebook advertising?
- RQ2: Does the informativeness of the advertising message influence the university students' attitudes toward Facebook advertising?
- RQ3: Does the irritation of the advertising message influence the university students' attitudes toward Facebook advertising?
- RQ4: Does the credibility of the advertising message influence the university students' attitudes toward Facebook advertising?
- RQ5: Does the interactivity of the advertising message influence the university students' attitudes toward Facebook advertising?
- RQ6: Does the customization of the advertising message influence the university students' attitudes toward Facebook advertising?
- RQ7: Does the frequency of exposure of the university students influence their attitudes toward Facebook advertising?
- RQ8: Do the demographic factors influence the students' attitudes toward Facebook advertising?
- RQ9: What is the most important factor that affects the attitude of university students toward Facebook advertising?

## 1.5 Research Aim and Objectives

The overall aim of this research is to examine the attitude of university students toward Facebook advertising.

Specifically, within the context of social networks, the objectives of this study are:

- Determine whether the entertainment of the advertising message affects the university students' attitudes.
- Determine whether the informativeness of the advertising message affects the university students' attitudes.
- Determine whether the irritation of the advertising message affects the university students' attitudes.
- Determine whether the credibility of the advertising message affects the university students' attitudes.

- Determine whether the interactivity of the advertising message affects the university students' attitudes.
- Determine whether the customization of the advertising message affects the university students' attitudes.
- Determine whether the frequency of exposure of the university students affects the university students' attitudes.
- Determine whether the demographic factors influence the university students' attitudes toward Facebook advertising.

## **1.6 Importance of the Study**

Studying the importance of Facebook as an advertising tool is of great importance on both the academic and practical levels.

### *1.6.1 Academic Importance*

From the academic perspective, there are a limited number of researches that have tackled the topic of advertising on social media and advertising on Facebook. Some of these studies studied the area of attitude toward online advertising and / or Facebook advertising, but the majority of them measured only the Facebook related variables without putting the user's related variables into consideration. Moreover, there were researches about the importance of Facebook, and Facebook as a consumer engagement tool.

Furthermore, according to the literature of previous studies, almost all of the studies that were conducted previously measuring the attitude toward Facebook advertising were conducted in the West; therefore, it is important to study the attitude toward Facebook advertising in Egypt.

A review of the previous literature is made in more detail and by focusing on applying the same model with some modifications in order to find out whether current research can contribute and add knowledge to the academic field or not. This lack of research serves as a start for this study.

### *1.6.2 Practical Importance*

From the practical perspective, the findings of this research will be beneficial for both Egyptian and multinational marketers in the Egyptian market. It is of utmost importance to any company to protect their market share, identify new media and opportunities to attract the customer's attention and understand the market trends; this is because of the low growth in business (Kaur, 2008).

Rotem (2009) stated that today many companies in different industries start realizing the significance of using social network platforms as marketing tools. Another reason that shows the importance of this research in the practical level is that social media is no longer an option, but a must-have (Hudson, 2011). The tools of social media are becoming a competitive advantage and a point of differentiation. As Facebook is considered as the most important and visited social network site, therefore it would also be a competitive advantage and a point of differentiation to advertise through it. A main point that demonstrates the significance of this investigation on the practical level is that companies who do use social media in North America reported that the use of social media helped them to improve feedback by 78%, improve customer satisfaction by 66%, improve customer support by 71%, increase sales by 40% and improve public perception of the company by 75%. Thus this research would be of benefit to the companies and marketers in Egypt in order to help them understand the attitudes of university students towards Facebook advertising.

## **1.7 Structure of the Study**

This study consists of five chapters as follows:

### **Chapter 1: Introduction**

This chapter provides an overview and introduction of social media and Facebook. The chapter begins with a brief background of advertising and the social network sites, followed by research importance on the academic and practical levels, research problem, aims, objectives and questions. At the end of this chapter an outline of the report is introduced to the reader.

## Chapter 2: Literature Review

This chapter presents a review of past studies and researches of existing concepts on advertising, social media, social networks and Facebook. Advertising, online advertising and attitudes toward advertising are explained, followed by an overview of social media and Facebook literature. Then, the research variables chosen are addressed; these variables are divided into two dimensions: characteristics of Facebook advertising and characteristics of the Facebook user.

## Chapter 3: Research Methodology and Design

This chapter presents the model used in this study as well as the presentation of the research hypotheses describing the relationships between the research variables. Additionally, the chapter then provides the conceptual and operational definitions of those variables. Finally, the sampling decisions and procedures are explained along with data collection methods and data analysis techniques.

## Chapter 4: Analysis and Discussions

The findings of the hypotheses tested in this research are presented in this chapter. It starts with a reliability analysis which uncovers the extent to which the scales used to measure the variables in the study are suitable and consistent. Then a descriptive analysis is conducted for the demographic variables in order to identify the profile of the chosen sample, followed by a correlation analysis which tests the hypotheses. Finally, simple linear regression analyses that are carried out and discussed in order to determine the relative importance of the variables and contribution of the model.

## Chapter 5: **Discussion, Implications, and Recommendations**

After showing and discussing the research background, the literature review, methodology and data analysis, this chapter presents a conclusion of the study. This chapter starts with a discussion of the main findings, followed by several other main points such as the conclusion, managerial implications, limitations of the study and lastly the directions for future research.

## **1.8 Conclusion**

This chapter is the first chapter of the study; it gives a brief introduction about the topic. Through this chapter, the researcher presents the research problem and the main aims and objectives that this research will achieve. Then, the researcher declared the academic and practical importance of the study. The final part of this chapter concerns the structure of the study, where the researcher stated the names of each chapter and a brief summary of the main points that are going to be discussed in each chapter. The following chapter is the literature review chapter, which reviews the past studies that discussed topics of the same area of study of this research.

## Chapter Two

### Literature Review

#### 2.1 Introduction

This chapter presents a review of past studies and researches of existing concepts on advertising, social media, social networks and Facebook. The advertising, online advertising and attitude toward advertising are explained, followed by an overview of social media and Facebook literature. Then, the research variables chosen are addressed; these variables are divided into two dimensions: characteristics of the Facebook advertising and characteristics of the Facebook user.

#### 2.2 Advertising

From its earliest days, advertising has been regarded as a way to provide strictly factual information, so-called cognitive information (Ekstrom & Gustafsson, 2012). Advertising is an element of the promotion mix, which can be defined as *"any paid form of nonpersonal presentation and promotion of ideas, goods or services by an identified sponsor"* (Kotler and Armstrong, 2012). Richards & Curran (2002) stated *"Advertising is a paid, mediated form of communication from an identifiable source, designed to persuade the receiver to take some actions now or in the future."* Therefore, building an image of a product and persuading potential audiences to buy the product is the purpose of advertising.

Advertising is part of the promotional mix ; it is an essential element of integrated marketing communications, and it plays a main role in the communication process between an organization and the consumer (Chouhoud, 2013). This promotional tool is used by business firms, non-profit organizations ,governments, social agencies and professionals (Kaur, 2008). Furthermore, advertising is usually paid by organizations with the purpose of persuading the audience to change its actions or perceptions, that is why it can be considered as non-personal way of communicating (Bovee, Thill & Schatzman, 2003).

The main goal of advertising is to effectively persuade the target audience and to achieve the desired responses (Chouhoud, 2013). Advertising is used to promote goods and services with the objective of informing, persuading or reminding (Lee &

Johnson, 2005). Advertising can help to persuade the receiver to take either immediate action or action further in the future (Richards & Curran, 2002). Moreover, advertising has to provide information or to create a positive feeling that goes beyond just catching the attention of the consumer for the ad; it has to be designed to provide information in order to form a favorable impression and to create a positive brand attitude. It is a complex task to create a perfect advertisement, the consumer should have the opportunity to pay attention to the advertisement, then gain an understanding of the presented message and finally take the decision to act upon it (Ekstrom & Gustafsson, 2012). Although advertising has many benefits there are some limitations, such as no focus on individual needs, as advertisements are made for the masses. Moreover, advertising is becoming expensive for small organizations. In addition, in-depth information about the products is not provided by the advertisements (Kaur, 2008).

Developing different methods to measure advertising effectiveness or persuasion has become an important topic for advertising researchers (Mehta, 1994). The first and most commonly used method used to outline the impact of advertising is the "AIDA" model. AIDA stands for Attention, Interest, Desire, Action (Moriarty, 2009). There are also lots of other advertising effectiveness methods that have been designed and developed over the years. Though researchers declare that there may not be, neither today nor in the future, one best way to outline how advertising works, advertising models have at least defined some factors that lead to effective advertising (Vaughn, 1980). Nevertheless, advertisers always use these models to help them in deciding on which factors have to be considered in order to ensure the success of advertising campaigns (Mehta, 1994).

The link between marketing communications and consumer behavior in advertising is that the consumer behavior has changed to a more cognitive orientation. An important part of advertising is forming attitudes, and an effective marketing campaign has the ability to form or change an attitude towards a company or a product in the mind of the consumers (Dahlen, Lange & Smith 2010). Advertising messages could be categorized and sponsored by media platforms: traditional media such as newspaper, magazines, television, radio, direct mail and outdoor advertising and new media such as internet websites, text messages or social media (Gradon & Clark, 2003).

### 2.2.1 Online Advertising

There are many media or communication channels used by companies in order to advertise their products to consumers. The major media types are television, newspapers, magazines, radio, brochures and billboards. Kotler & Armstrong (2012) pointed out that for a long period of time, television and magazines used to be the dominant advertising tools. But nowadays, more specialized and highly targeted media are supplementing the traditional mass media; these non-traditional media are online advertising, mobile advertising and social network sites advertising. These new media are more specialized and highly targeted ones which cost less, target effectively and engage consumers more.

Online advertising is one of the non-traditional mass media types. Strauss; Ansary & Frost (2003) defined online advertising as "*a nonpersonal communication, usually persuasive, about products or services by an identified sponsor*". Online advertising can also be defined as "*advertising that appears while consumers are browsing the web, including display ads, search-related ads, online classifieds, and other forms*" (Kotler and Armstrong, 2012). Hanafizadeh, Behboudi, Ahadi & Varkani (2012) believe that these definitions don't explain the real personalized and customized nature of the online advertising. That's why they define online advertising as

*"An internet based process by which advertisers communicate, interact with and persuade online users in order to position a brand, which allows a company to promote both consumer awareness and preference in a customized and personalized way, and to decrease the time needed to make a buying decision "*

The online advertising goals are similar to the traditional advertising ones (Kaur, 2008). One of the online advertising goals is to form consumers' positive attitudes about the advertisement as well as the brand being advertised, which can motivate the customer to buy the product. Moreover, online advertising aims to increase brand awareness. Easily recalled brands have a competitive advantage over the brands which are not easily recalled (Goldsmith & Lafferty, 2002).

Online advertising began in the middle of the 1990's, in the form of banner advertisements, which have been ever since appearing in commercial websites (Zeff & Aronson, 1999). Different advertising models other than the classic banner advertising are also used by online advertisers. Search engine marketing or price comparison web sites are examples of the different advertising models used nowadays. These websites make better use of the internet's unique advantage, which is the interaction between consumer and advertiser (Rappaport, 2007). Even so banner advertising is the most dominant form of online advertising, which makes it the standard advertising format on the internet (Cho, Lee, & Tharp, 2001). When people click the banners, they are redirected automatically to the advertisement pages. It is believed that this banner ads clicking is the first advertising that created interactivity through the internet (Shamdasani, Stanaland & Tan, 2001). Online advertising can be measured in different ways, such as page impression, cost per sale, click-through rate, etc. Usually for online advertising, the advertiser needs to buy a space in high traffic websites such as Google, eBay, and other popular social networking sites, i.e. Myspace.com, Facebook.com, etc (Kaur, 2008).

Liu (2001) identified four different characteristics of online advertising, which are: active control, two-way communication, freedom of choice and felt synchronicity. These four characteristics allow internet based advertising to provide higher interactivity than most advertising delivered through traditional media. The consumers feel that they have no control of advertisement on the majority of current traditional media, while on the internet, users may take control whenever they want and even see whatever they want (Liu, 2001). A key difference that differentiates online advertising from other traditional advertising media is the internet capability of personalized communication, which means that the internet enables the advertiser to put the right message at the right time for the right user (Hanafizadeh, Behboudi, Ahadi & Varkani, 2012).

Online advertising has its pros and cons. The first advantage of online advertising is that it is a place where information can be presented with images, sound, text and animation (kaur, 2008). Second, the widest reachable medium of advertising which has the largest network all over the world is the internet. Moreover, the internet helps the advertiser in the process of targeting viewers' selection based on different age groups, interests, etc. Furthermore, the internet is a relatively cost

effective medium. It is used by people everywhere: in homes, offices, public places, etc (Kaur, 2008).

Disregard the countless pros of online advertising, it also has its cons; we can list some of them. First, it is hard to deliver the message to everyone, as users have the choice to see the message. Another drawback of online advertising is that some business owners still think that internet advertising is complex, expensive and has less reach to customers. These business owners don't know that with the advent of broadband and the advances in technology, online advertising cost is decreasing. They also don't have a clue that adults and older people are spending more time on the internet compared with TV and other media of entertainment (Kaur, 2008).

## 2.3 Social Media

Social media is a new type of unpaid media, created on the internet by individuals and companies (Weber, 2009). Social media is defined as *"a variety of new sources of online information that are created, initiated, circulated and used by consumers intent on educating each other about products, brands, services, personalities, and issues"* (Mangold and Faulds, 2009). Weber (2009) calls social media *"the online place where people with a common interest can gather to share thoughts, comments and opinions"*. According to Weber (2009) social media allows everyone to publish and contribute to online conversations, unlike the traditional media like TV, radio and newspapers that are providing one-way communication. It is the media for social interaction that adopts highly open and accessible communication techniques (Kaplan & Haenlein, 2009). User-generated content and Web 2.0 are combined by social media where users create, share and modify information, and participate in different activities such as discussions, etc (Yuanxin & Pittana, 2011).

Nowadays the term "social media" is widely used (Kichatov & Mihajlovski, 2010). Social media is used by 80% of the internet population, with 47% of those using it on a weekly basis (Santiesteban, 2010). In addition, 93% of the users of social media believe that a company should have a presence in social media, and 85% out of them believe that a company should also interact with its customers. After knowing the number of social media users, organizations have begun to embrace social media for business. An increase in social media projects is expected by 81% of company's

executives, which leads to a reduction in the money spent on traditional marketing, and to more investigating of money into digital projects (Santiesteban, 2010). Social media is not only used by large businesses, SMEs also have an increasing interest in social media. We can list some of the advantages social media gives to the companies using it: improved feedback, improved customer satisfaction, improved customer support, increased sales and improved public perception of the company (Santiesteban, 2010).

According to the model of Cavazza (2008) demonstrated in Figure 2.1, social media can be divided into ten different subgroups or subcategories; each subgroup has slightly different characteristics and functions. In Figure 2.1, the ten subgroups of social media are surrounded by different logos; these logos are examples of the web pages that belong to that subgroup. For example Facebook, MySpace, LinkedIn and other social network sites are surrounding the social networks sub group (Nopanen, 2010). A simple metaphor is given for social media by an online marketing expert, "Social Media is like a bag of tools and social networking is only a hammer" (McKeown, 2009).



Figure 2.1 Social Media Landscape 2008

Source: (Cavazza, 2008)

### 2.3.1 Social Network Sites (SNSs)

Social networking is a fast growing technique of communication sharing similar activities with others through online communities (McKenzie, 2009). The bulk of social network users are adults, not teenagers (Santiesteban, 2010). Moreover, nowadays approximately 80% of American adults are online, and almost 60% of them use social network sites (Hampton, Sessions-Goulet, Rainie & Purcell, 2012). Actually, one out of six minutes spent online are spent on social network sites.

A common misunderstanding is that social media and social network sites are the same. Although people often use the terms interchangeably, each refers to different things (Safko & Break, 2009). Social Network Sites (SNS) are a subgroup of social media which has attracted millions of users in recent years, therefore they are considered to be a phenomenon (Boyd & Ellison, 2008). The term SNS could refer to:

social networking, social networking sites or just networking. The term networking is not used in this research for two reasons: emphasis and scope. While there is a possibility of networking on these sites, it is not the principal function on many of them. Networking is not also what differentiates these sites from other forms of computer-mediated communications.

In order to know the definition of SNS, we first have to assess the meaning of the term social network's meaning before the age of computers. The key words: personal interaction, interconnection and reciprocity, within a social environment, were related to the term social network. One additional characteristic was added to the social network concept to make it a virtual social network not an in person one. This characteristic is referred to as "online". According to Frey & Rudloff (2010), social networks are platforms allowing users to generate a personal web profile and connect it to other users. Social networks also allow users to share information, debate and share pictures and other media with friends and other users. Boyd and Ellison (2007) defined social networks as

*"Web-based services that allow individuals to construct a public or semi-public profile within a bounded system, articulate a list of other users with whom they share a connection, and view and traverse their list of connections and those made by others within the system."*

Murray & Waller (2007) also defined social network sites as *"virtual communities for people interested in a particular subject or just to "hang out" together."* Another definition for social network websites was developed by Kaplan & Haenlein (2010) *"Social networking sites are applications that enable users to connect by creating personal information profiles, inviting friends and colleagues to have access to those profiles, and sending e-mails and instant messages between each other."*

Social network sites (SNSs) allow their users to create a profile including information, such as: date of birth, relationship status, hobbies, preferences, interests, etc (Tapia, 2010). Users create networks on SNS by linking their profiles with one another (Trusov , Budapati & Buklin ,2009). There are three key elements offered by SNS for their users: constructing a profile for public or semi-public use, creating a list

of users with whom they share a connection, and viewing the list of connections of other users (Boyd & Ellison, 2008). Five main motives encourage users to participate in online social networks. These motives are community membership, information value, participation concern, friendship connections, and participation confidence (Foster, Francescucci & West, 2010). Community membership represents mainly the need of the consumers to belong to a certain community with a large base. One of the key motives is the information value motive, which is related to the content found on the network, in terms of accuracy importance and credibility. The motive of friendship connections refers to maintaining contact with existing and old family members and friends. The motive of the participation confidence explicates the fear of the damage of someone's image when contributing to the online community, and the concerns of participation deal with the concerns of privacy and the harm that possibly can result due to the access of strangers to the posted information (Foster, Francescucci & West, 2010).

SNS is defined by a great level of interactivity. This unique element is offered through the usage of different applications within a site, such as building a personalized profile, creating a network from existent offline contacts, the possibility of connecting with new contacts, the elements of participation offered through discussion forums, creating photo albums, sharing information, expressing a positive disposition towards an idea or subject by clicking on the like button and providing feedback by commenting on what other users write about (Tapia, 2010).

The SNSs' impact has not only changed the way users interact with businesses, but also the way of communication between advertisers and marketers and potential customers. SNS have become extremely important nowadays, as there is no difference between a computer page and an advertisement in the newspaper (Tapia, 2010). This shows the impact of SNS within the field of marketing. Trusov, Budapati & Buklin (2009) demonstrated another important feature of SNS that has had an impact in the field of marketing, the social influence that is similar to the offline experience where a user can influence others. Social influence is generally defined as *"a socially induced behavior change that occurs whenever a person changes his behavior as a result of induction by another person or group"* (Kelman, 1974). This effect is typically what a leader of opinion does. Some users have an impact on others as they are producers of content, and the other users are only consumers of it. Many researchers have proven

that some users can have a very strong influence on others (Trusov, Budapati & Buklin, 2009). It was also found by the authors that around one-fifth of a user's friends influence the other through his/her activities on the site .

There are numerous dimensions used by analytics to measure the success of an SNS; the major ones consist of the number of active users, how often users post comments, the number of visitors, the number of registered users, the number of repeat visitors and the time spent on the website per day or week. There are also minor dimensions that the analytics depend on in measuring the dimensions of social networks. These include engagement, changes in traffic over time, page views, rate of growth and increase in search engine rank (Moran & Gossieaux, 2010).

In order to build long term relationships with young consumers, SNSs have quickly been adopted by advertisers. During 2011, \$3 billion were projected to be spent by US marketers to advertise on SNSs, representing an increase of 55 percent in expenditure versus the previous year, with a prediction that spending on SNSs advertising will more than triple over the next five years (Hof, 2011).

Before moving to the following part, which discusses Facebook in depth and the use of Facebook as an advertising channel, the researcher here provides some Facebook definitions that have been lately introduced to the market and are used in this study.

- Facebook page: *"a public profile providing free, customizable presences for bands, sports teams, artists, films, brands, non-profits and businesses to join the conversation with Facebook users".*
- Like: *"a familiar action Facebook users use to attribute value to various objects on the site - photos, wall posts, status updates, and notes."* When users click on the "Like" link, they become able to express their sentiment for a Page and share their expression with their friends.
- Wall: *"a place provided for friends to write short messages or post links that are visible to the user's friends depending on privacy settings."*
- Home page: *"consists of links for applications, a user's news feed and other links that are particular to that user based on settings."* (Craig, 2011)

## 2.4 Facebook

One of the most popular and successful social network sites is undoubtedly Facebook (Koles and Nagy, 2012). The launching of Facebook was in 2004, by a former Harvard student called Mark Zuckerberg (Cheung, Chiu & Lee, 2010). Facebook surpassed its competitor MySpace in 2009. It had a longer history than Facebook. In 2013, Facebook had more than 1.1 billion users, which made it the third largest country in the world and the most visited website (Champoux, Durgee & McGlynn, 2012). This social network site has been widely known since its origins as a social media phenomenon. It is considered to be a platform for its users that connect them with others by the means of a customizable interface and a user created content (Safko & Break, 2009).

Facebook is visited by people to share personal observations, photos and videos in intimate settings (Champoux, Durgee & McGlynn, 2012). In addition to the features that most traditional social networking websites offer, Facebook provides other multiple functions that make it popular such as audio, blogs, albums, applications, online games, the Wall, virtual gifts and private messages; all these add-in functions facilitate users to customize their own interface on Facebook (Cheung, Chiu & Lee, 2010). The site's popularity has developed its very own language and subculture (Tapia, 2010). Moreover, Facebook provides another unique function called "News Feed" that allows users to browse their friends' movements, such as events and discussions, on Facebook.

According to Cavazza (2012), Facebook is no longer listed as a social network site because it is one of the three key players of the social media that we can find in its central circle. This is illustrated in Figure 2.2, where Facebook, Twitter and Google Plus give the opportunity for their users to publish, share, play, network, buy and localize by using only one platform of these. The other social media platforms don't give their users the opportunity to use all of the social media functions in only one platform.

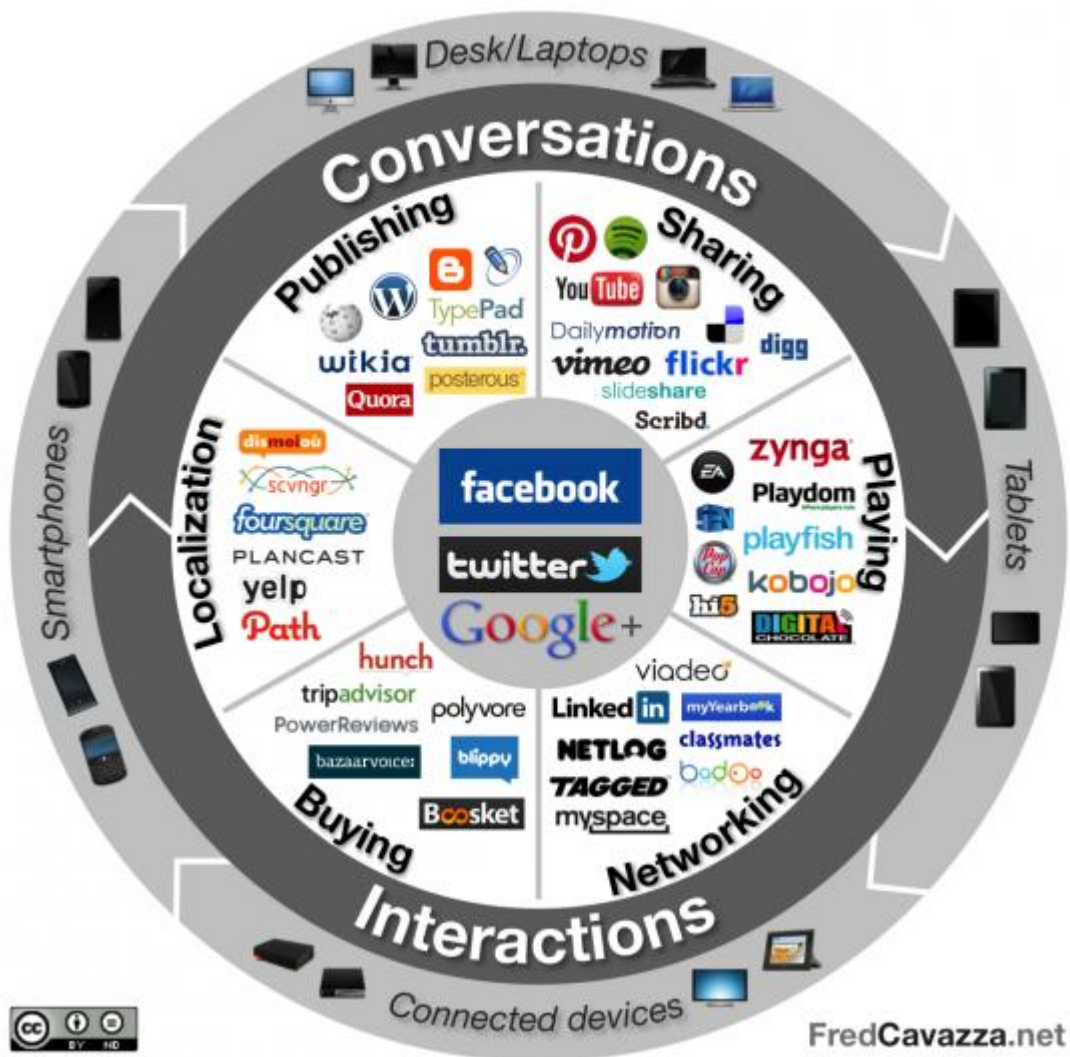


Figure 2.2 Social Media Landscape 2012

Source: Cavazza, 2012

According to Weintraub (2011), the top search term in 2010 for the second straight year was "Facebook". This site has a total of more than 900 million pages, groups, events and community pages. Facebook is currently accessed through cell-phones, I-pads and other devices by more than 250 million users (Weintraub ,2011). For anyone who wants to keep in touch with childhood or family friends, Facebook would be the most convenient social networking site (Nopanen, 2010). Facebook possesses the most valuable features that can be of use for a social media marketer, which makes it the dominant social networking site (Zarella, 2010).The first spread of Facebook was through university students, and because of this, it now has a high

percentage of college students as members. For this research, Facebook is appropriate, as it is the most popular online social networking site among university students. Furthermore, it creates an online social space where university students can build and maintain social capital with others (Cheung, Chiu & Lee, 2010).

#### 2.4.1 Facebook as an advertising channel

The traditional sources of advertising like television, radio, magazines and newspapers, are not attractive to consumers anymore, as consumers have become more for demanding control over the media. Nowadays, the consumer uses a substitute to the traditional media, which is social media that helps him in making searches and purchase decisions (Vollmer & Precourt, 2008). This shift is mainly due to the credible relationship that has been created between the consumers and social media as a source of information regarding products and services (Ghazal, 2011). SNS springs from mixed technology and media origins that allow instantaneous real-time communication, and utilizes multi-media formats and numerous delivery platforms with global reach capabilities (Mangold & Faulds, 2009).

As Facebook has become the most-visited website site, it has become the first location for a company looking to modernize its communication strategy (Champoux, Durgee & McGlynn, 2012). SNS has been recognized for its commercial potential by businesses, marketers and advertisers, as Facebook users are also consumers (Shih, 2009). Its active users can participate in conversations and recommend products and/or services, and also buy online. Logan, Bright & Gangadharbatla (2012) mentioned that the number of users and the popularity among adults make Facebook a particularly attractive site to marketers.

Marketing through Facebook enables organizations to promote and communicate new products to potential customers, build customer relationships, and boost web traffic to the main website of the organization (Ghazal, 2011). In addition, an immediate feedback is registered by consumers, as all of the Facebook options provide the opportunity to add a "like" link. One another important feature of Facebook marketing is that most of the consumers are already Facebook users, and have gotten comfortable with the environment of this site (Ivardsdottir, 2010). This inexpensive way of marketing has helped small-businesses and small promotional

budgets to reach a large number of people (Murray & Waller, 2007). According to Nielson (2012), one of the fastest growing advertising sections that reached \$25 billion in 2011 and is expected to reach \$34 billion by 2013, is the online display advertising market.

Marketing on Facebook is done through the banner ads, virtual flyers, and sponsored links (Murray & Waller, 2007). Like the traditional ways of advertising, advertising activity on Facebook is placed in the surrounding areas where the main activities of the user takes place by using the site's available information, and there are available techniques for advertisers to deliver their messages through this Social network site (Tapia, 2010). Facebook also offers another facility that is more attractive for marketers, which is the creation of official pages. According to Champoux, Durgee & McGlynn (2012), a rapport with existing and potential clients can be established by a company page on Facebook by posting sales information, promotions, new product announcements and promoting the products with engaging drawings and giveaways. Facebook users who “liked” American Eagles on Facebook spent 57 percent more on online products than non facebook users.

## 2.5 Attitude Toward Advertising

An important concept in research on marketing is attitude (Yuanxin & Pittana, 2011). It is nearly impossible to talk about opinions and views of advertising in online social networks without considering users' attitudes (Kornias & Halalau, 2012).

Fishbein (1967) defined attitude as "a learned predisposition of human beings". *"An individual would respond to an object (or an idea) or a number of things (or opinions)"*, based on these predispositions. Attitude is also defined as *"a lasting, general evaluation of people (including oneself), objects, advertisements, or issues"* (Soloman, 2011). Another definition for attitude that was developed by Kotler and Armstrong (2012) *"a person's consistently favorable or unfavorable evaluations, feelings, and tendencies toward an object or idea"*. For that reason, a positive attitude towards advertising is based on favorable evaluations and willingness (Ekstrom & Gustafsson, 2012). Generally attitudes have three basic components, which are: affect, cognition and behavior. The affect component refers to feelings about an object, cognition is related to beliefs about an object, and the behavioral component

means the intention to take any action related to the object (Soloman, 2007). Ad clicking has been considered as a behavioral outcome of online advertising. The avoidance behavior toward advertisements may be evolved from a negative attitude toward advertising (Kornias & Halalalu, 2012). Therefore, consumers' attitudes towards advertisements are interesting to marketers as they show whether the consumer thinks favorably of an advertisement or not (Chouhoud, 2013).

Understanding attitudes is important for advertisers for many reasons. First, an advertiser has to break through the clutter to get the needed attention, in order to be effective or successful in the context of the advertising landscape today (Mehta & Purvis, 1995). Second, to create ads that result in a positive attitude for consumers, it is significant to understand what factors affect the attitude and to be able to know what type of appeals to use to achieve the desired result. Moreover, it is essential to bear in mind that advertising is often an unwelcomed intrusion, and is therefore considered to be a source of irritation. Therefore, advertisers must be aware of the risk of skeptical consumers and at the same time must consider using the ad message to differentiate themselves on the market (Ahmad, Shah & Ahmad, 2010). An additional reason showing the importance of attitudes for advertisers is that attitudes are important indicators of advertising effectiveness (Mehta, 2000). One of the online advertisement objectives is to form positive consumer attitudes toward the advertisement as well as the brand being advertised (Goldsmith & Lafferty, 2002).

Consumer attitude towards traditional advertising media has been discussed in several previous studies, and its results are inclined to be negative (Yuanxian & Pittana, 2011). These negative attitudes towards traditional media advertising are caused by the numerous interruptions on TV, radio and magazines (Speck & Elliot, 1997).

After the existence of technological advances, many researchers conducted studies to measure the attitude of consumers towards online advertising. A positive result was found by Hadija, Barnes & Hair (2012); the more the consumers like a website, the more positive the attitude they have toward its ads. The consumers are also more attracted to online advertising because of the interactive nature, where there is area for comprehension, personalization, participation and feedback (Logan, Bright & Gangadharbatla, 2012).

Throughout the years, there have been different models describing and explaining attitudes toward advertising construct (Kornias & Halalau, 2012). An example of these models is the seven factor model developed by (Polay&Mital, 1993). The conceptualization of the factors that were incorporated in this model started from the assumption that beliefs are the basis of an attitude (Kornias &Halalau, 2012). It is a comprehensive model of attitude toward advertising including three personal utility factors, which are: product information, social image information and hedonic amusement; as well as four socioeconomic factors that are: good for economy, fostering materialism, corrupting values and falsity. This model has two main limitations: first, some of the elements of this model such as good for the economy and corrupting values are difficult for the respondents to articulate. Moreover, it is unsuitable for this research, as it has only been studied in the traditional media context, and not in relation to advertising on the internet (Kornias &Halalau, 2012). Another model is the Ducoffe (1996) one, which also focuses on attitudes towards advertising, and includes three factors: entertainment, informativeness and irritation. The factors involved and the fact that this model has been previously tested in an online environment made this model more simplistic, straightforward and appropriate to be studied (Kornias &Halalau, 2012).The credibility factor was integrated to the Ducoffe (1996) model by Bracket & Carr (2001) as a complement, as it offered further explanation of the attitude toward advertising construct. In the present study, attitudes towards advertising are measured by three different dimensions. The first one is the Facebook related variables which includes the advertising characteristics of the Ducoffe model, and include credibility and interactivity, as well as one other characteristic, which is customization. The second dimension is the user related variables which include the frequency of exposure, as well as two demographic factors, which are gender and education.

## 2.6 Facebook Related Variables

Based on extensive review of related literature, it was found that attitudes toward online advertising are affected by three main characteristics: entertainment, informativeness ,irritation, credibility and interactivity ( Ducoffe,1996 ; Brackett & Carr,2001; Yuanxin & Pittana , 2011 ; Kornias & Halalau,2012 ; Logan, Bright & Gangadharbatla, 2012 ). Ducoffe (1996) established the model with three main

variables entertainment, informativeness and irritation. Then Brackett & Carr (2001) added credibility as a contributory variable. Afterwards, Yuanxin & Pittana (2011); Kornias & Halalau (2012) & Logan, Bright & Gangadharbatla (2012) who conducted researches studying attitude toward social media and facebook advertising, added a contributory variable that characterizes social media and Facebook, which is interactivity. Another contributory element or variable that distinguishes Facebook and affects the attitude toward Facebook advertising is customization (Gordon & De Lima-Turner, 1997; Kumar & Benbasat, 2006; Tam & Ho, 2006; Tapia, 2010; Shih, 2009; Weintraub, 2011).

### 2.6.1 Entertainment

According to Ekstrom & Gustafsson (2012), the value of entertainment lies within the ability to satisfy the consumers' needs for escapism, diversion, aesthetic enjoyment or emotional release. The ad should have a meaning for the consumer and look nice and appealing which positively affects the advertising value and accordingly affects the attitude.

The entertainment factor refers to the extent to which the web media is fun and entertaining to its users (Eighmehy & McCord, 1998). According to Yuanxin & Pittana (2011), the entertainment of advertising refers to the concept that the message of advertising should be humorous and sexy, thus it would immediately draw consumers' attention. It should not only be concise, considering the limited attention span of the consumers. Therefore, an entertaining advertising message could bring opportunity for the company, as it could bring attention to a company's products or services. Based on an assumption, an entertaining advertising message would be perceived more positively by the users of social media, and would eventually affect their attitudes towards it (Yuanxin & Pittana 2011).

The ability of advertising to entertain can enhance the experience of advertising exchanges for consumers as advertising is a significant portion of media content (Alwitt & Prabhaker, 1992). Advertisers believe that positive brand attitudes are generated by entertaining ads, that is why they seek to provide entertaining advertising messages (Shavit, Lowrey & Haefner, 1998). The majority of internet users consider it as an entertaining vehicle, and accordingly prefer the advertising to be entertaining as well (Hadija, Barnes & Hair, 2012). Participating in SNSs is an

entertaining activity, it is even more entertaining than playing video games, watching television, or going out. The SNSs users seek enjoyment, relaxation and passing time (Muntinga, Moorman & Smit, 2011). It was determined by Taylor, Lewin & Strutton(2011) that entertainment value affects consumers' attitudes toward SNS advertising.

Included under the umbrella of entertainment, are the consumers' opinions in regards to how they find the advertisements enjoyable, pleasing, and exciting and fun (Khornias & Halalau, 2012). Moreover, Ducoffe (1996) mentioned that the degree of entertainment provided by advertising is not only important on traditional media, but also essential on the Internet as well as on social media. It is found that the internet users who perceive a banner ad on a web site as entertaining, leads to more brand loyalty to the advertised product, and a higher chance of the purchase of this brand (Stern ,Barbara & Zaichowsky,1991).

According to Greyser (1973), two different propositions exist. The first one is the more pleasant the ad is, the more valuable it is; second, the very pleasant and very unpleasant ads are more valuable than those in between. The creation of a positive attitude toward an ad includes delivering entertainment for the consumer, and the ad should be amusing and likeable. Ads that have pleasurable and entertaining elements are liked and preferred by the consumers, and this factor can create a significant favorable positive attitude towards advertising (Pollay & Mittal, 1993). It has been found that the entertainment variable creates an important positive attitude towards the ad and can even create further curiosity for the ad (Ling, Piew & Chai, 2010).

*H1: Entertainment of the advertising message is positively associated with the university students' attitude towards advertising on Facebook.*

## 2.6.2 Informativeness

One of the main roles of advertising that has a large impact on affecting and shaping consumers' attitude towards advertising is the information delivered (Petrovici & Marinov, 2007). Therefore, advertisers must put the advertisement's informative content as a first priority (Faraz & Hosseini, 2011).

The goals of advertising relate to creating awareness, informing customers, and creating desired perception for the product or brand. Furthermore, it has to persuade

the customers to buy the product or the brand (Bendixen, 1993). Through the study conducted by Ducoffe (1996), it was found that there are positive and strong relationships between the informativeness level and the attitude of consumers towards advertising. Indeed, informativeness was positively related to the attitude of consumers toward SNSs advertising (Taylor, Lewin & Strutton, 2011).

It was found from a study of the consumers' attitudes towards web advertising that the quality and accurateness of the information put on a company's website had a direct impact on the consumers' perception towards the company and the company's products and services. Therefore, it is estimated that the perceived accuracy, timeliness and usefulness of the information delivered on Facebook has an effect on the attitude of the consumer towards Facebook advertising (Bauer, Barnes, Reichardt & Neumann, 2005).

Based on the results of a study conducted by Hadija , Barnes & Hair (2012) in the USA ,where an interview was conducted to know the opinion of the SNSs users of the advertising on these websites , one of them mentioned *“The advantage of advertising in general is the availability of info, learning about products any time of the day [ . . . ]”* Another respondent stated : *"We are bombarded with ads on a daily basis, and there's no escaping them. But I would say that is a good thing because people are more informed and afloat with the information."* Another research was conducted by Kornias& Hălălău (2012) in Sweden to assess the factors influencing university students' attitudes toward display advertising on Facebook. The researchers found that the offered information in these ads is relatively basic but adequate in order to understand what the advertisers want to communicate. On the other hand, other respondents of the same research stated that they don't find any correlation between the images, headlines and the text next to the Facebook display advertising.

According to Luo (2002), media users consider advertising's ability to provide audience information as the essential reason for accepting the ad while other studies showed that the core of consumers' beliefs of benefits of the ad is the ability of the advertiser to provide an accurate picture of products (Kornias& Hălălău,2012) . Moreover, the informational role of advertising is its main legitimizing function. The usefulness of the information delivered would allow the consumers search for information without boundaries in terms of time and place, and this usefulness is crucial to consumers on the internet (Chen & Nath, 2004). Facebook, which is a part of the internet, is full of information. However, the quality of the information placed

on Facebook might have an influence on the perceptions of companies and their products or services in the advertisements of the Facebook users. Therefore, information would be positively correlated with Facebook users' attitude (Yuanxin & Pittana, 2011).

*H2: Informativeness of the advertising message is positively associated with the university students' attitude towards advertising on Facebook.*

### 2.6.3 Irritation

While the two previous variables are positive predictors of the consumer's attitude toward advertising, the irritation variable is a negative indicator (Ducoffe, 1996). The intrusive tactics used by advertisers when they compete to grab consumers' attention can be annoying to the audiences (Sandage & Leckenby, 1980; Rettie, Robinson & Jenner, 2001). Furthermore, when users see advertising as interfering with their goal oriented tasks for which they are present on Facebook, the ads are perceived as being annoying (Kornias & Halalau, 2012). The main reasons that make people criticize advertising are related to the annoyance or irritation it causes, an outcome thought to lead to a general reduction in the success of advertising (Ducoffe, 1996).

Consumers are likely to perceive advertising as unwanted and irritating when advertising employs techniques that annoy, offend, insult, or are overly manipulative. Advertising's intrusiveness creates a negative attitude towards the ad or brand which is a root for consumers' dissatisfaction (Ogba, Saul & Coates, 2012). In addition, Ducoffe (1996) notes that in the online advertising context, irritating banner ads may exploit human anxiety, dilute its experiences and distract the attentions of consumers. Intrusiveness may even contribute to a general reduction of perceived value to the audience, and thus a negative attitude to the ad (Luo, 2002).

Li, Edwards, Stevens & Joo-Huyn (2002) , mentioned that it has been found that the concept of intrusiveness affects the consumers' perceptions towards marketing communication. This concept can be a useful one if we want to explain how negative feelings arise from some advertisements. The irritation is based on measuring the extent of the advertisement to be troubling, invasive, disturbing, inferring, distracting, intrusive, forced, or obstructive.

The model of Ducoffe (1995, 1996) , posits a negative relationship between the level of the advertising irritation and the level of the advertising's success . In regard to Facebook, irritation associated with advertising may be attributed to goal

interruption as well as concerns of consumers regarding the loss of privacy (Taylor , Lewin & Strutton,2011). Advertisements that annoy, offend and manipulate are perceived by recipient consumers as irritating and unwanted material; that is why all companies have to think in a way to make their advertisements neither irritating nor annoying (Gaber,2012).

*H3: Irritation of the advertising message is negatively associated with the university students' attitude towards advertising on Facebook.*

#### 2.6.4 Credibility

Because of the prevalence of credibility as a construct within other models, it was added as a fourth perceptual antecedent (Eighmey, 1997;MacKenzie & Lutz,1989; Shavitt ,Lowrey & Haefner,1998;Brackett &Carr,2001). These researchers found that there is a direct relationship between credibility and attitude toward advertising.

One of the definitions of the credibility of an ad is

*"The extent to which the consumer perceives claims made about the brand in the ad to be truthful and believable, and perceive the source to have knowledge and skills, and to give truthful and unbiased information"*

(Mackenzie & Lutz, 1989; Ohanian, 1990).

It has been proven that advertising credibility is a significant factor that affects advertising on the internet (Brackett & Carr, 2001). One of the several ways that can make credibility achieved is to list key attributes and communicate trustworthiness to the consumer (Ekstrom & Gustafsson, 2012).One of the key components in the relationship between the consumer and the brand is trust, and there is a common finding that as a result of false marketing efforts, consumers do not trust advertising (Percy & Elliot, 2008). Distrust toward a brand negatively affects the consumers' perception of the advertisement. A credible source of information can influence ideas, attitudes, and behavior through a process called internalization (Daneshvary and Schwer, 2000).

Credibility of advertising is an expression of the expectations of consumers regarding the fairness and factualness of advertising (Logan, Bright& Gangadharbatla, 2012). According to Johnson & Kaye (1998) consumers consider certain types of information sources as more trustworthy or credible than others. Research proposes that Facebook can be considered as a credible source for brand

message (Logan, Bright & Gangadharbatla, 2012). One of the respondents of a study conducted by Hadija, Barnes & Hair (2012), mentioned that he usually doesn't pay attention to social networks' ads as he doesn't trust them, and he feels that these ads are going to take all his money when he buys something from them.

Chatterjee (2011) conducted a research that examined the drivers of product recommendations and referral behavior on Facebook. She determined that the consumer-generated products are more likely to be recommended than the market-generated ones. This means that consumers trust their friends' opinions and recommendations more than the ads made by companies. Yuanxin & Pittana (2011) assume the trustworthiness of a Facebook message has a positive influence on the attitude of Facebook users toward Facebook advertising. Moreover, several previous studies indicated that there is a positive relationship between the credibility of an advertisement and the overall attitude of the advertisement (Tsang, Ho & Liang, 2004; Faraz & Hosseini, 2011).

Positive advertising credibility always leads to a positive attitude towards the advertisement (Faraz & Hosseini, 2011). The credibility of the advertisement is affected by the credibility of the advertiser. Furthermore, it was found that the advertiser or the firm's credibility is positively correlated with the attitude toward the advertisement and the attitude towards the brand (Choi & Rifon, 2002).

*H4: Credibility of the advertising message is positively associated with the university students' attitudes towards advertising on Facebook.*

#### 2.6.5 Interactivity

Based on the findings of previous studies, one of the most distinctive characteristics of advertising that is delivered on the Internet is interactivity (Yuanxin & Pittana, 2011). Interactivity has been identified by many authors as the key differentiator between traditional and new media (Morris & Ogan, 1996; Pavlik, 1996; Rafaeli & Sudweeks, 1997). Interactivity is "*the immediate response caused by actions that are taken by the consumers in order to satisfy their needs and wants*". The internet based media has facilitated the interaction between company and consumers, and between consumers themselves (Winer, 2008). Interactivity is fundamental as it allows the exchange of information between consumers and advertisers. The aim of the interactivity of advertising is to change the consumers' perception or behavior through

this action and reaction response. According to Yuanxin & Pittana (2011), interactivity influences attitudes towards Facebook advertising in a positive way.

Compared to traditional media, the Internet offers more capabilities and therefore more opportunities for consumers. For example, higher interactivity is provided by the Internet based ads than many of the ads carried in traditional media (Wang, Zhang, Choi & Eredita, 2002). Strauss & Frost (1999) affirm that the internet's biggest strength is direct response advertising, and state that the internet offers a unique feature which is two-way communication with consumers. This feature gives advertisers a distinctive opportunity of interactivity. The Cyber ads' interactive capabilities offer key advantages for sellers to make a connection with their customers (Janal, 1995). Therefore, it sounds reasonable that interactivity should be another contributory variable to attitude toward advertising. Unlike traditional media advertisements, brand profile Pages on Facebook provide information and allow viewers to react to the communications or posts of the firms and forward them to their connections on Facebook. This happens through NewsFeed.

Kapferer (2008) argues that nowadays, everything is provided on demand, and the audience has lived the experience of interactivity. Moreover, consumers have become proactive. They don't want to participate passively, they want to give their opinion on everything and read the opinions of others (Kapferer, 2008). In order to enhance customer communication, companies are utilizing interactivity, which is one of the facebook characteristics (Yu & Kwok, 2011).

Logan, Bright & Gngadharbatla (2012) mentioned that in order to increase consumers' engagement with the message, there must be interaction with the brand message. Facebook users contribute to the brand when they engage in brand-related activities, and are consequently more engaged than consumers who simply read, listen or watch videos about a certain brand (Muntinga, Moorman & Smit, 2011). According to Wang, Zhang, Choi & Eredita (2002), interactivity is also a factor that contributes to consumer attitude towards advertising.

*H5: Interactivity of the advertising message is positively associated with the university students' attitudes towards advertising on Facebook.*

#### 2.6.6 Customization

Another contributory variable to the Ducoffe (1996) model is Customization. Customization is also another core and unique element of the social network sites and accordingly of Facebook (Tapia, 2010). Customization is defined as *"the ability of a company to recognize and treat its customers as individuals through personal messaging, targeted banner ads, special offers on bills, or other personal transactions"* (Imhoff, Loftis & Geiger, 2001). According to Xu (2006) customization is different than informativeness as customization tailors and personalizes the offer to a specific customer. Moreover, customization of internet advertising messages makes it easy for advertisers to meet consumers' needs (Yuanxin & Pittana, 2011). Internet advertising is not accepted by internet users, unless it is clearly identified, well targeted and tailored specifically to them (Gordon & De Lima-Turner, 1997).

The usage of customization has been widely examined in the area of web advertising, where lots of researchers have found that there is evidence for the strong effect of customization on consumers' decision making (Kumar & Benbasat, 2006; Tam & Ho, 2006). The customization of web advertising refers to providing personalized content for each consumer in terms of content, offers and services. Firms are enabled to deliver customer value and to achieve profitable and sustainable growth through the personalization of the content (Ho, 2009).

One of the advantages of customization is that it makes the marketers able to reach their consumers in an individual and personalized way which can improve the customer relationship management (Varshney & Vetter, 2002). According to the findings of Kornias & Halalau (2012) some respondents found that the Facebook display advertisements are related to their specific interest and some other respondents found display advertisements irrelevant, as they believe that they are addressed to them from a demographical perspective not based on their own interests. Xu (2006) states that consumers tend to show a generally positive attitude toward tailor-made advertising.

Facebook uses a hypertargeting technique which allows advertisers to target audiences with accurate demographics, psychographics and behavioral data. This technique helps businesses to engage with their target and appropriate public, making marketing a more precise, personal and social task (Shih, 2009).

Weintraub (2011) indicates that Facebook targeting can be explained by the 'big black-box-kicker', which includes a user's location , age , relationship status ,gender, professional or educational history, interests listed in his profile , the page and groups he's connected to . Facebook is basically telling its users that any of their daily aspects such as meanderings, information in profiles or whatever, might be included in their big black-box-kicker. The targeting of Facebook Ads includes an attribute called "Precise Interests", which is only documented in a sparse way, considering its pervasive depth. Only a limited explanation of what "Precise Interests" targeting entails is offered by the inline help in the ad creation tool. This Facebook's attribute differentiates it from the physical world and makes it easier for marketers to connect to their customers, as Facebook pushes human buttons surrounding connections, relationships, news, events, group congregation, etc. to appeal to deeply primal aspects of being a person (Weintraub, 2011).

*H6: Customization of the advertising message is positively associated with the university students' attitudes towards advertising on Facebook.*

## 2.7 Characteristics of the Facebook user

### 2.7.1 Frequency of exposure

As the internet has been experiencing rapid growth as an advertising channel, it has become fundamental for advertisers and marketers to examine the factors that influence how consumers process advertising on the web (Cho, Lee &Tharp, 2001). One possible influence or factor is the exposure condition of advertisements on the internet, since the unique and flexible presentation technologies offered by the web make it possible for advertisers to generate different levels of advertising exposure conditions. In traditional media, most of the advertisements' exposures occur at the same level of forced or incidental exposure conditions. However, on the internet different levels of forced exposure can occur. This means that even the same advertisement can be presented to the audience with different degrees of forced exposure (Cho, Lee &Tharp, 2001) .This feature is also applied to Facebook advertisement, as when the users surf Facebook through their personnel computer they find the banner ads on the right side of the page, and when they log in to Facebook by using their mobile phone or tablet, they find suggested pages that they

may like in the news feed. Through Cho, Lee &Tharp (2001) study, they found that a high degree of exposure to the online banner ad yields a more negative attitude toward the banner ad and toward the brand. Through Zajonc (1968) study, he found an opposite result to the previous one, as he found that when individuals experience more exposure to a certain stimulus, they establish a more positive attitude toward that stimulus. Additionally, the more familiar the persons are with a medium, due to their frequent use of it, the more favorably they feel toward that medium.

There is deterioration in the attitudes toward general advertising as consumers are becoming highly exposed to the ads. It is expected that attitudes to internet advertising also deteriorate as the web users become more used to the medium (Rettie, Robinson & Jenner, 2001). But on the other hand, Wang, Shih & Peracchio (2013) state that involuntary exposure to banner ads with no click-through makes an increase in brand and advertising awareness in much the same way as ad exposure does in traditional media. Most studies that investigate the effects of ad exposure on the users' attitudes investigate the effect of repeated exposure to an ad, rather than the duration of exposure to an ad (Cho, Lee &Tharp, 2001).

Facebook is a relatively cost effective medium. People are surfing Facebook everywhere in homes, offices and public places; thus, it is now no longer limited to people's homes (Kaur, 2008). A study that examined the impact of the frequency of exposure on the attitude toward advertising, found that the value of advertising is decreased when there is a high frequency of exposure (Gaber, 2012). Ducoffe (1995) previously mentioned this result when he measured the consumers' attitudes towards TV advertising. Based on Megdadi & Nusair (2011) assumption, consumers who are confronted repeatedly with advertising are less informed since they have already learned the content.

According to Lutz, MacKenzie & Belch (2001) getting consumers' attention while they are exposed to the advertisement is based on their mood. A mood is defined as *"the recipient's general affective state at the time of exposure to the commercial message."*

When referring to attitudes toward advertising, we refer to the predisposition to respond favorably or unfavorably to a certain advertisement during the occurrence of an exposure (Soloman, 2007). In other words, attitude toward advertising is whether the consumer thinks in a good or bad manner of an advertisement.

*H7: the university students' Frequency of exposure has a positive influence on their attitude towards advertising on Facebook.*

### 2.7.2 The Demographic Factors

The attitude of facebook users towards advertising might be influenced by the demographic factors, which are considered to be important factors when measuring the attitude towards advertising (Yuanxin & Pittana, 2011). A definition of demographics is "*statistics that measure varying aspects of a chosen population, such as age, gender, income and education*" (Ekstrom & Gustafsson, 2012). Freedom of choice is one of the characteristics of the facebook advertising offered to its users, who have the possibility to select the advertisements they want to see. Thus, it is important to study whether there are different attitudes within different gender groups and educational backgrounds (majors).

#### 2.7.2.1 Gender

Many previous studies in this particular matter have chosen gender as an important demographic element when assessing the attitude towards online and facebook advertising (Wolin & Korgaonkar, 2003; Logan, Bright & Gangadharbatla, 2012; Kornias & Hălălău, 2012). Gender is a main variable for marketing analysis along several dimensions, including attitude toward advertising (Wolin & Korgaonkar, 2003). One of the market segmentation variables that has had a deep history in the marketing environment is gender (Meyers-Levy & Sternthal, 1991). Furthermore, it is among the key objectives of marketing segmenting the consumers and trying to target the products/ services to their specific needs.

Previous researches show that males and females exhibit different beliefs and attitudes toward advertising along with different advertising stimulated consumer behaviors (Wolin & Korgaonkar , 2003). Wolin & Korgaonkar (2003) conducted a survey that aimed to know the difference between male and female consumers toward web advertising in terms of beliefs, attitudes and behavior. The results of this survey indicate that there is a significant difference between males and females on several dimensions, as males exhibit more positive attitudes toward online advertising than females. In addition, males are more likely than females to surf the web for functional and entertainment reasons, whereas females are more likely to surf the web for shopping reasons.

Another research conducted by Logan, Bright & Gangadharbatla (2012) that aimed to compare female students' perceptions of the advertising value on SNS to their perceptions of the advertising of TV, found that if practitioners look for interacting via Facebook with young women consumers, they have to focus on providing entertaining content that makes brand engagement. The researchers of this study chose females as their respondents as the number of female users of Facebook represent an ever-growing portion of the facebook population, which was 58 percent (Hampton, Sessions-Goulet, Rainie & Purcell, 2011). Moreover, Duggan & Brenner (2013) mentioned that 67% of the internet users who surf Facebook are women in the age group from 18 to 29. These numbers indicate that is important for practitioners and academics to understand how women assess Facebook advertising. Women are interested in Facebook as it helps them to reconnect with old friends and family across the globe (Hampton, Sessions-Goulet, Rainie & Purcell, 2011). On the other hand, men are not interested in Facebook activities, which explain the inverse relationship between female and male usage of this SNS. Males are more interested in the internet advertising, not the Facebook advertising, as Abdul Azeem & Zia ul Haq (2012) declared that the Internet population is mainly composed of male, young and well educated persons, and these demographic characteristics also appear to affect attitudes toward online advertising.

*H 8: Users' attitudes towards advertising on Facebook would vary according to the gender.*

#### 2.7.2.2 Educational Background (Major)

According to Percy & Elliot (2009), it is possible to divide a population in socio-economic classifications presenting the areas of occupation, educational background (major) and income level. This study is focusing upon the respondents' educational background (major). The researcher in this study wants to find if there is a relationship between the respondent's area of study and his attitude toward advertising. The majority of past studies on attitude toward advertising have utilized a sample of undergraduate students (Brackett & Carr, 2001; Rettie, Robinson & Jenner, 2003 ; Palanisamy, 2004 ; Luo, 2010; Yuanxin & Pittana, 2011; Logan, Bright & Gangadharbatla, 2012 ; Hadija, Barnes & Hair, 2012; Kornias & Halalau, 2012) . These researchers affirm that students may represent an ideal target market for Facebook and social media advertising as they use Facebook more than any other

sample group. This is why the target population chosen for this research is the undergraduate students of the Arab Academy for Science and Technology (AAST). Some of the respondents are Media; Marketing and E-commerce students who are aware and have a deep understanding of social media and Facebook advertising. Some other students are Finance, Accounting and Tourism students who are neither specialized in the field of advertising nor in the field of social media.

*H 9: Users' attitudes towards advertising on Facebook would vary according to the users' educational background (major).*

## 2.8 Conclusion

This chapter presents the literature reviewed by first giving an overview of advertising and online advertising. A definition of the term advertising is given, followed by the importance and goal of this promotional element. Then follows a general idea of the different advertising models and a comparison between the different advertising media. Online advertising is defined afterward; the goals, different online advertising models and characteristics of online advertising are shown respectively. Then, the pros and cons of online advertising are mentioned.

The second part of the literature reviews the definitions, explanations and characteristics of three main terms which are: social media, social networks sites and Facebook. The focal term which is Facebook is then discussed from another perspective, which is the use of Facebook as an advertising channel.

The independent variable, which is attitude toward advertising, is shown afterward. In this part, the researcher gives a definition of attitude, and then mentions attitudes toward advertising in general, followed by attitudes toward online advertising, and finally the different models previously used to measure the attitude toward advertising are discussed. At the end of this part, a brief introduction of the Ducoffe model is given.

The final part of this chapter is the dependent variables part. These dependent variables are divided into two main sections: the first one is the Facebook advertising related variables, which are Entertainment, Informativeness, Irritation, Credibility, Interactivity and customization which is a contributory variable. The second section is

the user or the customer related variables, which are Frequency of exposure, Gender and Education.

Reviewing these variables in this chapter leads to the next chapter, which is the Research Methodology.

## Chapter Three

### Research Methodology

### 3.1 Introduction

This chapter presents the model used in this study as well as the presentation of the research hypotheses describing the relationships between the research variables. Additionally, the chapter then provides the conceptual and operational definitions of those variables. Finally, the sampling decisions and procedures are explained, along with the data collection methods and the data analysis techniques.

### 3.2 Theoretical Framework

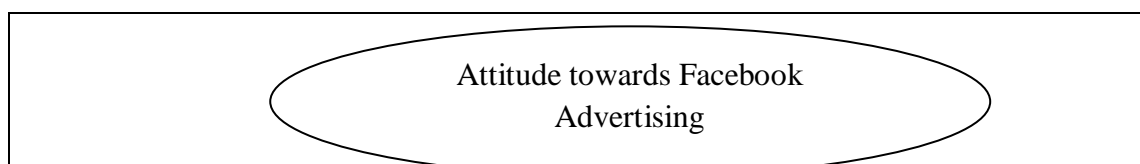
This study is designed to measure the attitude of university students toward Facebook advertising, which means that this research is a descriptive and cross-sectional study. According to Malhotra (2007) a descriptive research is one of three basic types of a research design which describes the functions and characteristics of a market. The characteristic of this study is that it is marked by the prior formulation of particular hypotheses; moreover, it has a preplanned and structured design. A cross-sectional study is the most commonly used descriptive design in the field of marketing research. It involves the collection of information from any given sample of population aspects. This research aim is to examine Facebook advertising related variables to link between the Facebook advertising related variables and the consumer related variables leading to examine the attitude of consumers towards Facebook advertising. Consequently, this study is descriptive, as it generally focuses on the description of the characteristics of facebook advertising and those of the facebook users, and their effects on the university students' attitudes. Descriptive statistics are used to help a researcher to present his quantitative data in a manageable form (Biggam, 2008).

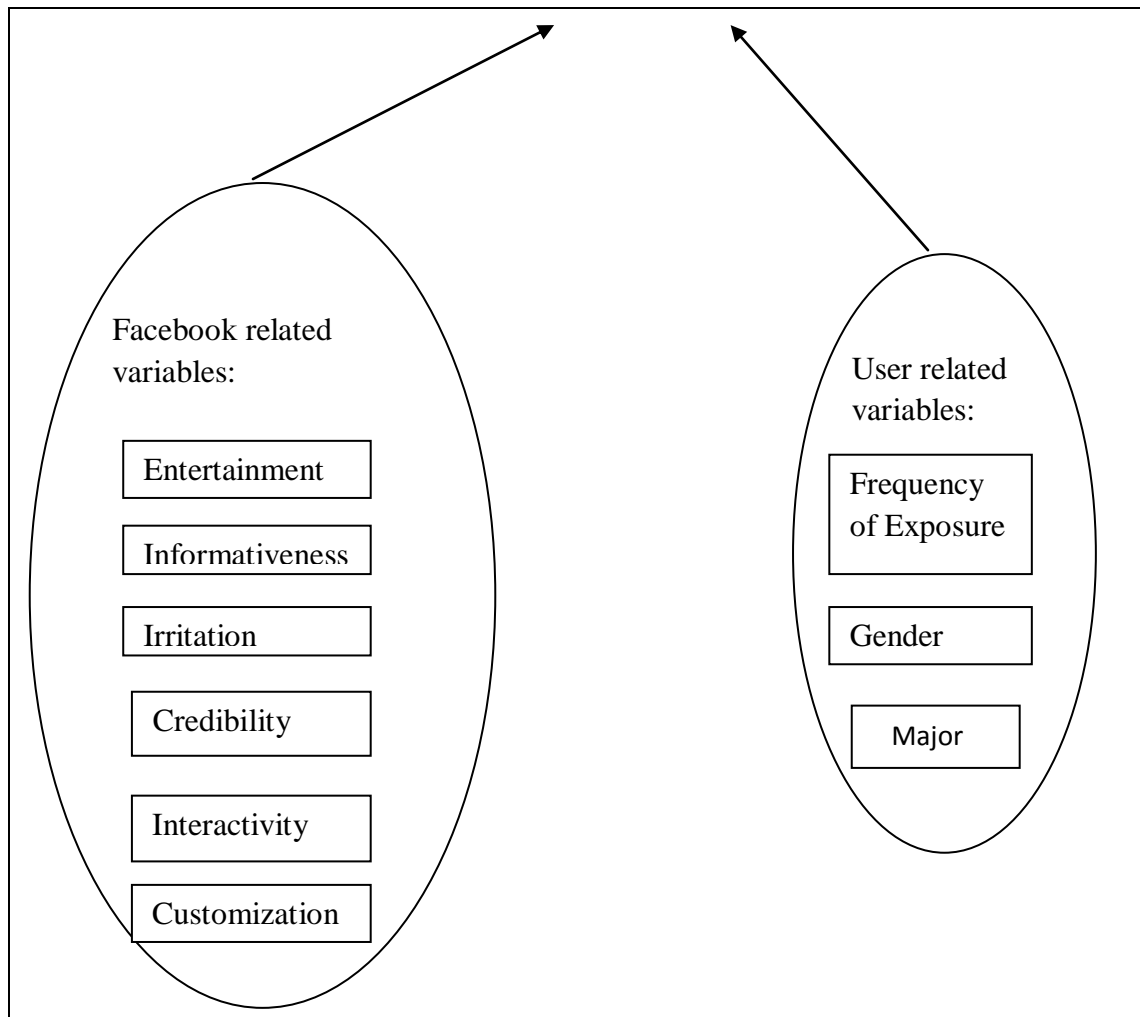
There have been a number of studies that examined consumers' attitudes towards online and Facebook advertising (*Ducoffe, 1996; Brackett & Carr, 2001 ; Luo, 2010 ; Yuanxin & Pittana, 2011; Kornias & Halalau, 2012 ; Gaber, 2012; Ekstrom & Gustafsson, 2012; Logan, Bright & Gangadharbatla, 2012; Hadija, Barnes & Hair, 2012*), but these studies focused on attitudes toward advertising from only one perspective, the advertising value perspective, which is one of the Facebook related variables. Moreover, these previous researches didn't focus on customization as an important Facebook function, therefore the researcher added this characteristic as one of the facebook related variables. Additionally, this current research measures the

attitude toward facebook advertising from another new perspective, which is user related variables.

Based on the literature review of online advertising, attitude, social media and Facebook, a theoretical framework model is established. Through this framework, the researcher seeks to measure the impact of Facebook advertising attributes and the Facebook's users characteristics (the independent variables), on attitudes toward Facebook advertising (the dependent variable). The chosen independent variables are divided into two different dimensions; the first one is the Facebook ad attributes or the Facebook related variables, which are: Entertainment, Informativeness, Irritation, Interactivity and Customization. The second dimension is the attributes of the Facebook users, which is composed of: Frequency of exposure, Interest in the product, gender and educational background (major). (See Figure 3.1)

Figure 3.1: Conceptual Framework





*Source: Ducoffe,1995; Ducoffe,1996; Brackett & Carr,2001 ; Luo,2010 ; Yuanxin & Pittana, 2011; Kornias&Halalau,2012 ;Gaber,2012; Ekstrom & Gustafsson, 2012; Logan, Bright & Gangadharbatla,2012.*

### 3.2.1 Research Hypotheses

As mentioned before the overall aim of this research is to examine the attitude of university students toward Facebook advertising. According to the conceptual model

developed by the researcher as shown in figure 3.1, the following proposed research hypotheses are formulated.

H1: Entertainment of the advertising message is positively associated with the university students' attitudes towards advertising on Facebook.

H2: Informativeness of the advertising message is positively associated with the university students' attitudes towards advertising on Facebook.

H3: Irritation of the advertising message is negatively associated with the university students' attitudes towards advertising on Facebook.

H4: Credibility of the advertising message is positively associated with the university students' attitudes towards advertising on Facebook.

H5: Interactivity of the advertising message is positively associated with the university students' attitudes towards advertising on Facebook.

H6: Customization of the advertising message is positively associated with the university students' attitudes towards advertising on Facebook.

H7: the university students' Frequency of exposure has a positive influence on their attitude towards advertising on Facebook.

H 8: Users' attitudes towards advertising on Facebook vary according to the gender.

H 9: Users' attitudes towards advertising on Facebook vary according to the users' educational background (major).

### 3.3 Conceptual and Operational Definitions of Research Variables

The following table includes conceptual and operational definitions of the dependent, and independent variables used:

Table 3.1: Conceptual and Operational Definitions of Variables:

Attitude towards Facebook advertising	A predisposition to respond in a favorable or unfavorable manner to a particular advertising stimulus during a particular exposure occasion (Solomon, 2007).	<p>5-point semantic differential bipolar, scales anchored by good/bad, favorable/unfavorable, and pleasant/unpleasant (Mackenzie and Lutz, 1989)</p> <p>- What is your overall impression of Facebook advertising? (Chouhoud,2013)</p> <p>5 point Likert Scale (1 meaning strongly disagree and 5 meaning strongly agree)</p> <ul style="list-style-type: none"> <li>- Overall, I like Facebook advertising</li> <li>- Overall, watching Facebook advertising is important to me</li> <li>- Overall, Facebook advertising is not interesting to me (Wolin, Korgaonkar &amp; Lund, 2008)</li> </ul>
Entertainment	The concept that the message of advertising should not be brief, considering the limited attention of consumers, but also should be humorous or sexy, thus it would immediately draw consumers' attention (Ducoffe, 1996).	<p>5 point Likert Scale (1 meaning strongly disagree and 5 meaning strongly agree)</p> <p>-I found that the content of advertisement on Facebook is enjoyable and entertaining</p> <p>-I enjoy watching advertisement on Facebook(Yuanxin and Pittana,2011)</p>

Informativeness	<p>Awareness creation, informing customers, creating a desired perception for the product or brand and a preference for the product or brand. (Bendixen, 1993).</p>	<p>5 point Likert Scale (1 meaning strongly disagree and 5 meaning strongly agree)</p> <p>-Facebook advertising provides the information I need (Yuanxin and Pittana,2011)</p> <p>-Facebook is a good source of up-to-date product/service information (Melody,2012)</p>
Irritation	<p>When consumers see advertisements as an intrusion in their lives, and intrusiveness is a root for dissatisfaction creating a negative attitude toward the ad or brand (Ogba, Saul &amp; Coates, 2012).</p> <p>N.B The irritation variable is a reverse coded variable</p>	<p>5 point Likert Scale (1 meaning strongly disagree and 5 meaning strongly agree)</p> <ul style="list-style-type: none"> <li>- Facebook advertisements are annoying</li> <li>- Facebook advertisements are irritating (Melody,2012)</li> </ul>
Credibility	<p>The extent to which the consumer perceives claims in the ad made about the brand to be truthful and believable, and perceives the source to have knowledge and skills, and to give truthful and fair information (MacKenzie&amp; Lutz, 1989).</p>	<p>5 point Likert Scale (1 meaning strongly disagree and 5 meaning strongly agree)</p> <ul style="list-style-type: none"> <li>- Facebook advertisements are credible</li> <li>- Facebook advertisements are trustworthy (Melody,2012)</li> <li>- I use personalized mobile advertising as a reference for purchasing ( Xu, 2007).</li> </ul>

Interactivity	<p>Immediate response caused by actions that are taken by the consumers in order to satisfy their needs and wants (Brackett &amp; Carr, 2001).</p>	<p>5 point Likert Scale (1 meaning strongly disagree and 5 meaning strongly agree)</p> <ul style="list-style-type: none"> <li>- Facebook advertisements can offer me a vivid communication experience</li> <li>- Facebook advertising facilitates two-way communication.</li> <li>- Facebook gives me a lot of control over my experience with its ads (Melody, 2012).</li> </ul>
Customization	<p>The ability of a company to recognize and treat its customers as individuals through personal messaging, targeted banner ads, special offers on bills, or other personal transactions (Imhoff, Loftis &amp; Geiger,2001).</p>	<p>5 point Likert Scale (1 meaning strongly disagree and 5 meaning strongly agree)</p> <ul style="list-style-type: none"> <li>-I feel that Facebook advertising displays customized message to me.</li> <li>-I feel that Facebook advertising is personalised for my usage (Gaber,2012).</li> <li>-Contents in Facebook advertising are customized ( Xu,2006).</li> <li>- I feel that Facebook displays customized content for me (Gaber, 2012).</li> </ul>

Frequency of exposure	Frequency of exposure in the context of Facebook advertising refers to when the users surf Facebook through their personal computer, how many times they find the banner ads on the right side of their Facebook page and when they log on to Facebook by using their mobile phone or tablet, they find suggested pages that they may like in the news feed.	5 point Likert scale (1 meaning strongly disagree and 5 meaning strongly agree)  - My attitude to an ad becomes positive When I frequently see it (Cho, Lee &Tharp , 2001)
Demographics (Gender, educational background major)	Dividing the market into segments based on variables such as age, gender, family size, family lifecycle, income, occupation,education,religion,race,generation and nationality(Kotler and Armstrong,2012).	Category questions are used in this section, which allow only one response from a given set of categories to be chosen.

### 3.4 Sampling Decisions and Procedures

In this section the researcher discusses the procedures related to the sampling, which includes the sampling population.

#### 3.4.1 Target Population

The target population of this study is the Academy students in Alexandria. The majority of past studies on attitude toward advertising have utilized a sample of undergraduate students (Brackett & Carr, 2001; Rettie,Robinson & Jenner,2003 ; Palanisamy,2004 ; Luo,2010; Yuanxin & Pittana,2011; Logan,Bright & Gangadharbatla, 2012 ; Hadija,Barnes & Hair,2012; Kornias & Halalau, 2012) . These researchers affirm that students may represent an ideal target market for Facebook and social media advertising as they frequently use Facebook more than

any other sample group. This is why the target population chosen for this research is the undergraduate students of the Arab Academy in Alexandria.

Moreover, the university student age group is highly influential as they are old enough to make their own decisions, and they are also more exposed to media (Chouhoud, 2013). Furthermore, university students are easily reachable by the researcher, and are relatively homogeneous in terms of age, economic situations and lifestyles.

This study covers the second largest city in Egypt Alexandria. According to CAPMAS, 2013 the number of citizens living in Alexandria in the year 2013 was 4,579,433. As this selected governorate is considered highly populated, it is a suitable area for this study to take place. All information was obtained from the Central Agency for Public Mobilization and Statistics in Egypt (CAPMAS, 2013).

Table 3.2 indicates the number of students enrolled in the AAST in Alexandria. The researcher decided to take the undergraduate students of the College of Management and Technology as the sample population of the study.

Table 3.2: Total number of students enrolled in the AAST Alexandria:

Students Enrolled In the AAST of the College of Management and Technology Academic Year 2013/2014	
Major	Total
Media management	158
Marketing	433
E-commerce	132
Finance and Accounting	769
Hospitality and Tourism	91
Total of the population size	1583

(ARAB ACADEMY FOR SCIENCE AND TECHNOLOGY OFFICIAL RECORDS, 2014)

### 3.4.2 Sampling Method

There are two broad techniques in which sampling procedures could be categorized, probability and non-probability sampling. In probability sampling *"each element of the population has a fixed probabilistic chance of being selected for the sample"*(Malhotra, 2007). In the non-probability sampling technique on the other hand, it doesn't use chance selection procedures, rather, the researcher's personal judgment plays a key role in selecting the sampling element (Malhotra, 2007). For the present study a non-probability sampling technique is used in order to select the sample. There are several procedures for selecting a sample in a non-probabilistic approach (Kornias & Halalau, 2012). In most of the cases, researchers decide the sampling methods based on the aim of their study (Yuanxin & Pittana, 2011). In the present study the convenience sampling technique are used. Convenience sampling is *"a nonprobability sampling technique that attempts to obtain a sample of convenient elements. The selection of sampling units is left primarily to the interviewer"* (Malhotra, 2007). The reason behind choosing convenience sampling is that several previous researches have used this method in measuring their studies especially regarding attitude toward advertising. The two main limitations of this sampling method are the time and cost constraints (Yuanxin & Pittana, 2011; Kornias & Halalau; Chouhoud, 2013).

The researcher selected samples from the students who are currently studying at the Arab Academy for Science, Technology and Maritime Transport (AAST) from different majors and semesters. This sampling technique has many advantages such as accessibility, facility of measuring the data collected and cooperation from the respondents (Malhotra, 2007), as well as immediately collecting the completed questionnaire back (Yuanxin & Pittana, 2011). Although this sampling method has been widely used, it has its limitations. Using this strategy cannot ensure the sample is representative of the whole population (Malhotra, 2007), as we could only purposely collect the data from the students at our convenience. Moreover, the students who study the same major might share some characteristics, and they might answer the questions of the questionnaire from similar perspectives. Therefore and as the researcher wants to accomplish a better representation of the target population, the sample was determined according to the total number of students enrolled in the approached university.

### 3.4.3 Sample Size

Based on the population size of each department, the final sample size was 525 (see Table 3.4). This sample size was determined according to the sampling table of Krejcie and Morgan (1970), who indicate that the appropriate minimum number of respondents in a sample of 10,000 should be not less than 384. That is why the researcher has decided to take as large as possible of the sample, which is 525.

Additionally, in order to gain a more adequate representation of the population of the undergraduate students of the AAST in Alexandria, the sample was divided with respect to the proportion of the number of students enrolled in each major to the total number of students enrolled in the AAST students in the different branches of Management in the AAST in Alexandria. The following table indicates the method of distribution.

Table 3.3: Sample Distribution According to Number of Students Enrolled in Academic year 2013/2014 – AAST Alexandria

Major/College	Number of Enrolled Students	Percentage	Number of Respondents
Media Management	158	9.9%	16
Finance and Accounting	769	48.6%	374
Marketing	433	27.4%	119
E-commerce & BIS	132	8.3%	11
Hospitality and Tourism	91	5.8%	5
Total	1583	100%	525

*(ARAB ACADEMY FOR SCIENCE AND TECHNOLOGY OFFICIAL RECORDS, 2014)*

### 3.5 Questionnaire Development

Based on the research questions and objectives, the researcher would like to measure the attitude towards Facebook advertising, and to find out whether the different factors such as the Facebook advertising characteristics, and Facebook user

characteristics, affect attitude. Accordingly, the questionnaire contains a number of questions measuring these factors that could be classified into two dimensions as mentioned in the literature review chapter.

The two versions of the questionnaire are shown in Appendix A. For the English version of the questionnaire, a five-page questionnaire was designed and distributed to the students studying in the English section. For the Arabic version of the questionnaire, a four-page questionnaire was designed and distributed to the students studying in the Arabic section. In order to make sure of the wordings of the Arabic questionnaire, a translation was done by first consulting some of the professors of Marketing in the College of Management and Technology of the Arab Academy. Then the pilots of fifteen Arabic questionnaires were distributed to a sample of students.

Both questionnaires are divided into three sections. The first one asks about the usage of Facebook and the respondents' awareness about Facebook advertising, the questions in this section are multiple choice questions. The aim of the questions of this part is to identify qualified respondents in order to avoid ambiguity or misunderstanding of the subject of the research.

The second section's questions are designed to collect data on the characteristics of facebook advertising such as informativeness, entertainment, credibility, interactivity and customization, as well as the characteristics of the facebook users such as frequency of exposure, interest in the product, gender and educational background (major). All the questions in this section are posed with a 5-point Likert scale. Respondents are asked to rate their answers from 1 “Strongly Disagree” to 5 “Strongly Agree” with the statements about different perspectives of the characteristics of Facebook advertising and of the Facebook users. The Likert scale was chosen as it is the best method to measure attitude (Malhotra, 2007).

The questionnaire used for this research was developed in both languages English and Arabic as the education in the AAST is either in English or in Arabic. Therefore, we distributed the English versions for the English section students and the Arabic versions were distributed for the students studying in the Arabic sections.

### 3.6 Data Collection Method

The data collection method used in this study is a quantitative research technique, which has the form of a cross-sectional, structured, close ended, self-administered questionnaire for the gathering of data, in order to solve the study's research questions.

A pilot test was conducted by the researcher, who distributed questionnaires to a sample of 30 students enrolled in the Arab Academy of Science and Technology in Alexandria. Half of the questionnaires of the pilot test were Arabic and the other half are in English. The role of this test was to ensure that the questionnaires were clear, consistent, and easily comprehended by the students. After running reliability analyses on the scales used, all scales proved to be reliable, and only minor modifications were done to the wording of the questions. The English and Arabic versions of the questionnaires were also checked and modified by some of the marketing and media management professors. Reliability is a term usually used in relation to the question of how to ensure the consistency of measures. It shows the repeatability of empirical findings (Bryman & Bell, 2011)

The 525 questionnaires were distributed at the College of Management and Technology of the AAST; all its programs Media Management, E-commerce and BIS, Finance and Accounting, Marketing and Tourism and Hospitality are in the Miami campus.

The following procedures were followed in order to collect data:

- 1- Check the dates and classroom locations of all classes in the Miami campus of the AAST Alexandria in weeks 13 and 14 of the spring semester, academic year 2013/2014.
- 2- Select the large classes
- 3- Contact the professors of the chosen classes or sample units
- 4- After the professors agree, the questionnaires were distributed at the beginning of the class. Before distributing the questionnaire the researcher gave a brief introduction about the topic and gave chocolates to the respondents as an incentive for them to answer all the questions, and to answer them quickly.

A total of 525 questionnaires were distributed. However, a response rate of 97.5% was observed because of the lack of completion of a portion of the questionnaires.

### 3.7 Data Analysis Techniques

SPSS 20® (Statistical Package for Social Science) was used in order to analyze the data obtained from the questionnaires. Each questionnaire was coded and entered into the SPSS data file. In order to obtain the results and findings of the research, many analysis techniques were used.

The first technique used was reliability analysis, which shows the "*extent to which a scale produces consistent results if repeated measurements are made on the characteristic*"(Malhotra, 2007). This was followed by descriptive analyses which were run on the demographics of respondents indicating the sample profile. Next, correlation analyses were run to demonstrate the strength and direction of the relationship between variables, in which results were used for hypothesis testing. Lastly, regression analyses were conducted in order to determine the relative importance of the independent variables on attitudes towards advertising. In order to measure the significance of the research model as a whole, regression analysis were used.

### 3.8 Conclusion

This chapter commenced by presenting the theoretical framework and hypotheses. Next, the conceptual and operational definitions of the independent and dependant variables are stated, followed by the population chosen, sampling technique, and the sample size used by the researcher in this study. Afterward, the development and design of the questionnaire are explained. In addition, the data collection method and data analysis techniques are discussed. The following chapter is the data analysis chapter, in which the researcher introduces, presents and interprets the results obtained from the data analysis.

## **Chapter Four**

### **Data Analysis and Findings**

#### **4.1 Introduction**

The findings of the hypotheses tested in this research are presented in this chapter. It starts with a reliability analysis which uncovers the extent to which the scales used to measure the variables in the study are suitable and consistent. Then a descriptive analysis is conducted for the demographic variables in order to identify the profile of the chosen sample. This is followed by a correlation analysis in order to test the hypotheses. Finally, simple linear regression analyses are carried out and also discussed in order to determine the relative importance of the variables and contribution to the model.

#### **4.2 Reliability of Scales**

In this study, the reliability of all the variables under investigation was projected using Cronbach's Alpha coefficient for the internal consistency of the scale. De Vaus (2002); Sekaran (2003) & Bryman (2007) argues that is a number of considerations that were previously highlighted in the use of reliability testing which determine the acceptable level of Alpha coefficient. They agreed that for example, the number of response categories (5-point Likert scale) which has an alpha coefficient of an average between 0.5-0.7, is a moderate and acceptable level for social research; indeed, the higher the coefficient, the better the reliability of the scale. Highly unreliability could be caused by badly worded questions (De Vaus, 2002). The following table (Table 4.1) illustrates the reliability of the independent and dependent variables (also see Appendix B for some outputs of the SPSS). Based on the results presented in this table, it is concluded that all the scales used in the study were reliable, thus they can be used to measure the variables under study.

Table 4.1: Reliability of Scales

Variable	Number of Items	Cronbach's Alpha
----------	-----------------	------------------

Entertainment	4	.867
Informativeness	4	.842
Irritation	4	.800
Credibility	4	.700
Interactivity	4	.820
Customization	4	.886
Frequency of exposure	2	.848
Attitude toward Facebook advertising	2	.774

Source: The researcher, based on data analysis.

### 4.3 Descriptive Statistics

According to Biggam (2008) descriptive statistics are used to aid you presentation of your quantitative data in a manageable form, and are also used to understand more the description of the variables.

Table 4.2: Descriptive Statistics of the overall items in the questionnaire.

	Mean	Std. Deviation
<u>Entertainment:</u> I found that the content of advertisement on Facebook is enjoyable and entertaining.	3.14	1.095
<u>Entertainment:</u> I enjoy watching advertisements on Facebook	3.23	1.200

<u>Entertainment:</u> Advertisements on Facebook are pleasing	3.38	1.175
<u>Informativeness:</u> Facebook advertising provides the information I need	3.39	1.103
<u>Informativeness:</u> Facebook is a good source of up-to-date product/service information	3.86	1.060
<u>Informativeness:</u> Facebook advertising provides timely information on products	3.50	.981
<u>Irritation:</u> Facebook advertisements are annoying	2.28	.839
<u>Irritation:</u> Facebook advertisements are irritating	2.35	.852
<u>Irritation:</u> Facebook advertising insults my intelligence	2.33	.850
<u>Credibility:</u> Facebook advertisements are credible in the information they provide	4.05	.767
<u>Credibility:</u> I trust Facebook advertisements	4.11	.736
<u>Credibility:</u> I use Facebook advertising as a reference for purchasing	4.08	.756
<u>Interactivity:</u> Facebook advertisements can offer me a vivid communication experience	3.71	.933
<u>Interactivity:</u> Facebook advertising facilitates two-way communication	3.72	.934
<u>Interactivity:</u> Facebook gives me a lot of control over my experience with its ads	3.72	.934
<u>Frequency of Exposure:</u> My attitude toward an ad becomes positive when I frequently see it	4.59	.827
<u>Customization:</u> I feel that Facebook advertising displays customized messages to me	4.26	.800

<u>Customization:</u> I feel that Facebook advertising is personalized for my usage	4.15	.866
<u>Customization:</u> Contents in Facebook advertising are customized	4.21	.834
<u>Frequency of Exposure:</u> I am exposed to lots of facebook ads	4.59	.896
<u>Frequency of Exposure:</u> My attitude to an ad becomes negative when I frequently see it	1.54	.834
<u>Overall Attitude:</u> Overall, I like Facebook advertising	4.29	.837
<u>Entertainment:</u> Not entertaining 1 2 3 4 5 6 7 Entertaining_	4.84	1.460
<u>Informativeness:</u> Not informative 1 2 3 4 5 6 7 Informative	5.20	1.563
<u>Credibility:</u> Not credible 1 2 3 4 5 6 7 Credible	4.70	1.398
<u>Irritation:</u> Irritating 1 2 3 4 5 6 7 Not irritating	2.99	.881
<u>Interactivity:</u> Not interactive 1 2 3 4 5 6 7 Interactive	4.51	1.558
<u>Customization:</u> Not customized 1 2 3 4 5 6 7 Customized	6.16	1.185

<u>Overall Attitude:</u>		
I don't like facebook advertising 1 2 3 4 5 6 7 I like Facebook advertising	4.84	1.460
Valid N (listwise)	512	

N=512

Source: The researcher, based on data analysis.

#### 4.4 Sample Description

Part IV of the questionnaire was designed to capture some of the essential demographic details of the respondents involved in the research. Results of the demographic characteristics of respondents are presented in Tables 4.3 to 4.6, and in Figures 4.1 to 4.4. As a matter of fact, 100 percent of the respondents were undergraduate university students aged between 18 and 22 years-old, since the research was done in a university.

The following part represents the tables that provide a description of the sample of the respondents of the selected sample. Each table is followed by a short paragraph that explains the results.

Table 4.3: Sample Description: Gender

Gender				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	261	51.0	51.0	51.0

Female	251	49.0	49.0	100.0
Total	512	100.0	100.0	

Source: The researcher, based on data analysis.

Table 4.3 shows that the majority of respondents were males at 51.0% while the female respondents were 49.0%.

Table 4.4 Sample Description: Academic Year

Academic Year				
	Frequency	Percent	Valid Percent	Cumulative Percent
Year 1	159	31.1	31.1	31.1
Year 2	211	41.2	41.2	72.3
Valid Year 3	101	19.7	19.7	92.0
Year 4	41	8.0	8.0	100.0
Total	512	100.0	100.0	

Source: The researcher, based on data analysis.

According to Table 4.4, students in their 2nd year of university (41.2%), represented the majority of the sample, followed by year 1 students (31.1%), year 3 students (19.7%), and finally year 4 students (8.0%). The low percentage of year 4 students is due to the small number of students enrolled in this academic year generally in Egypt; this is because of a change made by the Ministry of Education resulting in students of Egyptian education to attend an extra year of elementary school.

Table 4.5 Sample Description: educational background (Major)

Educational background (Major)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Media Management	98	19.1	19.1	19.1
Finance and Accounting	186	36.3	36.3	55.5
Marketing	123	24.0	24.0	79.5
BIS	48	9.4	9.4	88.9
Tourism and Hospitality	57	11.1	11.1	100.0
Total	512	100.0	100.0	

Source: The researcher, based on data analysis.

Table 4.5 indicates that (36.3%) of the respondents are from the Finance and Accounting Department, the Marketing Department students come in the 2<sup>nd</sup> with (24%) of the respondents, followed by the Media Management students, who represented (19.1%) of the respondents, Then the Tourism and Hospitality students with a percentage of (11.1%). The least number of respondents is from the BIS students, who represent only (9.4%) of the chosen sample.

Table 4.6 Sample Description: Monthly Household Income

Monthly household income

	Frequency	Percent	Valid Percent	Cumulative Percent
Less than 5000	4	.8	.8	.8
5001-10000	8	1.6	1.6	2.3
Valid 10001-15000	253	49.4	49.4	51.8
More than 15000	247	48.2	48.2	100.0
Total	512	100.0	100.0	

Source: The researcher, based on data analysis.

Table 4.6 represents the monthly household income of the chosen sample, which means the total monthly income of all family members in the household. The majority was between 10,001-15,000 L.E. (49.4%); this income range was followed by more than 15,000L.E, which has a slight decrease from the first range (48.2%); 5,001-10,000 EGP (1.6%), Less than 5,000L.E. (0.8%). These findings are considered to be reasonable for two reasons. First, two family members of many of the respondents' families are working. Second, with the high tuition fees of the AAST, which is a private university, a generally high income is expected from the AAST students' households.

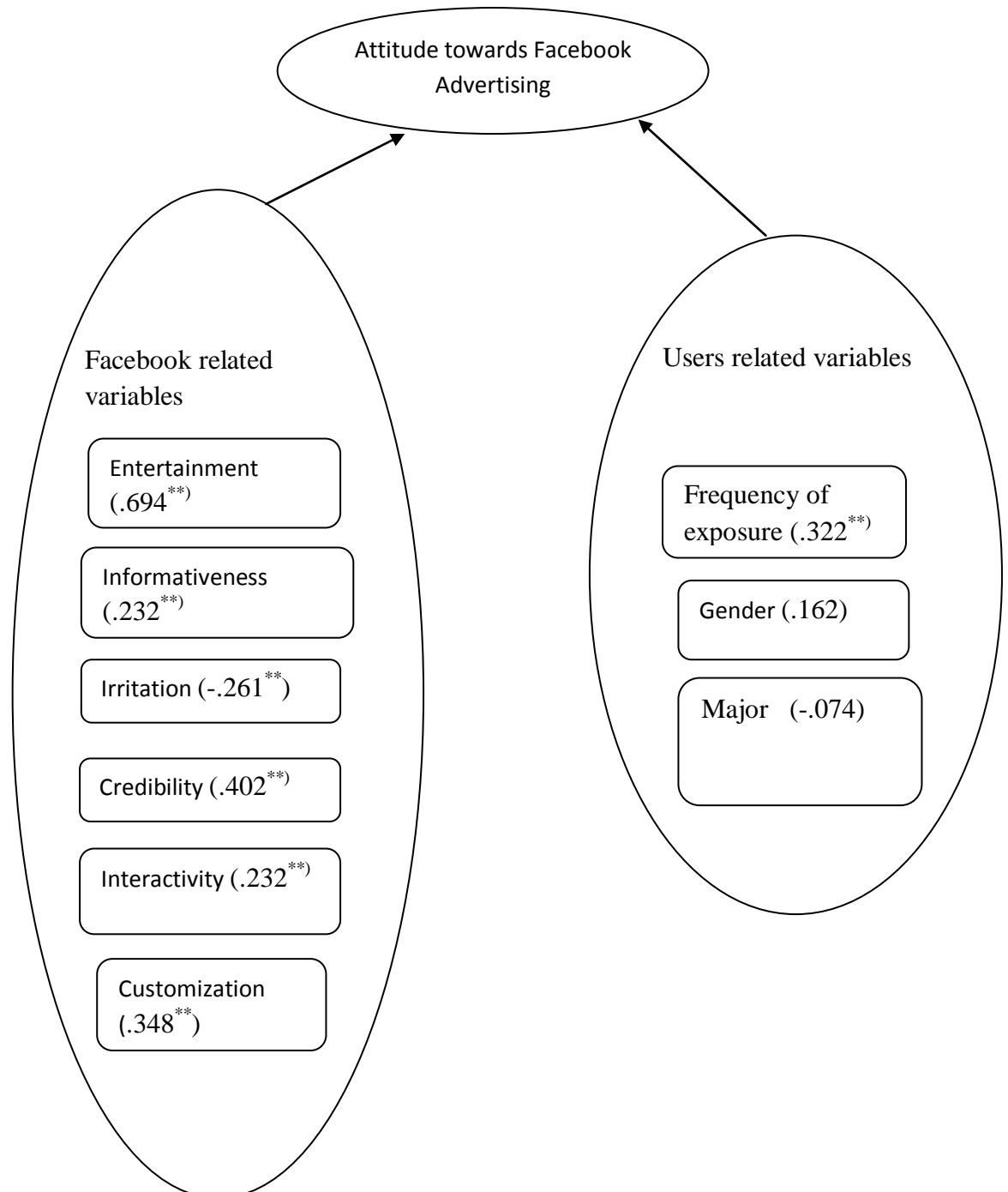
## 4.5 Testing the research hypotheses

In the literature review a model has been established. Here the study examines the nine hypotheses formulated regarding the relationship between the independent variables and the dependent one, which is attitude toward Facebook advertising. Correlation analysis was used to test the relationship between the variables and to find out whether the hypotheses were supported or not. Therefore, the following analysis verifies the hypotheses of the research (H1 to H9) using SPSS version 20 software. Then, in order to validate the hypotheses, a regression analysis was run in order to uncover which of the independent variables account for the variance in the dependent variable.

The following part indicates an analysis of the proposed model tested by the researcher using the correlation analysis on the SPSS version 20 software. First, a summary of the results of the analysis is provided in Figure (4.5). Subsequently a detailed analysis of each variable is presented by first writing the hypothesis

statement, then the correlation analysis table followed by a paragraph discussing the results of the correlation analysis table.

Figure 4.1 Correlation coefficient between the research variables:



<sup>\*\*</sup> Correlation is significant at the 0.01 level (2 tailed).

#### 4.5.1 Testing Hypothesis One

H1: Entertainment of the advertising message is positively associated with the university students' attitudes towards advertising on Facebook.

Table 4.7: Entertainment of the ad: Correlations

Correlations		
	Ov.Att	Ent
Ov.Att	Pearson Correlation	1
	Sig. (2-tailed)	.694**
	N	.000
Ent	Pearson Correlation	.694**
	Sig. (2-tailed)	1
	N	.000

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Source: The researcher, based on data analysis.

Table 4.7 shows that entertainment of an ad has a significant positive relationship with attitude towards Facebook advertising at a variance of  $r(512) = 0.69$  and  $p = 0.01$ . This relationship is considered to be strong. Therefore, H1 is supported.

#### 4.5.2 Testing Hypothesis Two

H2: Informativeness of the advertising message is positively associated with the university students' attitudes towards advertising on Facebook.

Table 4.8: Informativeness of the ad: Correlations

Correlations		
	Ov.Att	Int
Ov.Att	Pearson Correlation	1
	Sig. (2-tailed)	.542**
	N	.000
Int	Pearson Correlation	.232**
	Sig. (2-tailed)	1
	N	.000

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Source: The researcher, based on data analysis.

Table 4.8 shows that informativeness of the ad has a significant positive relationship with attitudes towards Facebook at a variance of  $r(512) = 0.23$  and  $p = 0.01$ . This relationship is considered to be of moderate strength. Therefore, H2 is supported.

#### 4.4.3 Testing Hypothesis Three

H3: Irritation of the advertising message is negatively associated with the university students' attitudes towards advertising on Facebook.

Table 4.9: Irritation of the ad: Correlations

Correlations

	Ov.Att	Irr
Ov.Att	Pearson Correlation	1
	Sig. (2-tailed)	-.261**
	N	.000
Irr	Pearson Correlation	1
	Sig. (2-tailed)	-.261**
	N	.000

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Source: The researcher, based on data analysis.

Table 4.9 shows that irritation of the ad has a significant negative relationship with attitudes towards Facebook advertising at a variance of  $r(512) = -0.26^{**}$  and  $p = 0.01$ . This relationship is considered to be a weak negative relationship. Therefore, H3 is supported.

#### 4.5.4 Testing Hypothesis Four

H4: Credibility of the advertising message is positively associated with the university students' attitudes towards advertising on Facebook.

Table 4.10: Credibility of the ad: Correlation

Correlations		
	Ov.Att	Cred
Ov.Att	Pearson Correlation	1
	Sig. (2-tailed)	.702**
	N	512
Cred	Pearson Correlation	.402**
	Sig. (2-tailed)	1
	N	512

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Source: The researcher, based on data analysis.

Table 4.10 shows that credibility of the ad has a significant positive relationship with attitudes towards Facebook advertising at a variance of  $r(512) = 0.40^{**}$  and  $p = 0.01$ . This relationship is considered to be of moderate strength. Therefore, H4 is supported.

#### 4.5.5 Testing Hypothesis Five

H5: Interactivity of the advertising message is positively associated with the university students' attitudes towards advertising on Facebook.

Table 4.11: Interactivity of the ad: Correlation

Correlations		
	Ov.Att	Int
Ov.Att	Pearson Correlation	1
	Sig. (2-tailed)	.542**
	N	512
Int	Pearson Correlation	.232**
	Sig. (2-tailed)	.000
	N	512

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Source: The researcher, based on data analysis.

Table 4.11 shows that interactivity of the ad has a significant positive relationship with attitudes towards Facebook advertising at a variance of  $r(512) = 0.23^{**}$  and  $p = 0.01$ . This relationship is considered to be of moderate strength. Therefore, H5 is supported.

#### 4.5.6 Testing Hypothesis Six

H6: Customization of the advertising message is positively associated with the university students' attitude towards advertising on Facebook.

Table 4.12: Customization of the ad: Correlation

Correlations		
	Ov.Att	Cust
Ov.Att	Pearson Correlation	1
	Sig. (2-tailed)	.438**
	N	512
Cust	Pearson Correlation	.348**
	Sig. (2-tailed)	.000
	N	512

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Source: The researcher, based on data analysis.

Table 4.12 shows that customization of the ad has a significant positive relationship with attitudes towards Facebook advertising at a variance of  $r(512) = 0.348^{**}$  and  $p = 0.01$ . This relationship is considered to be of moderate strength. Therefore, H6 is supported.

#### 4.4.7 Testing Hypothesis Seven

H7: Frequency of exposure the university students has a positive influence on their attitudes towards advertising on Facebook.

Table 4.13: Frequency of exposure of the user: Correlation

Correlations

		Ov.Att	FE
Ov.Att	Pearson Correlation	1	.522**
	Sig. (2-tailed)		.000
	N	512	512
FE	Pearson Correlation	.322**	1
	Sig. (2-tailed)	.000	
	N	512	512

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Source: The researcher, based on data analysis.

Table 4.13 shows that frequency of exposure of the user has a significant positive relationship with attitudes towards Facebook advertising at a variance of  $r(512) = 0.32^{**}$  and  $p=0.01$ . This relationship is considered to be of moderate strength. Therefore, H7 is supported.

#### 4.4.8 Testing Hypothesis Eight

H 8: Users' attitudes towards advertising on Facebook would vary according to the gender.

Table 4.14: Gender of the user: Correlation

Correlations		
	Ov.Att	Gender
Ov.Att	Pearson Correlation	.332**
	Sig. (2-tailed)	.000
	N	512
Gender	Pearson Correlation	.162**
	Sig. (2-tailed)	.000
	N	512

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Source: The researcher, based on data analysis.

Table 4.14 shows that the gender of the user has a significant positive relationship with attitude towards Facebook advertising at a variance of  $r(512) = 0.16^{**}$  and  $p=0.00$ . This relationship is considered of weak strength. Therefore, H8 is not supported.

#### 4.4.9 Testing Hypothesis Nine

H 9: Users' attitudes towards advertising on Facebook would vary according to the users' educational background (major).

Table 4.15: Educational background of the user: Correlation

Correlations			
		Ov.Att	Major
Ov.Att	Pearson Correlation	1	.743
	Sig. (2-tailed)		.093
	N	512	512
educational background	Pearson Correlation	-.074	1
	Sig. (2-tailed)	.093	
	N	512	512

\*\*. Correlation is significant at the 0.01 level (2-tailed).

Source: The researcher, based on data analysis.

Table 4.15 shows that the educational background of the users has a significant negative relationship with attitudes towards Facebook advertising at a variance of  $r(512) = -0.074^{**}$  and  $p=0.93$ . This relationship is considered to be of weak strength. Therefore, H9 is not supported.

## 4.6 Regression Analysis

A simple linear regression was carried out in order to discover the nature and degree of association between the variables as well as the relative importance of the facebook related attributes and the user related ones. The regression analysis was carried out between the independent variables (entertainment, informativeness, irritation, credibility, interactivity, customization and frequency of exposure) and the dependent variable (attitude towards the advertisement).

The results obtained from the regression analysis are presented in the following table. This table indicates whether the proposed model for attitudes toward facebook advertising is suitable or not. The tables include and summarize: the significance of the model and the relative contribution of each variable individually. (Also see Appendix C for more tables)

Table 4.16: Regression analysis for the supported variables of the research

Variables	R Square	Df	F	Sig.	Beta	T	Classification
Entertainment	0.105	1	52.920	.000	0.324	7.741	Significant influence
Informativeness	0.195	1	123.239	.000	0.441	11.101	Significant influence
Irritation	0.152	1	11.987	.000	-.0152	-3.462	Significant influence
Credibility	.748	1	1516.568	.000	.865	38.943	Significant influence
Interactivity	.121	1	70.311	.000	.348	8.385	Significant influence
Customization	.121	1	108.171	.000	.418	10.401	Significant

							influence
Frequency of Exposure	.125	1	72.924	.000	.354	8.540	Significant influence

Source: The researcher, based on data analysis.

The results of Table 4.16 indicate the contribution of Facebook related variables – Entertainment ,Informativeness ,Irritation ,Credibility ,Interactivity and Customization, as well as the only supported user related variable- Frequency of Exposure - to attitude towards Facebook advertising. The variables were all significant as their P-Values were all at 0.000, which is less than 0.05. The variables have the following standardized regression coefficients of ( $\beta = 0.324$ ,  $p < 0.01$ ) regarding entertainment, ( $\beta = 0.441$ ,  $p < 0.01$ ) regarding informativeness, ( $\beta = -.0152$ ,  $p < 0.01$ ) regarding irritation, ( $\beta = .865$ ,  $p < 0.01$ ) regarding credibility, ( $\beta = .348$ ,  $p < 0.01$ ) regarding interactivity, ( $\beta = .418$ ,  $p < 0.01$ ) regarding customization and ( $\beta = .354$ ,  $p < 0.01$ ) regarding frequency of exposure. These results convey that the most remarkable variable impacting attitude toward Facebook advertising is credibility, then informativeness, customization, and frequency of exposure, which is followed closely by interactivity. Then entertainment and irritation which has the least impact on attitudes towards Facebook advertising.

## 4.7 Conclusion

This chapter starts by testing the reliability of each variable. All the tested variables are reliable. Then, a sample description is carried out for all the demographic variables. This is followed by a hypothesis test of each variable in order to know whether the hypotheses are supported or not. From the hypothesis testing, the researcher finds that all the variables are supported except two, gender and educational background. Finally, the researcher conducts a regression analysis in order to know the significance of the variables. The variables are all significant, as their P-Values were all at 0.000, which is less than 0.05. The implications, limitations

and directions for further research and recommendations, are discussed in the following chapter.

## **Chapter Five**

### **Discussion, Implications, and Recommendations**

#### **5.1 Introduction**

After showing and discussing the research background, the literature review, methodology and data analysis, this chapter presents a conclusion of the study. Therefore, this chapter starts with a discussion of the main findings of the study, followed by a several other main points which are the conclusion, the managerial implications, the limitations of the study and lastly the directions for future research.

#### **5.2 Discussion**

In this thesis, the researcher was trying to answer the question, "What is the attitude of university students toward Facebook advertising?", and was also trying to find out which variables of the proposed model would most likely affect consumers' attitudes toward Facebook advertising, which variables would least affect their attitudes toward facebook advertising and which variables wouldn't affect their attitudes at all. This research question was considered as a challenge for the researcher to work in this specific area of study, as it has only limited supporting literature.

As mentioned in Chapter One, the overall aim of this research is to examine the attitude of university students toward Facebook advertising. The focus of this research is on a specific segment in the Egyptian population, which is the students of private universities. This can be possibly explained as young consumers are more technology oriented and have more willingness to accept new forms of technology. Moreover, the study was conducted in a convenient place for the researcher that gave easy access to all the data, and numbers of the students registered and studying in the different departments of the College of Management and Technology of the Arab

Academy. In the majority of the Egyptian institutions, it is very difficult to find accurate numbers of the persons registered, and to base your research on these ambiguous figures. Therefore, the sampling method used was the convenience sampling method and the chosen sample was the students of the Arab Academy for Science, Technology and Maritime Transport (AASTMT) studying in the different departments of the College of Management and Technology in the Miami campus in Alexandria. Based on previous studies that used the Ducoffe (1995) and Ducoffe (1996) models, and the intervening variable added by (Brackett & Carr, 2001) and based on other studies such as (Wolin& Korgaonker,2003; Luo,2010 ; Yuanxin & Pittana, 2011; Kornias&Halalau,2012 ;Gaber,2012; Ekstrom & Gustafsson, 2012; Logan, Bright & Gangadharbatla,2012).The researcher established the proposed model by dividing the variables into two categories the : the first one is the Facebook related variables –Entertainment, Informativeness, Irritation, Credibility, Interactivity and Customization. The second category is the user related ones- Frequency of Exposure, Gender of the user and the user's Educational Background (major).

According to Gaber (2012), consumers start forming negative attitudes towards advertising as they are exposed to lots of advertising means, therefore they do ignore advertising. On the other hand, Schlosser, Shavitt & Kanfer (1999) found that consumers hold positive attitudes toward internet advertising, these findings explicitly explain that consumers' attitude differ according to the advertising medium used. These results ensure that new forms of advertising such as Facebook advertising should be widely used by companies as consumers are fed up with the traditional ways and medium of advertising. Based on the author's results, the users of Facebook hold a positive attitude toward Facebook advertising. This conclusion is somehow in line with previous researches, as the previous studies found that users have a positive attitude toward Facebook advertising (Kornias & Halalau, 2012; Logan, Bright & Gangadharbatla, 2012).

The findings of the data analysis (correlation) have shown interesting results. All the Facebook related variables are supported. Entertainment, informativeness, credibility, interactivity and customization have a positive relationship with attitudes towards Facebook advertising, while the irritation variable has a negative relationship. For the user related variables, the sole variable that was

supported by the hypothesis test is the frequency of exposure, while the two other variables- gender and educational background (major), were not supported.

Moreover, when simple linear regression analyses were run between the independent variables and the dependant variable, which is attitude towards Facebook advertising, all of the supported variables proved to be significant. The variable with the highest contribution to the variance in attitude towards the ad was credibility, followed by informativeness, and the variable with the least contribution was irritation.

The variable with the highest contribution to attitude towards the facebook advertising was credibility. This conforms with the results of previous researches (Kornias & Halalau, 2012). These results indicate that credibility is an important variable when assessing attitude toward advertising, and credibility is also an essential way for building consumer trust, as credibility is based on the degree the consumers perceive the marketers to have expertise and honesty to do a transaction with effectiveness and reliability, and this leads to the success of this variable. This means that credibility is crucial for the success of the Facebook advertisements and it also means that consumers trust Facebook and therefore trust its advertisements. Facebook advertisements are considered to be more credible than other social media advertising, as Yuanxin & Pittana (2011) indicated in their research which shows that university students don't trust all the advertisements shown in the different social media sites.

Informativeness is the second significant most contributing variable in the attitude toward Facebook advertising. This finding is supported by Kornias& Halalau (2012), where the respondents of this research declared that Facebook advertisements provide clear and sufficient information about the products or services that are displayed on Facebook. These findings contradict other findings, like the findings of Logan, Bright & Gangadharbatla (2012) who conducted a research to compare Facebook and TV advertising and the attitudes of university students toward each medium. They found that the respondents consider TV advertising as a better source of information than Facebook advertising. It is also known that the new advertising media like the internet, social media and Facebook, give real-time information for the consumers than the traditional media. These findings also indicate that Facebook

advertising is a good source of information for the consumer, therefore companies have to put more reliable and up-to-date information on Facebook advertisements.

The variable with the least contribution and the least significance in attitude towards Facebook advertising is irritation. This means that Facebook advertising is non-irritating, and has a positive significant correlation with the attitude formed by university students toward Facebook advertising. These findings are supported by Logan, Bright & Gangadharbatla (2012). These results are congruent with the Kornias & Halalau (2012) results, who also found that Facebook advertising is not irritating. But at the same study the respondents also mentioned that if the numbers of ads increase on the home page, they may deactivate their Facebook account and search for another social network that does not annoy its users with lots of ads. Irritation of advertising leads the consumers to perceive the ads as unwanted, annoying and may even consider them as spam. Therefore, Facebook as a channel that shows the ads to the consumers has to take into consideration not to increase the number of ads shown on the homepage. This suggestion of a moderate and convenient number of ads has to be done by Facebook in order not to annoy the users or to annoy them.

### 5.3 Conclusion

As a limited number of researches have been conducted to measure attitude toward Facebook advertising, this study is supposed to provide an empirical research to measure the attitude toward Facebook advertising. Additionally, the same variables of previous studies such as entertainment, informativeness, irritation and credibility are tested, discussed, supported and have significant influences on attitude toward Facebook advertising.

Furthermore, this research tests and discusses new variables that affect attitude toward Facebook advertising such as interactivity, customization, frequency of exposure and demographics. All of these variables were supported and have a significant influence on attitude toward Facebook advertising. But it has been found that the demographic factors such as gender and the educational background (major) have no significance on attitude toward Facebook advertising. For the interactivity variable, which is one of the Facebook related variables, when it was analyzed by the correlation analysis, it proved to have a significant positive relationship with attitude

toward Facebook advertising. When the simple linear regression was run, this variable indicated a significant influence where ( $\beta = .348$ ,  $p < 0.01$ ). These results show the importance of interactivity as an important variable that marketers have to put into consideration, as it has a significant influence on attitude toward Facebook advertising.

For the customization variable, which is also one of the Facebook related variables, according to the correlation analysis it has a significant positive relationship with attitude toward Facebook advertising. And according to the simple linear regression analysis, this variable also has a significant influence where ( $\beta = .418$ ,  $p < 0.01$ ). Customization is easily achieved on Facebook, as when the users create their accounts, they provide lots of basic information about themselves which help the Facebook group to know the profile of the user. Moreover, the Facebook ads are also based on the daily posts and searches of the user, therefore customization of Facebook advertising is one of the most important characteristics that make Facebook a very unique channel of advertising, as it shows the right messages to existing and potential customers.

Frequency of exposure is the only variable of the user's characteristics variable that was supported by the correlation analysis and hypothesis test. When the simple linear regression was run, it showed a significant influence where ( $\beta = .354$ ,  $p < 0.01$ ). These findings show that the more the users are exposed to an ad, the more positive attitude they have toward it. On the other hand, in previous studies that measured the attitude toward online advertising, the users when more exposed to an ad, had a more negative attitude to it (Cho, Lee &Tharp, 2001; Rettie, Robinson & Jenner, 2001). All of these results can help marketers to look to online advertising from another perspective, and to know that every advertising channel has its own features, characteristics and influences on the user. Therefore, they fundamentally have to know that the more the users are exposed to Facebook, the more positive the attitude they have toward the ad, however when users are exposed to online ads on any other site, they have negative attitudes toward the ads shown. These results show that users want to be exposed to ads in their leisure time, as users surf the Facebook at this time.

Gender and educational background (major) variables were not supported in the findings of this research. And this may be due to the small number of questions asked for each variable; but this is because they were not measured explicitly in any

previous researches studying the same topic as this one, excepting only one research. Moreover, as the age group of the respondents is homogeneous, there are therefore no expected differences between them.

## 5.4 Managerial Implications

This study holds a number of important managerial implications, as marketers want to reach their existing and potential customers without burdening them with traditional ways of advertising and even by online advertising. On the other hand, consumers don't want to be bombarded by advertising everywhere, and are no longer interested in the traditional ways and channels of advertising. After conducting this study, the researcher came out with positive and favorable results, where university students hold a positive attitude toward Facebook advertising.

Facebook advertising can offer several advantages for advertisers as it is an easy and relatively cheap way of advertising. This new way of advertising is not commonly used by many Egyptian companies, as they think that it is not as important as the traditional ways of advertising. However, all marketers have to seriously know that Facebook advertising is considered as a double-edged weapon. If the company does not have a strategy to handle the ads and the Facebook page, it may lose lots of its existing and potential customers. Some of the findings of this research trace the important factors that any marketers have to put into consideration when advertising their website through Facebook or their Facebook pages. Moreover, some other findings are important for Facebook as a channel for advertising.

As mentioned in the discussion part of this chapter, the most significant variable for the consumer is credibility; therefore credibility is important for the Facebook advertisers, the marketers and the researchers. The consumers trust the channel through which the advertisement is displayed; therefore Facebook has to put the factor of credibility into consideration by displaying ads of real brands. Moreover, the marketer of the brand has to provide the consumers with credible and trustworthy information on which the consumer can depend. Therefore, the companies who would like to adopt such marketing strategy should first strengthen and develop their brand image and positioning in the minds of their consumers (Gaber, 2012).

The second important and significant variable that affects attitudes toward Facebook advertising is informativeness. This variable is very important to any marketer who wants to market his product or brand through Facebook, as consumers consider Facebook as a good source of information. Due to today's life full of stress, and as most of the people have smart phones with the Facebook app, anyone can access Facebook in order to get more information about a certain brand that they are interested in. Thus, marketers have to be careful and cautious about the information they send through their Facebook ads, and this information has to be checked and updated regularly.

An important factor and facility offered by the Facebook is the customization of the ads displayed in Facebook. According to the results of this research, this is the third significant factor for the consumers. The way of displaying the ad to the right customer is a very cost-effective method for the marketer, as it saves lots of time and money for the company. This can be achieved as Facebook has the profile of their users, including interests and lifestyles. On the other hand it collects all the information needed from the company who advertises on Facebook, and accordingly it displays the ad to the right customers. Thus, Facebook advertising is recommended to all types of businesses as it is an ideal way to reach potential and existing customers.

The fourth important factor that has to be valued by Facebook is the frequency of exposure of the user. The result of this research shows that the more the user is exposed to the advertisement, the more positive the attitude they have to the ad. However, the same ad doesn't have to be always shown to the customer in order for it to be annoying.

The fifth factor is interactivity and Facebook has lots of ways to make easy. These include simple and effortless ways of interactivity such as sharing videos, photos, like and/or comment on anything shared or posted, writing on the wall as well as sending private messages. This is why companies have to know that when having an ad on Facebook or a Facebook page, they communicate with their consumers without any barriers as social media and Facebook specifically are known as two-way communication websites. As interactivity is the fifth important variable, Facebook has to create new and innovative ways of interactivity in order to please more of its users.

The sixth factor is the entertainment factor. This factor is important for both marketers and Facebook. According to previous studies, entertainment is somehow related to interactivity. A Facebook user may find it less entertaining to see traditional banner ads on Facebook, thus the users may find it entertaining when they are asked questions or shown videos regarding the brand through their news feed (Logan, Bright & Gangadharbatla, 2012). Therefore and as Taylor, Lewin, Strutton (2011) stated, consumers appear more likely to respond favorably toward an ad when the content delivered through advertising is entertaining. In other words, Facebook has to provide entertaining ways of advertising in order to amuse more users and make them feel that the ads are not monotonous.

The last but not least factor that has to be seriously taken into consideration by Facebook is irritation. (Ogba, Saul & Coates, 2012) show that Facebook advertising is neither irritating nor annoying. Therefore, marketers should know that when they advertise on Facebook, its users are as annoyed as they are by the traditional ways of advertising.

The demographic variables like gender and educational background (major) are not supported; therefore they do not affect the attitude toward Facebook advertising.

## 5.5 Research Limitations

This study like any other study has its limitations. These limitations do not mean that the findings of this study are not significant; they simply mean that they allow room for further studies discussing the same topic.

First, it is very difficult to generalize the findings of this study, as it used a non-probability convenience sampling technique with an undergraduate student sample of only one university, and in only one city, Alexandria. Furthermore, as the questionnaires were distributed in the last two weeks before the final exams and the students were somehow busy and stressed, many did not want to participate. Some who did did not complete the whole questionnaire or answered it by choosing the answers haphazardly.

Second, depending on only quantitative methods of collecting data, like using a questionnaire, has their drawback, i.e. people may read differently into each

question and thus reply based on their own understanding of the question. Moreover, there is a level of researcher imposition, which means that when developing the questionnaire, the researcher is making his own decisions and assumptions as to what is and is not important (Libweb, 2014). Furthermore, consumers are human beings who have a set of different views, opinions, beliefs, habits, needs and wants that cannot be easily captured by answering a questionnaire (Gaber, 2012). Therefore, using a quantitative method relying only on cross-sectional data as the only source of information is not as strong as using one or more qualitative methods at first followed by a quantitative one.

Third, this research had as one of its objectives to discover the relationship between two demographic factors- gender and educational background (major), and the dependent variable which is attitude toward Facebook advertising. Unfortunately after testing the hypothesis of those two independent variables, it was not supported. Additionally, the researcher used only one question for each variable, thus it was impossible to test the reliability of each variable. This lack of questions is due to the lack of the variety of questions concerning the demographic variables.

## 5.6 Directions for Future Research

As this is the only study in Egypt that has purely focused on attitudes toward Facebook advertising, further research is necessary and essential for dozens of reasons; some of them are listed below:

As mentioned in the limitations part of this chapter, this research depends on only the university students of one faculty and in one city. This was due to the time given to the researcher in order to submit the research. Thus, as a suggestion, it is better to conduct the same research for university students in different faculties and cities in order to get more accurate results and to generalize the findings.

Furthermore, the same research can be carried out in the future by random sampling method instead of the convenience sampling, by selecting a bigger sample from different Egyptian cities, ages, educational backgrounds, jobs and social classes, and comparing the attitude of demographic variables toward Facebook advertising.

As also mentioned in the previous part, future research has to be qualitative in order to determine the different ways of making Facebook advertising more entertaining and interactive. As well as developing new variables that can affect the consumers attitudes toward Facebook advertising, these variables may be a third subcategory that discusses the product and /or the brand related variables and their impact on the consumers attitudes toward Facebook advertising. Therefore the proposed model of this research was modified by adding a new subsection which is the product related variables.

The same proposed model may be used in future studies, but by focusing on a certain industry or a category of products. This way will give more value to the research, and has more managerial implications and practical importance to this specific industry.

Future studies may have the same independent variables and purchase intention as the dependant variable, and attitude toward Facebook advertising as the intervening variable, since all companies want to know whether the used advertising channel generates more profit to the company or not.

Last but not least, future researches may add another category of the independent variables; a product related category. This addition may also be important to any company who wants to know to what extent the interest of consumers affects his attitude toward Facebook advertisements.

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# APPENDIX (A)



Dear Sir/Madam,

This questionnaire is a part of a research project "measuring the attitude toward Facebook advertising" as a requirement for our Masters degree at the Arab Academy for Science, Technology and Maritime Transport. We kindly ask you to participate by answering the following questions. It will take only a few minutes and your answers will be kept totally confidential. There are neither rights nor wrong answers. The most important thing is your true opinion. Your contribution is very valuable for us.

Part I: An introductory part

Q1-Do you currently have a Facebook account?

- ☐ Yes. ☐ No

If yes, Proceed to question 2

Q2-Are you aware that there are advertisements on Facebook?

- ☐ Yes. ☐ No

If yes, Proceed to question 3

Q3-How many hours (on average) do you spend on Facebook per day?

- ☐ Less than 1 hour ☐ From 1 to less than 4 hours  
☐ From 4 to less than 6 hours ☐ More than 6 hours

Q4-Do you notice Facebook suggested pages?

- ☐ Yes. ☐ No

If yes, Proceed to question 5

Q5- How many times you have been exposed to Facebook advertising last week?

- ☐ Once ☐ Twice  
☐ Three times ☐ Four times ☐ Five times or more

Q6- What is your action to Facebook suggested pages?

- ☐ Always like ☐ Selectively like ☐ Ignore

Q7- How frequent by you are exposed to Facebook advertising?

- ☐ Never ☐ Somehow frequent  
☐ Frequently ☐ Highly frequent

Part II:

In this section, Please select the number indicating your extent of agreement with the following statements where, 1= Strongly Disagree, 2= Disagree , 3= Neutral , 4 = Agree and 5 = strongly Agree.

		Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	strongly Agree 5
Q8	I found that the content of advertisements on Facebook is enjoyable and entertaining					
Q9	I enjoy watching advertisements on Facebook					
Q10	Advertisements on Facebook are pleasing					
Q11	Facebook advertising provides the information I need					
Q12	Facebook is a good source of up-to-date product/service information					
Q13	Facebook advertising provides timely information on products					
Q14	Facebook advertisements are annoying					
Q15	Facebook advertisements are irritating					
Q16	Facebook advertising insults my intelligence					
Q17	Facebook advertisements are credible in the information they provide					

		Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strong ly Agree 5
Q18	I trust Facebook advertisements					
Q19	I use Facebook advertising as a reference for purchasing					
Q20	Facebook advertisements can offer me a vivid communication experience					
Q21	Facebook advertising facilitates two-way communication					
Q22	Facebook gives me a lot of control over my experience with its ads					
Q23	My attitude toward an ad becomes positive when I frequently see it					
Q24	I feel that Facebook advertising displays customized messages to me					
Q25	I feel that Facebook advertising is personalized for my usage					
Q26	Contents in Facebook advertising are customized					
Q27	I am exposed to lots of facebook ads					
Q28	My attitude to an ad becomes negative					

	when I frequently see it					
Q29	Overall, I like Facebook advertising					

Part III:

The aim of this part is to know your opinion about Facebook advertising. Kindly draw a circle around the number that accurately represents your opinion for each of the following statements (1= extremely Disagree, 7= extremely Agree) and the numbers in between represent different levels of agreement.

30) Not entertaining      1   2   3   4   5   6   7      Entertaining

31) Not informative      1   2   3   4   5   6   7      Informative

32) Not credible      1   2   3   4   5   6   7      Credible

33) Irritating      1   2   3   4   5   6   7      Not irritating

34) Not interactive      1   2   3   4   5   6   7      Interactive

35) Not customized      1   2   3   4   5   6   7      Customized

36) How do you rate your attitude towards Facebook advertising?

I don't like facebook advertising   1   2   3   4   5   6   7   I like Facebook advertising

Part IV: Demographic Questions

37)Gender

☐Male

☐Female

38)Academic Year

☐Year 1

☐Year 2

☐Year 3

☐Year 4

39) Educational background (Major):

☐ Media management

☐ Finance and accounting

☐ Marketing

☐ BIS

☐ Tourism and Hospitality

40) Monthly Household Income: (*Total Monthly Income of ALL members of household*)

☐Less than 5,000 L.E.

☐5,001-10,000 L.E.

☐10,001-15000 L.E.

☐Above 15,000 L.E



تم اعداد هذا الاستبيان لدراسة رأي المستهلكين الشباب في الاعلانات الموجودة علي موقع الفيسبوك. و يعد هذا الاستبيان كشرط للحصول على درجة ماجستير لدينا في الأكاديمية العربية للعلوم والتكنولوجيا والنقل البحري. نطلب منك أن تشارك من خلال الإجابة على الأسئلة التالية. اجاباتك علي الأسئلة لن تستغرق سوى دقائق قليلة و ستبقى سرية تماما و لن يطلع عليها سوي الأشخاص المشاركين في هذه الدراسة.

نشكرك جزيل الشكر لوقتك و لمشاركتك في هذه الدراسة.

### الجزء الأول: جزء تمهيدي

1- هل لديك حساب علي الفيسبوك؟

☐ نعم. ☐ لا

إذا كانت إجابتك بنعم, انتقل الي سؤال 2

2- هل أنت على علم بأن هناك إعلانات علي الفيسبوك؟

☐ نعم. ☐ لا

إذا كانت إجابتك بنعم , انتقل إلى سؤال 3

3- كم ساعة (في المتوسط) تقضيها علي الفيسبوك يوميا؟

☐ أقل من 1 ساعة ☐ من 1 لأقل من 4 ساعات

☐ من 4- لأقل من 6 ساعات ☐ أكثر من 6 ساعات

4- هل تلاحظ الصفحات المقترحة علي الفيسبوك ؟

☐ نعم. ☐ لا

إذا كانت إجابتك بنعم , انتقل إلى سؤال 5

5 - كم عدد المرات التي تعرضت فيها لإعلانات علي الفيسبوك الأسبوع الماضي؟

☐ مرة واحدة ☐ مرتين

☐ ثلاث مرات ☐ أربع مرات ☐ خمس مرات أو أكثر

6- ما هي ردة فعلك لصفحات الفيسبوك المقترحة؟

☐ أضغط دائما أعجبتني ☐ انتقي ما يعجبني ☐ أتجاهل

7- ما مدي تعرضك لاعلانات الفيسبوك ؟

☐ متكرر الي حدا ما

☐ غير متكرر علي الاطلاق

☐متكرر بصورة عالية

☐ متكرر

### الجزء الثاني:

من فضلك ضع دائرة علي الاختيار الذي يناسبك . حيث أن (1) يعني لا أوافق تماما و (5) تعني أوافق تماما:

	لا أوافق تماما 1	لا أوافق 2	لا أعرف 3	أوافق 4	أوافق تماما 5
8					محتوى الإعلان في الفيسبوك ممتع ومسلي
9					أنا أستمتع بمشاهدة الإعلانات علي الفيسبوك
10					اعلانات الفيسبوك أمر يجعلني سعيدا
11					إعلانات الفيسبوك يوفر المعلومات التي أحتاجها
12					الفيسبوك هو مصدر جيد للمعلومات عن منتج أو خدمة
13					اعلانات الفيسبوك توفر المعلومات الحديثة عن المنتجات
14					إعلانات الفيسبوك مزعجة
15					إعلانات الفيسبوك تسبب لي الضيق
16					إعلانات الفيسبوك تهين ذكائي
17					إعلانات الفيسبوك ذات مصداقية في المعلومات التي تقدمها
18					أثق في اعلانات الفيسبوك
19					استخدم إعلانات الفيسبوك كمرجع عند الشراء
20					يمكن أن تقدم لي إعلانات الفيسبوك تجربة حية للاتصال

21	إعلانات الفيسبوك تسهل التواصل في اتجاهين بشكل تفاعلي								
		لا أوافق	لا أوافق	لا أعرف	أوافق	أوافق	تماما	تماما	
		1	2	3	4	5	5	5	
22	الفيسبوك يمنحني الكثير من السيطرة على الاعلانات التي أتعرض لها								
23	موقفي تجاه إعلانات الفيسبوك يصبح إيجابيا عندما أراه في أحيان كثيرة								
24	أشعر أن الفيسبوك يعرض اعلانات مخصصة لي								
25	أشعر أن اعلانات الفيسبوك أعدت لي بشكل شخصي								
26	محتويات الإعلانات علي الفيسبوك يتم تصميمها حسب احتياجاتي الفردية								
27	أتعرض إلى الكثير من إعلانات الفيسبوك								
28	موقفي لإعلانات الفيسبوك يصبح سلبي عندما أراها في كثير من الأحيان								
29	تعجبنى اعلانات الفيسبوك بوجه عام								

### الجزء الثالث:

من فضلك ضع دائرة علي الاختيار الذي يناسب رأيك في اعلانات الفيسبوك , حيث أن (1) يعني لا أوافق تماما و (7) تعني أوافق تماما:

(30) غير مسلية	1	2	3	4	5	6	7	مسلية
(31) ليست مصدر معلومات	1	2	3	4	5	6	7	مصدر معلومات
(32) غير صادقة	1	2	3	4	5	6	7	صادقة
(33) مزعجة	1	2	3	4	5	6	7	غير مزعجة
(34) تفاعلي	1	2	3	4	5	6	7	غير تفاعلي
(35) ليست شخصية	1	2	3	4	5	6	7	شخصية
(36) كيف تقيم موقفك تجاه اعلانات الفيسبوك ؟								

أنا لا أحب اعلانات الفيسبوك 1 2 3 4 5 6 7 أنا أحب اعلانات الفيسبوك

#### الجزء الرابع:

#### معلومات عن المشارك

37) النوع: ☐ ذكر ☐ أنثي

38) السنة الأكاديمية:

☐ السنة الأولى ☐ السنة الثانية  
☐ السنة الثالثة ☐ السنة الرابعة

39) التخصص:

☐ ادارة الاعلام ☐ ادارة مالية و محاسبة  
☐ تسويق ☐ BIS ☐ سياحة و فندقة

40) دخل الأسرة الشهري (إجمالي الدخل الشهري لجميع أفراد الأسرة):

☐ أقل من 5000 ج.م  
☐ من 5001 الي 10000 ج.م  
☐ من 10001 الي 15000 ج.م  
☐ أكثر من 15000 ج.م

شكرا لوقتك و تعاونك

# APPENDIX (B)

The Reliability test of the pilot test

Reliability Statistics

Entertainment

Cronbach's Alpha	N of Items
.867	4

Reliability Statistics

Informativeness

Cronbach's Alpha	N of Items
.842	4

Reliability Statistics

Irritation

Cronbach's Alpha	N of Items
.800	4

Reliability Statistics

Credibility

Cronbach's Alpha	N of Items
.700	4

Reliability Statistics

Interactivity

Cronbach's Alpha	N of Items
.801	4

Reliability Statistics

Customization

Cronbach's Alpha	N of Items
.930	4

Reliability Statistics

Overall attitude

Cronbach's Alpha	N of Items
.771	2

Reliability Statistics

Frequency of exposure

Cronbach's Alpha	N of Items
.883	2

---

Reliability test of the whole sample:

Reliability Statistics

Entertainment

Cronbach's Alpha	N of Items
.795	4

Reliability Statistics

Informativeness

Cronbach's Alpha	N of Items
.732	4

Reliability Statistics

Irritation

Cronbach's Alpha	N of Items
.770	4

Reliability Statistics

Credibility

Cronbach's Alpha	N of Items
.700	4

Reliability Statistics

Interactivity

Cronbach's Alpha	N of Items
.820	4

Reliability Statistics

Customization

Cronbach's Alpha	N of Items
.886	4

Reliability Statistics

Frequency of exposure

Cronbach's Alpha	N of Items
.848	2

Reliability Statistics

Overall attitude

Cronbach's Alpha	N of Items
.774	2

# APPENDIX (C)

Regression tables:

Entertainment

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.324 <sup>a</sup>	.105	.103	.96013

a. Predictors: (Constant), overallattitude

ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	55.237	1	55.237	59.920	.000 <sup>b</sup>
	Residual	470.141	510	.922		
	Total	525.378	511			

a. Dependent Variable: Ent

b. Predictors: (Constant), overallattitude

Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.830	.238		7.675	.000
	overallattitude	.447	.058	.324	7.741	.000

a. Dependent Variable: Ent

---

Informativeness:

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.441 <sup>a</sup>	.195	.193	.80184

a. Predictors: (Constant), overallattitude

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.441 <sup>a</sup>	.195	.193	.80184

a. Predictors: (Constant), overallattitude

Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.810	.199		9.086	.000
	overallattitude	.535	.048	.441	11.101	.000

a. Dependent Variable: Inf

## Irritation

Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.830	.238		7.675	.000
	overallattitude	.447	.058	.324	7.741	.000

a. Dependent Variable: Ent

Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.830	.238		7.675	.000
	overallattitude	.447	.058	.324	7.741	.000

a. Dependent Variable: Ent

ANOVA<sup>a</sup>

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	5.084	1	5.084	11.987	.001 <sup>b</sup>
Residual	216.300	510	.424		
Total	221.384	511			

a. Dependent Variable: Irr

b. Predictors: (Constant), overallattitude

---

## Credibility

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.865 <sup>a</sup>	.748	.748	.34819

a. Predictors: (Constant), overallattitude

ANOVA<sup>a</sup>

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	183.864	1	183.864	1516.568	.000 <sup>b</sup>
Residual	61.831	510	.121		
Total	245.695	511			

a. Dependent Variable: Cred

b. Predictors: (Constant), overallattitude

Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.921	.086		10.645	.000
overallattitude	.815	.021	.865	38.943	.000

a. Dependent Variable: Cred

Interactivity

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.348 <sup>a</sup>	.121	.119	.84861

a. Predictors: (Constant), overallattitude

ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	50.634	1	50.634	70.311	.000 <sup>b</sup>
	Residual	367.275	510	.720		
	Total	417.909	511			

a. Dependent Variable: Int

b. Predictors: (Constant), overallattitude

Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.176	.211		10.325	.000
	overallattitude	.428	.051	.348	8.385	.000

a. Dependent Variable: Int

---

Customization

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.348 <sup>a</sup>	.121	.119	.84861

a. Predictors: (Constant), overallattitude

ANOVA<sup>a</sup>

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	58.161	1	58.161	108.171	.000 <sup>b</sup>
Residual	274.217	510	.538		
Total	332.378	511			

a. Dependent Variable: cust

b. Predictors: (Constant), overallattitude

Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.834	.182		15.562	.000
overallattitude	.458	.044	.418	10.401	.000

a. Dependent Variable: cust

---

## Frequency of exposure

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.354 <sup>a</sup>	.125	.123	.75225

a. Predictors: (Constant), overallattitude

ANOVA<sup>a</sup>

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	41.266	1	41.266	72.924	.000 <sup>b</sup>
Residual	288.601	510	.566		
Total	329.867	511			

a. Dependent Variable: FE

b. Predictors: (Constant), overallattitude

Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.020	.187		16.162	.000
overallattitude	.386	.045	.354	8.540	.000

a. Dependent Variable: FE