

Effectiveness of E-Advertising through Social Media Networks in Saudi Arabia

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Abstract:

Online advertisement has been characterized as one of the most rapidly growing phenomena on the internet compared to traditional advertisement. Furthermore, the wide spread of social media, which have fascinated hundreds of millions of users, has made online advertisement encounter numerous types of challenges. Therefore, this study is conducted to analyze the effectiveness of electronic promotional advertising in social media in the Kingdom of Saudi Arabia. It aims to identify the effects of advertisements and the recommendations of friends via social media (Face book, Twitter, YouTube, LinkedIn and Instagram) on users' purchasing behavior. This study has followed the descriptive and survey methodology by designing a questionnaire that has been refereed and tested for validity and reliability; then published through email groups in Saudi Arabia. A total of 133 valid responses have been received. One of the outcomes of this study indicated that the majority of users of the subject sample reinforced the influence of advertisements and friends' recommendations in social media on drawing their attention and increasing their intention to make purchases. Furthermore, the study recommends that businesses should benefit from social media in their promotion campaigns and closely pay attention to what customers exchange in social media regarding products and services.

Keywords: E-advertisement, Facebook, Friends' recommendations, Purchasing behavior, Social media, Twitter.

1. Introduction

Today's world is the age of modern technology that has become prevalent in all fields, such as: industry, health, transportation, economy, administration, education and communication. The internet is currently one of the most significant techniques that has changed people's attitude towards knowledge and has contributed to disseminating it widely. It is also the most important means of expertise and knowledge exchange, spreading of culture and bridging communication and friendship. Currently, social media networks are one of its important uses. Their emergence provided users with key opportunities to affect society, communicate with individuals and groups, bridge the gaps between individuals and nations and transcend the borders of the countries.

Social media networks are varied and greatly received by a wide audience all over the world, where they are considered a stage of discussing political and social issues, thoughts and opinions concerning issues of public and private lives, making friends, exchanging expertise and information and contributing to the development of individuals' daily life. In addition, they added effective services that enabled users to communicate their views to a large section of followers. Social media networks greatly helped delivering instant news, text messages and video clips about international events and the updates on the scenes, enabling the wide spread of these networks. There are various examples of social media, e.g. Facebook, Twitter, YouTube, LinkedIn and Instagram.

The growing interest in these social networks and the need to transfer its provided services into a source of profit motivated many companies and institutions to think of them as a key means of promoting goods and services and communicating faster between the customer and the institution. Thus, they were adopted as a promotional means through e-marketing, which is defined, according to (Taha, 2006), as "a collection of marketing activities that depend on electronic means, networks and the internet".

Therefore, the current study seeks to investigate the effectiveness of electronic promotional advertising on social media and how to exploit them in marketing, and the electronic advertisement of products. It aims to identify the effectiveness of electronic advertisements via social media (Face book, Twitter, YouTube, LinkedIn and Instagram). It analyzes the behaviors and customs of social media users, their effect on users and the effectiveness of e-advertising via social media in Saudi Arabia.

1.1 Significance:

The current study is significant because of the importance and spread of social media and their effect on people's life in general in most countries. It aims to investigate the opportunities of using and effective exploiting of social media as a means of creating effective advertising campaigns, enlighting those in charge of e-advertising of the importance of using social media in marketing, in general, and e-advertising of products and communication with customers, in particular. In addition, it contributes to the enrichment of the academic attitude towards knowledge in the literature.

2. Statement of the Problem

The problem of the current study lies in the need of business organizations to increase the effectiveness of promoting their products and services via modern means of communication, i.e. electronic social media through investigating users' behaviors and customs in handling e-advertising on social media and its effect, challenges and obstacles of promotion in Saudi Arabia. Therefore, the current study tries to answer the following question: What is the effectiveness of e-advertising through social media in Saudi Arabia on the purchasing behaviors of users?

3. Objectives

The current study aims to investigate the effectiveness of e-advertising through social media, studying its effect on the purchasing behavior of social media users. Hence, the study recommends that businesses men should benefit from social media in their promotion campaigns and closely pay attention to some of its characteristics, such as the appeal, using Arabic language, friends' recommendations and the groups that should be in focus to achieve the highest effect on users' behaviors to purchasing.

4. Review of Literature

Social media attracted the attention of many researchers in the fields of developing business and marketing. They investigate the effect of social media on people's life in many areas, including affecting the decision of purchasing among users. Such studies can be divided into three groups:

a. Marketing campaigns as a general activity on social media, e.g. (Almansour, 2012), (Assaad and Gomez, 2011), (Hensel & Deis, 2010) and (Assaf, Noormohamed, & Sauli, 2012), these pieces of literature review discussed the importance of using social media in marketing and their pros and cons. Various results are obtained, the most significant is the need of business institutions to pay attention to social media in marketing.

b. E-advertising and friend' recommendations through social media, such as Yousif (2012) that aimed to identify the interest of Facebook users in advertising messages and their effect, resulting in a high effect on the users. Alghamdi (2012) handled the impact of friends' pieces of advice and recommendations. In addition, Abokhorma, et al. (2011) investigated the impact of e-advertising on users' awareness of the product's quality. It recommends focusing on photos and animation, broadcasting short advertisement and decreasing the perceived quality of the goods or service. Regarding response and appeal to the advertisement, Zeng et al. (2009) illustrated the techniques that may motivate people positively to respond to the advertisements, concluding that response to e-advertising is affected by two key factors, i.e. social identity and the customs of users. Hence, organizations should consider these aspects on designing e-advertisement.

c. Discussing an aspect of users' behavior, e.g. the psychological aspect or avoiding the advertisement in using social media, such as Chi (2011) that focused on the motives affecting users and their response to marketing via these networks, concluding that response is better to trade marks rather than others due to their loyalty and trust. Many studies analyzed the causes of avoiding e-advertising by users, such as Kelly et al. (2010), which concluded that advertisements on social media are more likely to be refused and avoided if the user had a former negative experience or the advertisement is far from the user's interests. Zeljka and Barnes (2012) highlighted another important cause to avoid advertisements by social media users, that they simply do not notice them because they concentrate on the activities of personal interaction.

Despite its similarity to some pieces of literature review, the current study differs in various aspects, such as spatial limitations, different customs and behaviors of the users in Saudi Arabia, focusing on modern social media (e.g. Twitter and LinkedIn) and the effect of using Arabic language on e-advertising.

5. Hypotheses

The current study focused on two aspects; e-advertising and social media. According to the theoretical survey of the studies cited above on the aspects affecting e-advertising on the purchasing behavior of the users, the independent variables have been identified: e-advertising and users' groups on social media, in addition to a dependent variable, i.e. the purchasing behavior of the users. Four aspects have been selected based on their importance from the authors' perspective, including directing the advertisements according to users' interests, friends' recommendations for products and services, aesthetic aspects and using the Arabic language. Therefore, the hypotheses have been formed, as follows:

1. There is no positive correlation between advertising through social media and the purchasing behaviors of the users.
2. There is no positive correlation between targeted advertisements based on users' personal interests through social media and their purchasing behaviors.
3. There is no positive correlation between the friends' recommendations for the products through social media and the purchasing behaviors of the users.
4. There is no positive correlation between the appeal of the advertisement through social media and the purchasing behaviors of the users.

5. There is no positive correlation between using Arabic Language in advertising through social media and the purchasing behaviors of the users.
6. There are no statistically significant differences of the advertisement's effectiveness through social media according to (age, gender, city, educational level, salary and profession) from the participants' perspective.

6. Methodology

The current study adopted the statistical methods based on the descriptive and survey methodology. The questionnaire consisted of three parts: personal information, information on the way of using social media and detailed questions on the study's variables.

The current study was conducted based on three stages: First: the theoretical study by reviewing books and literature on e-advertisement through social media. Second: the investigative study to test the validity of the tool (i.e. questionnaire), making sure of its appropriateness, accuracy and clarity by distributing a limited number of the questionnaires to be tested. Thirdly: the field study by publishing the questionnaire online to collect the participants' responses.

6.1 Limitations

The current study is limited to investigate the effectiveness of e-advertisement through social media represented by Facebook, Twitter, YouTube, LinkedIn and Instagram) in Saudi Arabia by publishing the questionnaire online and excluding those from outside Saudi Arabia, if any. The study conducted from November, 2012 to November, 2013.

6.2 Population

The statistical population of the study consists of all social media users in Saudi Arabia; users of (Facebook, Twitter, YouTube, LinkedIn and Instagram). Simple random sample of (133) users of the population was selected.

6.3 Statistical Analysis

To statistically analyze data, the statistical package for social sciences (SPSS) was used. Statistical descriptive deductive approaches were used to analyze data, test hypotheses and answer questions.

6.4 Sampling

A random sample of the population was selected. The questionnaires were electronically distributed on a wide scale via various social media. Then, (150) questionnaires were collected, but (17) were skipped because of incompleteness. Hence, (133) questionnaires were approved. While (65.4%) of the participants were females, (34.6%) were males, because the questionnaire was electronically distributed via social media, making it easily accessible by females. As for age, youth aged (25-34) and forming (55.0%) of the sample.

6.5 The concept of social media networks

Based on a study by (The Social Clinic) in 2013, the most popular social media in Saudi Arabia are Facebook, Twitter, LinkedIn and YouTube. Social media are modern virtual electronic method for social communication, where individuals or organizations are connected by a type of social ties. Users may be related by friendship, kinship, common interests and agreement of thought or hobby. They were created to establish connection between individuals and groups of cohesive interests to exchange information, photos, videos, files, messages, live chatting or publishing short blogs. They rapidly made major changes in the means of communication and exchange of interpersonal information in societies despite the variation of their positions and places of residence (Alfelaly, 2012).

Nomar (2012) indicated that social media are "a collection of websites that enable individuals to communicate in a virtual community, where they identify themselves and exchange interest". They use these websites for publishing topics, photos, videos...etc.; they receive comments from other users on these networks; and they have mutual links". Almansour (2012) reported that social media are "interactive social networks that enable users to communicate any time and anywhere". He added that despite their recently emergence, they have changed the concept of nation's communication and closeness. In addition, they greatly promote interpersonal relationships.

7. Validity and Reliability

7.1 Validity of internal consistency:

The internal consistency of the scale has been estimated using Pearson correlation coefficient by calculating the correlational degree of each paragraph to the total degree of the domain, at a significance level of (0.01). Table (1) shows the range of correlational values of the different domains, and all values were statistically significant.

| | Domains | Range of correlational values |
|---|-----------------------------------------------------------------|-------------------------------|
| 1 | The role of e-advertisements in social media | (0.522-0.786) |
| 2 | The role of targeted advertisements based on personal interests | (0.694-0.826) |
| 3 | Friends' recommendations and pieces of advice | (0.515-0.768) |
| 4 | The appeal of advertisement in social media | (0.502-0.857) |

Results varied a bit between the correlations of the third domain's paragraphs (friends' recommendations and pieces of advice) and its total degree. Degrees of the third domain's paragraphs ranged between (0.515) and (0.768), and all values are statistically significant, except the paragraphs (22) and (25) in the questionnaire.

7.2 Reliability

The reliability of the questionnaire has been estimated using Cronbach's alpha, where paragraphs numbered (33), and the value of Cronbach's alpha was (0.871) that was a high value, suggesting high reliability. Thus, the objectives of the study can be achieved. The reliability of the tool was also verified by split-half method, where the consistency of the first half is (0.836) and the second is (0.720), thus the tool is appropriate to collect the required data and achieve the purpose of the study.

8. Analysis and discussion

8.1 Analyzing the participants' responses to the questions of using social media

Ratios of using social media by the users indicated that (24.1%) of the respondents are using Facebook, Twitter, LinkedIn and Instagram and this group ranked the first, while (17.3%) ranked the second in using Facebook, Twitter and Youtube. Then, only (9.8%) used Facebook, in the third rank; and (7.5%) used Facebook, Youtube and Instagram ranked the fourth. (6.0%) used YouTube and Twitter on equal levels and ranked the fifth. It could be concluded that most of the participants used more than one website to establish social communication. They are (78.2%) versus (21.8 %) who used just one social website. To identify the effect of usage times of social media on the purchasing decisions, Spearman coefficient correlation was used. Its value was (-0.209) at statistically significant level of (0.016), it is less than the significance level of (0.05). It could be concluded that there was an inverse correlation between the number of times of using social media and purchasing decisions. Hence, there was not a positive effect of usage times on the purchasing decisions of social media users.

8.2 Analyzing and interpreting responses to the paragraphs of the different domains:

Results of table (2) showed that the general weighted means was (2.90) with a standard deviation of (1.15), indicating that participants generally tended to be neutral concerning the role of social media, as a new means of promoting goods and services. Table (2) indicated that paragraph (2) "advertisements on social media draw my attention" ranked the first, with a weighed arithmetic mean of (3.32) and a standard deviation of (1.10). Hence, it could be concluded that despite their neutrality concerning the role of advertising on social media on drawing and increasing users' attention, the attitudes of (54.2%) of the users reinforced advertisements on social media. Indicators of table (2) suggested that paragraph (4) "I depend on the advertisements on social media in my purchasing decisions" ranked the last, with an arithmetic mean of (2.14) and a standard deviation (1.12). Hence, the majority of the participants do not think that they depend on social media advertising in their purchasing decisions.

Table (2) arithmetic means and standard deviations of the responses to the role of advertising on social media

| No. | | Arithmetic mean | Standard deviation | Degree of agreement | Rank |
|------|----------------------------------------------------------------------------------------------------|-----------------|--------------------|---------------------|------|
| 1 | Advertisements on social media increase my desire to purchase | 3.15 | 1.08 | Neutral | 2 |
| 2 | Advertisements on social media draw my attention | 3.32 | 1.10 | Neutral | 1 |
| 3 | I often follow advertisements on social media | 2.65 | 1.12 | Neutral | 7 |
| 4 | I depend on social media advertising in my purchasing decisions | 2.14 | 1.12 | Disagree | 8 |
| 5 | I avoid the notifications of the advertisements on social media | 2.88 | 1.19 | Neutral | 6 |
| 6 | I do not trust the advertisements on social media | 2.92 | 1.11 | Neutral | 5 |
| 7 | I prefer to stay updated of the advertisements' offers on social media | 3.02 | 1.19 | Neutral | 4 |
| 8 | Advertisements on social media provide me with information on the products that I like to purchase | 3.11 | 1.25 | Neutral | 3 |
| Mean | | 2.90 | 1.15 | Neutral | |

Table (2) showed that the participants' responses to the other paragraphs of the first domain regarding "the role of social media in providing participants with information on the products they like to purchase and updating them with the advertising offers and their trust in or avoidance of these advertisements" tend to be neutral. That is, advertisements on social media affected shoppers' behavior in a limited way or a low percent compared to the spread of these networks. This was evidenced by the values of arithmetic means ranged between (3.11) and (2.88).

On the same line, analyzing the results of (the role of targeted advertisements based on personal interests) showed a weighted arithmetic mean of (3.20) and a standard deviation of (1.13) generally indicated that the participants' perspective tended to be neutral. Results showed that the paragraph (Advertisements on social media suit my personal interests) ranked the last with an arithmetic mean of (2.80) and a standard deviation of (1.01), suggesting that the participants' attitudes tended to be neutral regarding the appropriateness of advertising on social media to their personal interests. While (40.6%) of the participants were neutral, only (22.5%) found them appropriate and (36.8%) found them inappropriate. Results of the domain (the role of friends' recommendations and pieces of advice) showed that the value of arithmetic mean was (3.18) with a standard deviation of (1.11), generally suggesting that the participants' perspectives tended to be neutral. Table (2) illustrated that the paragraph "friends' negative recommendations and pieces of advice on a product affect my purchasing desire) ranked the first, with a weighed arithmetic mean of (3.78) and a standard deviation of (0.99). Consequently, the majority of the participants thought that friends' negative recommendations and pieces of advice of a product affected their purchasing desire. Results indicated that the attitudes of (67.7%) of the participants reinforced the effect of friends' negative recommendations and pieces of advice of a product towards their purchasing desire.

Consequently, the analysis of this domain's paragraphs generally agreed with the paragraphs no. (17-15-13-14-19), evidenced by the values of arithmetic means (3.78, 3.58, 3.56, 3.54, 3.49), respectively. Hence, there is an effect of friends' recommendations and pieces of advice, especially negative comments, of a product. Others thought that friends' recommendations were an important reference to identify their opinions of the products. In addition, advertisements on social media affected users to further search the product, reading their friends' recommendations and pieces of advice. Also, (57.1%) of the users depended on these recommendations when purchasing a product and that (55.6%) of users almost sought friends' recommendation before purchasing.

Results indicated that the value of total weighted arithmetic mean of (the appeal of the advertisement on social media) was (3.49) with a standard deviation of (1.01), generally indicating that participants agree on the appeal of the advertisement on social media. Additionally, indicators illustrated that the most significant aspects regarding the appeal of advertising on social media were: (The good design of advertising draws and increases my attention), where (79.7%) of the participants agreed, (I hope and wish that the appeal of advertisement on social media is improved.) where (63.1 %) agreed, (I feel more comfort if the advertisement was in Arabic), where (57.2) agreed and (Special offers of advertising on social media motivate me to purchase), where (57.1 %) agreed. This was evidenced with the values of arithmetic means (4.06, 3.94, 3.73 and 3.44), respectively. The new design of the advertisement, using Arabic and offers on social media influenced the attention of the participants towards the advertisement on social media, and positively affecting the purchasing behavior.

9. Testing the hypotheses

Hypothesis (1): *There is no positive correlation between the advertisement through social media and the purchasing behavior of the users.*

To test its validity, Pearson correlation coefficient was used as shown in table (3), indicating that the value of the correlation coefficient was positive rated (0.907) and statistically significant between the two variables (advertising on social media) and (the purchasing behavior of the users) at a significant level of (0.00): less than (0.01). Hence, there is a positive relationship between the advertisement through social media and the purchasing behavior of the users. This statistical significance suggests a positive effect of the advertisement through social media and the purchasing behavior of the users.

Table (3) Results of the correlation between the advertisement and the variables on social media

| The two variables | | Correlation coefficient | Sig. level |
|-------------------------------------------------|-----------------------------------------------------------------------------------|-------------------------|------------|
| The advertisement on social media | The purchasing behaviors of the users | **0.907 | 0.00 |
| Users' degree of response to the advertisements | Targeted advertisements based on the users' personal interests | **0.611 | 0.00 |
| The purchasing behaviors of the users | Friends' recommendations and pieces of advice concerning products on social media | **0.521 | 0.00 |
| Responses to the advertisements on social media | Appeal of advertisement on social media | **0.578 | 0.00 |
| Responses to the advertisements on social media | Using Arabic language in advertisement | **0.369 | 0.00 |

** indicates that the correlation coefficient is statistically significant at the level of (0.01).

Hypothesis (2): *There was no positive correlation between targeted advertisements based on the users' personal interests and their purchasing behaviors.*

Results of table (3) pointed out that the value of the correlation coefficient of the two variables; i.e. “the targeted advertisements based on the users' personal interests and their responses to them were” was (0.611). It was positive and statistically significant at the level of (0.00): less than (0.01). Hence, there is a statistically significant correlation between the targeted advertisements based on the users' personal interests and their responses to them. The more targeted the advertisements were towards the users' personal interests, the higher response and interaction they got.

In the same way, the **third, fourth and fifth hypotheses** were tested at a significant level of (0.00) less than (0.01), indicating that there was a positive and statistically significant correlation between them, where the value of correlation coefficient of the third hypothesis was (0.521), the fourth was (0.578) and the fifth was (0.369). Consequently, there was a positive effect of friends' recommendations and pieces of advice on the products of social media on the purchasing behavior of the users. Regarding the fourth hypothesis, the more the advertising had a good design, production and high appeal, the greater response they received. For the fifth hypothesis, the statistical significance suggested that using Arabic language in social media advertising affected the degree of users' response and that language affected the response itself.

Hypothesis (6): *There are no statistically significant differences of the advertisement's effectiveness through social media according to (age, gender, city, educational level, salary and profession) from the participants' perspective.* To test this hypothesis, T-test was conducted to reveal the significance of differences based on gender. In addition, one-way analysis of variance was used for the other variables. Results of T-test in table (4) illustrated that there was no statistically significant difference between the means of the sample toward the domains due to gender, where T-value was more than (0.05).

One-way analysis of variance of the differences' significance between the means of responses regarding the domains according to: city, age, educational level, salary and profession, indicating that there were no core differences among the perspectives of the participants and the variables, except for salary, where there were statistically significant differences at the level of (0.05) among the means of responses to the role of social media and the appeal of advertisements that could be attributed to salary. Scheffe' test for multi comparisons was conducted to reveal the significance of differences between means due to salary, indicating that there was only one difference between the participants with a monthly salary of (4000-8000 SR) and those with (16000-20000 SR) regarding the degree of response to advertising on social media, in favor of those users with (4000-8000 SR). However, no significant differences shown regarding advertising appeal according to monthly salary; may be attributed to chance.

Table (4) results of t-test of the significance of differences between the means of responses according to the independent variable "gender"

| Domains | Arithmetic means according to gender | | "T" value | Sig. level | Sig. level at (0.05) |
|-----------------------------------------------------------------------------------------------------|--------------------------------------|------|-----------|------------|----------------------|
| The purchasing behaviors of users | 3.12 | 2.91 | 1.217 | 0.226 | Insignificant |
| The degree of response to the advertisement on social media | 2.94 | 2.83 | 0.969 | 0.334 | Insignificant |
| Directed advertisements according to personal interests | 3.33 | 3.07 | 1.615 | 0.109 | Insignificant |
| Friends' recommendations and pieces of advice on social media | 3.30 | 3.28 | 0.118 | 0.907 | Insignificant |
| The appeal of advertisement on social media | 3.52 | 3.50 | 0.112 | 0.911 | Insignificant |
| Using Arabic on social media | 3.44 | 3.68 | -1.365 | 0.175 | Insignificant |
| T-test was estimated at a significance level of (0.05) and a freedom degree of (131) rated (1.645). | | | | | |

10. Results

The most important results shown as follows:

1. The majority of the participants (78.2%) have accounts on more than one social medium. The majority of the participants (60.2%) use social media more than once daily. The majority of the participants (63.2%) use more than one method of logging-in. They use personal computers, smart phones and tablets.
2. The majority of the participants (52.2%) agree with the effect of the advertising role on social media on drawing and increasing the attention of users.
3. (40.6%) of the users agree that advertising on social media affect the purchasing desire, while (34.6%) are neutral.
4. The study resulted that most of the users agree that they have an interest in advertising and notice them if they suit their personal interests. While (59.4%) of the users agree that the more the advertising suits their personal interests, it increases their desire for purchasing, (22.5%) believe that these advertisements are directed according to their personal interests.
5. The majority of the participants (67.7%) believe that friends' negative recommendations and pieces of advice of a product affect their purchasing desire. The majority of the participants (59.4%) think that friends' recommendations are a significant reference to identify their opinions of the products.
6. There is a positive correlation between advertising on social media and the purchasing behaviors of users. Thus, there is a positive effect of advertising through social media on the purchasing behavior of users.
7. There is a positive and statistically significant correlation between the advertising design and appeal, using Arabic language and the advertising offers on social media and drawing and increasing users' attention, affecting their purchasing behavior and the degree of response to these advertisements.
8. There is an inverse correlation between the times of using social media and the purchasing decisions.
9. There is no correlation between using the devices of logging into the internet and the purchasing decisions of users.
10. There are no significant differences between the participants' opinions of advertising on social media, whether regarding the degree of response, purchasing behaviors, friends' recommendations and pieces of advice or the advertising appeal that may be attributed to gender, city, age, educational qualification and profession.

11. Recommendations

- Attention should be paid to the tools and methods of e-advertising on social media to cover the various segments of society using, interacting with, affecting and are affected with them.
- Companies and business men should monitor their customer satisfaction because they are affected by friends' recommendations. Therefore, procedures should be established to solve and rapidly interact with their problems and complaints.
- Future studies should be conducted to compare the effectiveness of advertising to identify which one largely affects users and helps business men in their promotional campaigns.
- Conducting further research studies on the effect of advertisements on social media from the perspective of businessmen and entrepreneurs.

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Appendix: Questionnaire of "Effectiveness of e-advertisement through social media"

| I. Personal information | | | | |
|--------------------------------------|------------------------------------------------------------------------------------|------------------------------------------------|-----------------------------------------------|---------------------------------------|
| 1 | Gender | <input type="checkbox"/> Male | <input type="checkbox"/> Female | |
| 2 | City | <input type="checkbox"/> Jeddah | <input type="checkbox"/> Mecca | Al-Madīnah al-Munawwarah |
| | | <input type="checkbox"/> Riyadh | <input type="checkbox"/> Dammam | <input type="checkbox"/> (_____) |
| 3 | Age | <input type="checkbox"/> Younger than 18 years | <input type="checkbox"/> 18-24 | <input type="checkbox"/> 25-34 |
| | | <input type="checkbox"/> 35-44 | <input type="checkbox"/> 45-55 | <input type="checkbox"/> 55 and older |
| 4 | Educational level | <input type="checkbox"/> Secondary or lower | <input type="checkbox"/> Diploma | <input type="checkbox"/> Bachelor |
| | | <input type="checkbox"/> MA. | <input type="checkbox"/> Ph.D. | <input type="checkbox"/> |
| 5 | Salary | <input type="checkbox"/> Less than 4000 SR | <input type="checkbox"/> From 4000 to 8000 | |
| | | <input type="checkbox"/> From 8000 to 12000 | <input type="checkbox"/> From 12000 to 16000 | |
| | | <input type="checkbox"/> From 16000 to 20000 | <input type="checkbox"/> More than 20000 | |
| 6 | Profession | <input type="checkbox"/> Student | <input type="checkbox"/> Employee or employer | |
| | | <input type="checkbox"/> Unemployed | <input type="checkbox"/> Housewife | |
| | | <input type="checkbox"/> Retiree | | |
| II. The method of using social media | | | | |
| 7 | Which social media to be used (more than one answer may be chosen) | <input type="checkbox"/> Facebook | <input type="checkbox"/> Twitter | |
| | | <input type="checkbox"/> YouTube | <input type="checkbox"/> LinkedIn | |
| 8 | Times of uses | <input type="checkbox"/> Once or less monthly | <input type="checkbox"/> Once weekly | |
| | | <input type="checkbox"/> Once daily | <input type="checkbox"/> More than once daily | |
| 9 | Which device you use to log into the internet (more than one answer may be chosen) | <input type="checkbox"/> Personal computer | <input type="checkbox"/> Smart phones | |
| | | <input type="checkbox"/> Tablets | | |

| strongly disagree | | | | | | Disagree | | Neutral | | Agree | | Strongly agree | | |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------|----------|--|---------|--|----------|--|----------------|---|-------|---|----------------|--|--|
| 1 | | 2 | | 3 | | 4 | | 5 | | | | | | |
| 10 | Advertisements on social media motivates my desire to purchase | | | | | | | 1 | 2 | 3 | 4 | 5 | | |
| 11 | Advertisements on social media draw my attention | | | | | | | 1 | 2 | 3 | 4 | 5 | | |
| 12 | I often follow advertisements on social media | | | | | | | 1 | 2 | 3 | 4 | 5 | | |
| 13 | I depend on the advertisements on social media in my purchasing decisions | | | | | | | 1 | 2 | 3 | 4 | 5 | | |
| 14 | I avoid the notifications of advertisements on social media | | | | | | | 1 | 2 | 3 | 4 | 5 | | |
| 15 | I do not trust the advertisements on social media | | | | | | | 1 | 2 | 3 | 4 | 5 | | |
| 16 | I prefer to stay updated of the advertisements' offers on social media | | | | | | | 1 | 2 | 3 | 4 | 5 | | |
| 17 | Advertisements on social media provide me with information on the products that I like to purchase. | | | | | | | 1 | 2 | 3 | 4 | 5 | | |
| <p>Targeted Advertisements according to personal interests To what extent do you agree or disagree to the following phrases regarding the targeted advertisements according to personal interests? (Please circle the number that expresses your point of view).</p> | | | | | | | | | | | | | | |
| 18 | Advertisements on social media suit my personal interests | | | | | | | 1 | 2 | 3 | 4 | 5 | | |
| 19 | I pay much attention to advertisements if they suit my personal interests. | | | | | | | 1 | 2 | 3 | 4 | 5 | | |
| 20 | If they suit my interests, advertisements on social media motivate my desire to purchase | | | | | | | 1 | 2 | 3 | 4 | 5 | | |
| 21 | I feel bothered if the advertisements are out of my interests. | | | | | | | 1 | 2 | 3 | 4 | 5 | | |
| <p>Friends' pieces of advice, recommendations and comments: To what extent do you agree or disagree to the following phrases regarding the phrases related to Friends' pieces of advice and comments? (Please circle the number that expresses your point of view).</p> | | | | | | | | | | | | | | |
| Strongly disagree | | Disagree | | Neutral | | Agree | | Strongly agree | | | | | | |
| 1 | | 2 | | 3 | | 4 | | 5 | | | | | | |
| 22 | Advertising on social media motivates me to know more about the product by reading friends' recommendations and pieces of advice. | | | | | | | 1 | 2 | 3 | 4 | 5 | | |
| 2. | I largely depend on friends' recommendations when I desire to purchase a product. | | | | | | | 1 | 2 | 3 | 4 | 5 | | |
| 3. | I think that friends' recommendations are a significant reference to identify their opinions about the products. | | | | | | | 1 | 2 | 3 | 4 | 5 | | |
| 4. | I notice advertisements followed by friends more than others (click like on Facebook or follow on Twitter). | | | | | | | 1 | 2 | 3 | 4 | 5 | | |
| 5. | Friends' recommendations and negative pieces of advice on a product affect my purchasing desire. | | | | | | | 1 | 2 | 3 | 4 | 5 | | |
| 6. | I bought a product based on friends' recommendations and positive pieces of advice | | | | | | | 1 | 2 | 3 | 4 | 5 | | |
| 7. | I almost seek friends' recommendations before purchasing a product. | | | | | | | 1 | 2 | 3 | 4 | 5 | | |
| 8. | On many occasions, I benefited from friends' recommendations on social media. | | | | | | | 1 | 2 | 3 | 4 | 5 | | |
| 9. | I think that friends' recommendations on social media are almost correct. | | | | | | | 1 | 2 | 3 | 4 | 5 | | |
| 10. | I do not trust friends' recommendations and pieces of advice on social media. | | | | | | | 1 | 2 | 3 | 4 | 5 | | |
| 11. | I often post recommendations to my friends on products I find useful. | | | | | | | 1 | 2 | 3 | 4 | 5 | | |
| 12. | I participate in discussions with friends on products and advertising on social media. | | | | | | | 1 | 2 | 3 | 4 | 5 | | |
| 13. | I do not feel that advertising on social media affect my friends. | | | | | | | 1 | 2 | 3 | 4 | 5 | | |

Advertising appeal and using Arabic language:

To what extent do you agree or disagree to the following phrases regarding the appeal of advertising on social media? (Please circle the number that expresses your point of view).

| Strongly disagree 1 | Disagree 2 | Neutral 3 | Agree 4 | Strongly agree 5 | | | | |
|------------------------|----------------------------------------------------------------------------------------------------------------------|--------------|------------|---------------------|---|---|---|---|
| 14. | I'm not interested in advertising on social media because it does not appeal to me. | | | 1 | 2 | 3 | 4 | 5 |
| 15. | The good design of advertising draws my attention. | | | 1 | 2 | 3 | 4 | 5 |
| 16. | Advertising on social media is well-designed. | | | 1 | 2 | 3 | 4 | 5 |
| 17. | Offers of advertising on social media draw my attention (offers of competitions- discounts- limited-time offers...). | | | 1 | 2 | 3 | 4 | 5 |
| 18. | Offers of advertising on social media motivate me to purchase. | | | 1 | 2 | 3 | 4 | 5 |
| 19. | I feel more comfort if the advertisement was in Arabic. | | | 1 | 2 | 3 | 4 | 5 |
| 20. | Advertisements in Arabic on social media motivate me to purchase with more confidence. | | | 1 | 2 | 3 | 4 | 5 |
| 21. | I hope and wish that the appeal of advertisement on social media is improved. | | | 1 | 2 | 3 | 4 | 5 |