

Attitudes of Kuwaiti Youth Towards Commercial Advertisements a Field Study on the Students of Kuwait University

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Abstract:

This study was based on the analytical survey method. The study was applied to a sample of 1149 Kuwaiti young males who were randomly selected. The study concluded: Social media was the most popular by 86.5%; and 47.8% of respondents showed interest in advertisements. The Internet ranked first in following up advertisements by 84.4%, followed by mobile phones which ranked second by 77.5%; The motive of recognition of what is new was ranked first by 60.9%, and the impact of advertisement came high by 42%. As for the behavioral effects, the item of retention and repetition of advertisement (music lyrics) ranked first by 44.2%.

Keywords: Advertising- Youth - Kuwait - Purchasing - Social media

Introduction

Advertising is an art and industry that develops by the development of its means and instruments. The observer of numbers recognizes this fact.

In 2017, according to statistics, global digital advertising spending reached \$ 209 billion. In the same year, global television advertising spending reached \$ 178 billion, and \$ 50 billion spent on social media. “(The Free Encyclopedia, 2017)

Companies have shown interest in this huge industry and made available people and instruments, which generated astronomical profits, for example, as Google site shows, it achieved \$90 billion in 2017. (Google, 2018)

In the Arab countries, indicators point to the weakness of this industry in the digital field, which, according to statistics does not exceed one billion dollars in the year 2013. (Tech world, 2015)

Gulf countries occupy the highest position in Arab advertising spending. In 2006, they reached \$10.2 billion and will rise to \$49.2 billion next year. (Al- Qabas, 2006)

While global advertising adopts modern means, the Gulf countries still rely on the printed papers in the first place with 65.54% - (44.51% for the daily newspapers and 50.10% for the magazines). In the second place came television by 9.41%, roads by 6.3% and cinema and radio by 20.1%. (Al-Qabas, 2006)

Based on the importance of this industry in the first place and as an art in the second place, this study was an exploratory attempt to reveal the Kuwaiti youth attitudes towards commercial advertising as a preferred means of advertising and its degree of acceptability and their motivation to see advertisements and their gratifications realized. The results of this study with other ones can form a scientific basis for advertisers to develop, advance and increase their advertisement grassroots base.

The Study Theory:

The Model of Use and Gratification: The scientist of communication Katz, Elihu and Tamar Libes wrote an article about the uses and gratification in 1959; this article is the primary building block for the development of this theory in the framework of the theory of the limited impact of the media on the receiver. The ideas proposed by Katz are a major shift in media studies, where the focus shifts from the media message (content) to focus on the future of the media message: the (audience), who have become the most important point in the communication process. (KATZ, 1989) The reception of the media is a highly complex process due to a number of intertwined factors of which comes on top the public cultural backgrounds, personal taste, the policy of the media outlet and orientations ,the personal factors , (Dayan ,2005; P 288) including: lifestyle , level of education , income , age , gender , type of gratification which a recipient wants to get it from exposure to the means of media , in addition to the economic and social levels. (KATZ, 1989, p.7) Thus appeared in the media the concept of active public who tried to study the relationship between the public and the media by trying to answer the question of “what” by focusing on “why” in order to know the reasons of public exposure to the media, which is known as viewer motive (KATZ, 2006, p 167) .The study also attempts to identify the gratifications achieved for the public by exposure to the media.

I. objectives of uses and gratifications: This theory achieves the following objectives:

1. Interpretation of how to use the public media to satisfy different needs.
2. Understanding the motives of exposure to media and different exposure patterns.
3. Understanding the consequences of a set of jobs provided by the means of communication

II. Motives of exposure to media: communication studies divide motives of exposure to the means of communication into two categories:

- **Ritual motives:** These motives satisfy the recipient's desires to spend time, relax, friendship, intimacy with the means of communication and escape from problems. This viewer category is manifested in watching series and movies and different leisure programs. In general, the TV is basically considered the recreational vehicle.
- **Expediency motives:** These motives aim to achieve self-identification, knowledge acquisition, information and expertise and control the environment that is associated with the contents of given news bulletins and political programs, as the media gather us information about places and events we cannot access by ourselves, especially after the advent of specialized satellite news channels broadcasting over 24 hours. Expediency motives also include obtaining advice or opinion and self-education in various fields.

Gratifications realized from the media: This is done according to this theory; use and gratifications which describes the audience who chooses from among different media and from the content presented which meet the public needs and desires, in order to obtain special results called gratifications. *Swanson* believes in the possibility of linking message content with the gratifications achieved. Taboos and entertainments can achieve catharsis and help viewers get rid of boredom, anxiety, and escape from daily problems. (KATZ p 18, 2006) There are two types of gratifications:

Content of Gratifications: These are divided into:

- **guiding Gratification** which means the access to information and self-assertion and environmental monitoring, which is frequently associated with the abundance and means of gratifications exposure.

- **Social gratifications:** It means linking the information received by the individual through his network of social relationships; where the public uses media to achieve a kind of contact with their friends and families through the achieving gratification, such as: finding topics to talk about with others.

Gratification process results from the communication process itself and from selecting certain means of communication; it is not directly related to the features and characteristics of the content. It is divided into two types as follows:

- **Semi guiding gratification:** it is achieved by abating tension and sense of self-defense. It is reflected in the entertainment and excitement program.

- **Semi-social gratifications:** it is achieved through identification with media figures, these gratifications increase with individual social relationships decreases and a feeling of isolation increases (Matteelart, 2003, P 166)

The relationship between the use of media and gratification: There are several trends to explain the relationship between the use of media and gratification and reflection of that oneself.

- Motivation is something internal which does not directly affect the individual, and thus, it is difficult to convert it to something concrete represented in a particular behavior.
- The behavior of the media viewer is spontaneous and unplanned, i.e. a habit.
- Motivation affects directly the individual as a necessary need that does not subside unless it is met and satisfied. (KATZ, 196 p. 2003)

Introduction to Media Dependency:

The essence of dependency theory is that there is a common link based on the interdependence between the mass media and the social system. The concept of theory begins between individuals and media. The common relationship is based on dependence and interaction between the media, social systems and the public. This relationship may exist with all media or one of its parts, as the public depends on the sources of information for reaching its goals. (Mashagba, 2011)

Individuals depend on media to achieve key goals:

1. **Understanding:** It means self-knowledge through learning, gaining experience and social understanding of the surrounding environment and trying to interpret it.
2. **Guidance and counseling:** It means directing action of something or making a decision and behaving within the expectations and ethics of the community.
3. **Entertainment:** It includes relaxation and sitting in isolation, social entertainment, such as social companionship as a way to escape the problems of daily life. (Malkawi, 2005).

The main hypothesis of the media dependency model is represented in that the more complex societies are; the more individuals depend on the media outside their groups.

The media dependency model is based on several sub-hypotheses:

1. The degree of stability and balance of social system varies as a result of continuous changes, and depending on this difference, the need for information and news increases or decreases. In case of social instability (as social conflicts and crises increase), the need for information increases and people become more dependent on media.
- 2 The information system is important to the society, and the degree of dependence on it increases if it satisfies

the needs of the audience; and

The degree of dependence decreases if there are alternative channels of information.

3. The audience differs in the degree of dependence on the media, resulting from their differences in goals, interests and individual needs. (Sadiq, 2007).

The dependence on media is used to recognize the extent to which Kuwaiti female students rely on media as a source of information about advertisements, their place in the media, and confidence and influences (cognitive, affective, behavioral) of this dependence.

Related studies

Mashagba, 2007, conducted a study entitled "*The impact of advertising on the MBC satellite channels on consumer behavior*" (Mashagba, 2007). The main results of this study were that 47.8% of the respondents used to watch commercial advertisements on the MBC. The most convincing advertisement was the one presented directly; it got 40.4%, while the cognitive motives of advertisements viewers on the MBS is that the ads increase the cost of goods and services by 78.5%. The most important affective motives for the exposure to advertisements is that the advertisements contribute to living a modern life in parallel to western life by 35.2%. While the strongest behavioral motives of viewers were the choice of goods and services advertised on these channels by 40.1%. The lowest behavioral motives of exposure to advertising were the buying decision based on advertising by 07%.

The viewers' motives to buy advertised goods or services were 41.4%; and under the motive of "advertisements make me increase purchase and excessive consumption" came by 62.1%.

Al Ruba'ee, 2008, conducted a study entitled "*Television Advertising and Consumption Behavior*". The most important results were that the forms of advertising, such as singing, animation and cartoons received a high percentage of 85.4%, while 81.3% of the sample stated that television ads are sincere. The study found a number of consumer relationships and behavior, such as adolescents' exposure to advertisements and consumption behavior. Results also showed that there was a relationship between the period of watching television ads and the consumption behavior. The results also showed a relationship between the message credibility and the sample consumption behavior. The study also revealed that there was no relationship between the advertising forms and the sample consumption behavior. And there was no relationship between demographic variables (Gender, age, monthly household income and consumer behavior).

- **Sha'ban, 2004** did a research on "*The role of TV advertising in guiding adolescent behavior*". The study found that 73.7% of the respondents imitate their older peers. The study also found that 83% of the respondents have positive attitudes towards advertisements, and that 66.3% of the sample admires the ad personalities. The results of the study showed that 30% of respondents accepted the idea of becoming actors in TV advertisements.

- **Rajagopal, 2011** conducted a study entitled "*Determinants of Shopping Behavior of Urban Consumer*" It aimed at analyzing the impact of radio advertising on urban travelers towards the behavior of retail purchase (supermarket), as well as trying to determine the role of radio advertising in sales promotion in Mexico City. The study found that the behavior of consumers in cities is positively influenced by radio advertising, as consumers are strongly affected by the physical, cognitive and economic variables. Results also showed that radio advertisement publishes promotional messages leading to quick purchase at supermarkets and shops.

Panagopoulos & Green, 2008 did a research on "*Field Experiments Testing the Impact of Radio Advertisements on Electoral Competition*". The researchers sought to conduct field experiments to test the impact of radio advertising on electronic competition in the USA. According to the study, the results of previous surveys on spending on electoral campaigns stressed the need for grants to both candidates and competitors must be equal and constitute the net benefit of competitors. Cities that carried out elections in November 2005 and 2006 were randomly selected to broadcast radio announcements mentioning the names of the candidates and to remind listeners of the upcoming election date and encourage them to vote. Results have shown that radio advertising leads to more competitive elections.

Rahman, Noushi and Eisner, Allan B. (2007) conducted a study entitled "*Kmart-Sears Merger of 2005,*", The study aimed at examining the effect of advertising and the audience interaction, the relationship between attention and memory, and the decision to buy in Beirut, Lebanon; as well as the interaction between music and the hierarchy of radio advertising. The study found that the different musical genres used in radio advertising: (Chanting, drum sounds, rhythm, melody, and tone) have an impact on the client's attitude towards advertising, commercial branding, their good sense of advertising on the radio, and the impact on their buying decision.

- **Nysveen & Breivik, 2005** conducted a study entitled "*The influence of media on advertising effectiveness ,a comparison of internet, posters and radio*". It aimed at comparing the effectiveness of advertising in print and radio on the Internet. The study was applied to a sample from Norway who is interested in airline tickets and spending the weekend in a hotel. The ads were designed in the form of quick flashes by specialized advertising agencies to set specific characteristics and specifications for these ads in print and radio. The results of the study showed that online advertising and publications were more influential than radio advertising, and the process of

public exposure to the Internet was in favor of the publications rather than radio advertising.

Objectives of the Study:

This study seeks to identify a number of aspects in connection with the problem of the study: “Attitudes of young Kuwaiti towards Commercial Advertisements”. The most prominent of which are the most widely used media means of advertising,

the sample members interest and profiteering from the advertisements , motives for watching, the uses and the gratifications realized by the sample members from the advertisements, and the impact of commercial advertisements on the sample in different behavioral fields, such as the purchasing process.

Problem of the Study

The problem of the study lies in finding the relationship between motives to watch commercial advertisements and the uses and gratifications realized from watching, and the extent the sample members are affected by different behavioral fields, such as watching advertisements, as well as the degree of preference for advertisements in terms of presentation, idea, and production.

Importance of the Study:

This analytical survey is important as it intends to explore the attitudes of Kuwaiti youth towards advertisements in order to identify these attitudes to enhance the positive side and to modify and change the negative aspects. It is also important as it tries to create a database that will send indicators to the advertisers and conveys the true picture of these attitudes.

Questions of the Study

- What media do you use most?
- To what extent do you follow-up advertisements ?
- To what extent do you care about advertisements?
- What are the preferred means and the degree of following up advertisements?
- What are the reasons for not following up advertisements?
- What is the degree of confidence in advertisements?
- What motivates you to watch advertisements?
- What is the degree of advertisements’ preference in terms of the distinguished idea?
- What is the degree of advertisements’ preference in terms of production quality?
- What is the impact of advertisements on the purchasing process?
- What attracts your attention in commercial advertising?
- What are the effects of advertisements on the behavioral process?
- What do you think of the product after being purchased as a result of exposure to advertisements?

Hypotheses of the Study

H.1: There are significant statistical differences at ($\alpha=0.05$) between age and the purchasing practices and their increase.

H.2: There are significant statistical differences at ($\alpha=0.05$) between social status and the purchasing practices and their increase.

H.3: There are significant statistical differences at ($\alpha=0.05$) between the degree of interest in advertisements and the purchasing practices and their increase.

H.4: There are significant statistical differences at ($\alpha=0.05$) between age and preferred means to follow up advertisements and degree of preference.

H5: There are significant statistical differences at ($\alpha=0.05$) between age and the degree of preference for advertisements in terms of production.

H.6: There are significant statistical differences at ($\alpha=0.05$) between social status and the effect of advertisements on the purchasing process.

H.7: There are significant statistical differences at ($\alpha=0.05$) between age and degree of preference for advertisements in terms of production quality.

H.8: There are significant statistical differences at ($\alpha=0.05$) between social status and the most widely used media.

Type of the Study:

This is a descriptive study that aims to describe events, people, attitudes, beliefs, researches, objectives, preferences, as well as different patterns of behavior (Hussein, 1991).A descriptive study also aims to describe situations, phenomena and collect accurate facts about them in order to define the phenomenon, or the situation

accurately and to draw an integrated picture of realism and accuracy (Bonneville, 2007).

Methodology

This study is based on the descriptive survey methodology, which is known as one of the forms of collecting data about people, their behavior, their perceptions, feelings and attitudes. The analytical method is used to detect problems in the real world, and allows collecting many data on the phenomenon of the subject of the study. It allows the examination of many variables and the use of statistical analysis, which helps to collect, summarize and classifies data to draw conclusions. (Mayer, 2000)

Population of the Study

It is the community from which the researcher can choose the sample of the study, the population which he wishes to disseminate the results. (Hussein, 1995) The current study population represents all Kuwait University students in all university colleges. Official statistics indicate that the number of male students is 12,400.

Sample of the Study:

There are certainly factors to determine the size of the sample, of which is the nature of the studied population, study methodology, the subject of the study, and accuracy required in the results. This study was based on the random sample. The official statistics shows that the number of male students in Kuwait University is 12 thousand and 400. 1240 questionnaires were distributed at a rate of 10% of the total study population, which is acceptable for survey studies. Of these, 1193 were retrieved; 44 were excluded because they were not valid for statistical analysis.

Limitations of the Study

Time Limitation: March – April 2018

Place Limitation: Kuwait University

Statistical processing:

To achieve the objectives of the study and to answer the study questions and hypotheses, the SPSS program to analyze data was used as follows:

- Frequencies and percentages
- Means and standard deviations
- Pearson correlation coefficient
- Cronbach Alpha
- T. Test
- One – way ANOVA Test

Instruments of Analysis and Method of Data Collection:

The questionnaire is the data collection instrument used in this study. It is used to collect diverse data from the selected sample of the population by asking a set of questions in order to identify certain facts, or views of the respondents and their attitudes and motivations towards a particular subject. (2007, Bonneville)

Validity and Reliability

Validity: The questionnaire was presented in its preliminary form to a group of experts and arbitrators in the area of specialization to express an opinion on the suitability of the questionnaire for the objectives and questions of the study. The agreement between the arbitrators was 91%. Validity also depended on the degree of consistency in the answers to the related questions represented by the questionnaire. The average correlation was 88%. The forms in which the degree of validity was less than 80% were excluded.

Reliability: The researcher adopted the method of applying and re- applying the questionnaire after a week. Then the percentage of agreement between answers and application was calculated. The reliability coefficient was 91%.

Results of the Study and Discussion

Characteristics of the sample

Table (1) shows distribution of the sample according to the study general information

Variable	Level of variable	Frequencies	Percentages
Age	18 years or below	35	3.0
	19-24 years	895	77.9
	25-29 years	135	11.7
	30-35years	35	3.0
	36 years or more	49	4.3
Social Status	Single	802	69.8
	Married	253	22.0
	Divorced	40	3.5
	Widow	54	4.7
Academic year	1 st year	99	8.6
	2 nd year	139	12.1
	3 rd year	383	33.3
	4 th year	528	46.0
Type of residence	Apartment	352	30.6
	Independent House	797	69.4
College	Scientific Colleges	339	29.5
	Humanities Colleges	810	70.5

Table (1) shows that the age category 19-24 years was the highest among the sample with 77.9%. This category represents the overwhelming percentage of students in the study. The “single” category was ranked first by 69.8%. The percentages of the sample were distributed over the academic years. The third year came at 33.3%. The percentage of independent housing was 69.4%, which is a fact that represents the nature of housing for Kuwaitis. Colleges of Humanities ranked first with 70.5%, which is a real percentage of university colleges.

Q.1: What media do you use most? (Order by Preference)

Table (2) shows frequencies and percentages of the most used media

Media	Rank	Frequencies	Percentages
Journalism	1	15	1.3
	2	50	4.4
	3	303	26.4
	4	746	64.9
Radio	1	60	5.2
	2	283	24.6
	3	542	47.2
	4	229	19.9
Television	1	45	3.9
	2	706	61.4
	3	249	21.7
	4	114	9.9
Social Media -Twitter -Snap chat -Instagram -Facebook -email	1	994	86.5
	2	80	7.0
	3	15	1.3
	4	25	2.2

Table (2) shows that the most commonly used means are social media (Twitter-Snap-Chat-InStagram-Facebook and email), which ranked first with 86.5%. These means are connected with the overwhelming majority of smartphones on the one hand, and the cheaper prices the Internet was among the highest economic income of the State of Kuwait. Television ranked second with 61.4%, while radio ranked third with 47.2% and the journalism ranked fourth and final with 47.9%. The researcher believes that this is related to a number of factors, most notably that television is regularly watched by the Kuwaiti youths and their families.

Q.2. To what extent do you care about and show confidence in advertisements?

Table (3) shows frequencies and percentages of the following items

	Question	Answer	Frequency	Percentage
2	To what extent do you care about advertisements?	Strongly care	114	9.9
		Care	436	37.9
		Neutral	379	33.0
		Do not care	165	14.4
		Do not care at all	50	4.4
5	Do you think that advertisements are useful?	Very useful	224	19.5
		Useful	582	50.7
		Neutral	308	26.8
		Harmful	20	1.7
		Strongly harmful	5	0.4

Results as shown in table (3) indicate that the degree of interest in advertising came under the variable “care” in the first rank with 37.9% and “strongly care” with 9.9%. This care is attributed mainly to the economic and social factors, which means that the young people pay attention to what is new to keep up with modernity as a social prestige, while “do not care, and do not care at all” have 18.8%. As shown by the table “ads are useful” came in first place by 50.7% and very useful came in the second place by 19.5%. This ranking is reasonable.

Q. 3. To what extent do you follow-up advertisements through the following media?

Table (4) shows frequencies and percentages for the degree of following up advertisements.

No.	Media	Degree of Follow up	Frequencies	Percentages %
1	Television	Always	234	20.4
		Sometimes	646	56.2
		Rarely	260	22.6
2	Radio	Always	309	26.9
		Sometimes	303	26.4
		Rarely	528	46.0
3	Outdoor Advertising	Always	354	30.8
		Sometimes	448	39.0
		Rarely	338	29.4
4	Newspapers, magazines	Always	160	13.9
		Sometimes	417	36.3
		Rarely	553	48.1
5	Social Media sites - Internet - Email	Always	970	84.4
		Sometimes	170	14.8
		Rarely	5	0.4
6	Smart Phones	Always	891	77.5
		Sometimes	218	19.0
		Rarely	25	2.2

Table 4 shows that following-up advertisements through Internet and social networking sites came by 84.4% under the variable “always”. This is related to what is referred to in table 2, the most used media means. In the second place came the smartphone by 77.5%, while the TV came last with 20.4%.

Q. 4. What are the preferred means and the degree of following up advertisements?

Table (5) shows frequencies and percentages for the preferred means and the degree of following up advertisements

No.	Media Means	Answer	Frequency	Percentages
1	Journalism	Always	110	9.6
		Sometimes	274	23.8
		Rarely	323	28.1
		Never	408	35.5
2	Radio	Always	258	22.5
		Sometimes	309	26.9
		Rarely	328	28.5
		Never	220	19.1
3	Television	Always	268	23.3
		Sometimes	542	47.2
		Rarely	235	20.5
		Never	80	7.0
4	Social Media Sites	Always	899	78.2
		Sometimes	185	16.1
		Rarely	40	3.5
		Never	5	0.4

As shown in Table 5, the most preferred means of tracking advertisements are social media sites with a rate of 78.2%. In the last place came journalism with 9.6%. The researcher believes that the result is objective and related to the results of Table (2).

Q.5: To what extent do you agree on the following items?

Table (6) shows frequencies and percentages of the degree of agreement on the following

Question	Answer	Frequency	Percentage
If you do not watch TV ads, is it due to?	Lack of interest	244	21.2
	Lack of conviction	174	15.1
	Existence of alternatives	646	56.2
To what extent do you concentrate while watching TV advertising?	Large	139	12.1
	average	671	58.4
	weak	309	26.9

As shown in Table 6, the reasons for not watching advertisements are mainly due to the existence of alternatives come with 56.2%. The researcher believes that these alternatives are the available paper ads in a large quantity in malls, which are distributed directly to the houses. As for the focus of watching the ads, it came in the first place with 58.4%.

Q.6. To what extent do you agree on the following items?

Table (7) shows frequencies and percentages for the degree of agreement on the following items:

Question	Answer	Frequency	Percentage
What is the degree of confidence in the content of the advertisements?	Strongly trust	40	3.5
	Trust	244	21.2
	Neutral	532	46.3
	Mistrust	308	26.8
	Strongly mistrust	10	.9
Do you trust the content of an ad is related to the type of media?	Always	210	18.3
	Sometimes	725	63.1
	Rarely	184	16.0

As shown in Table 7, the item “mistrust” advertisements came in the first place with 26.8%. This was due to several factors, including exaggeration in pre-sale advertising, customer shock with the goods, and poor service after sale. The item “trust” came second with 21.2%. While 63.1% of the sample indicated that confidence is “average” and it is connected with the type of medium.

Q.7: What motivates you to watch visual advertisements?

Table (8) shows frequencies and percentages for watching visual advertisements.

	Reason	Answer	Frequency	Percentage
1	For fun and entertainment	Always	411	35.8
		Sometimes	563	49.0
		Rarely	160	13.9
2	Love of curiosity and what is new	Always	539	46.9
		Sometimes	471	41.0
		Rarely	124	10.8
3	To spend time	Always	358	31.2
		Sometimes	532	46.3
		Rarely	244	21.2
4	Because there is a star whom I love	Always	203	17.7
		Sometimes	432	37.6
		Rarely	494	43.0
5	Search through it for the lowest prices and offers	Always	516	44.9
		Sometimes	424	36.9
		Rarely	184	16.0
6	Search for discounts and offers	Always	582	50.7
		Sometimes	408	35.5
		Rarely	139	12.1
7	Know the location of the product or service	Always	683	59.4
		Sometimes	387	33.7
		Rarely	59	5.1
8	Identify what is new in the market	Always	700	60.9
		Sometimes	379	33.0
		Rarely	55	4.8
9	Source of information	Always	497	43.3
		Sometimes	478	41.6
		Rarely	159	13.8
10	Because it is broadcast within the series, movies and programs that I watch	Always	433	37.7
		Sometimes	538	46.8
		Rarely	158	13.8
11	Other reasons	Always	75	6.5
		Sometimes	240	20.9
		Rarely	411	35.8

As shown in Table 8, the motives for watching advertisements were high. In the first place came the motivation to "identify what is new in the market" and under the variable "always" with 60.9%. "To know the location of the product or service" was ranked second by 59.4%. In the third place came "the search for discounts and offers" by 50.7%. In the fourth place came the variable "love of curiosity and what is new" with 46.9%.

Q.8: What is the degree of advertisements' preference due to the distinguished idea?

Table (9) shows frequencies and percentages for the degree of advertisements' preference due to the distinguished idea.

	Answer	Frequency	Percentage
Foreign Advertisements	Large	786	68.4
	Average	268	23.3
	Weak	50	4.4
Local Advertisements	Large	215	18.7
	Average	715	62.2
	Weak	164	14.3
Arab Advertisements	Large	255	22.2
	Average	546	47.5
	Weak	293	25.5

As shown in table 9, preference was for foreign advertisements in terms of the idea. It came in the first place by 68.4% under the variable "large". This is due to the quality factor in production and the idea and personalities participating in the foreign advertisement. And then the Arab ads by 22.2%. The local ads ranked

third and last by 18.7%.

Q.9 - What is the degree of advertisements' preference in terms of production quality?

Table (10) shows frequencies and percentages for the degree of preference in terms of production quality?

	Answer	Frequency	Percentage
Foreign Advertisements	Large	914	79.5
	Average	160	13.9
	Weak	25	2.2
Local Advertisements	Large	265	23.1
	Average	620	54.0
	Weak	204	17.8
Arab Advertisements	Large	274	23.8
	Average	553	48.1
	Weak	262	22.8

As shown in table (10), preference was for foreign advertisements in terms of production. It came in the first place by 79.5% under the variable "large". And then the Arab ads came in the second place by 23.8%. The local ads ranked third and last by 23.1%.

Q.10: What is the impact of advertisements on the purchasing process?

Table (11) shows frequencies and percentages for the impact of advertisements on the purchasing process

	Reason	Answer	Frequency	Percentage
13	What is the level of advertising impact in the selection of goods?	High	483	42.0
		Average	522	45.4
		Weak	94	8.2
14	Does advertising have an effect in increasing purchasing practices?	Always	582	50.7
		Sometimes	468	40.7
		Rarely	44	3.8
15	Does the type of media (traditional or modern) affect the purchase of goods?	Always	611	53.2
		Sometimes	428	37.2
		Rarely	60	5.2
16	Does the material affect the purchasing process?	Always	697	60.7
		Sometimes	362	31.5
		Rarely	40	3.5

As shown in table (11) advertising has an impact on the selection of goods. It came first under the average variable with 45.4% and under "high" variable in the second place by 42%. It is also clear that the advertisement has an effect on purchasing practices. It came first under the variable "always" with 50.7%. It is clear from the results that the media type has an effect on the purchase of goods. The variable "always" came first by 53.2%. The material factor under "always" variable came in the first place by 60.7%.

Q. 11. What attracts your attention in advertising?

Table (12) shows frequencies and percentages for what attracts attention in advertising

	Attraction Factors	Answers	Frequencies	Percentages
1	Prices and offers	Always	731	63.6
		Sometimes	304	26.5
		Rarely	64	5.6
2	Advertisement Presenter	Always	278	24.2
		Sometimes	513	44.6
		Rarely	308	26.8
3	Place of manufacture of the advertised product	Always	492	42.8
		Sometimes	418	36.4
		Rarely	184	16.0
4	Product quality	Always	902	78.5
		Sometimes	172	15.0
		Rarely	25	2.2
5	Fine production of advertisements	Always	483	42.0
		Sometimes	472	41.1
		Rarely	144	12.5
6	Product shape	Always	640	55.7
		Sometimes	395	34.4
		Rarely	64	5.6

Table 12, focuses on what attracts attention in an advertisement. Product quality came in the first place under the variable “always” by 87.5%. Prices and offers came second and under the same variable with 36.6%. In the third rank and under the same variable came Product shape by 55.7%.

Q. 12: What are the influences of advertisements on you in the following aspects?

Table (13) shows frequencies and percentages for the effects of advertisements.

	Cause of Influence	Answer	Frequency	Percentage
1	Retention and repetition of ads (lyrics - music - song)	Always	508	44.2
		Sometimes	473	41.2
		Rarely	118	10.3
2	During my talk with friends about the ads seen from my heart and won my admiration	Always	303	26.4
		Sometimes	598	52.0
		Rarely	198	17.2
3	Thinking about advertising content	Always	333	29.0
		Sometimes	497	43.3
		Rarely	269	23.4
4	Thinking about the advertisement presenter	Always	183	15.9
		Sometimes	442	38.5
		Rarely	474	41.3
5	Attraction to the advertisement presenter	Always	198	17.2
		Sometimes	432	37.6
		Rarely	469	40.8

Table 13 focuses on the effects of advertising. The effect of retention and repetition of ads (lyrics - music - song) ranked first under the variable “always” by 44.2%. In the second place was thinking about the advertisement presenter by 41.3%. This finding - as the researcher believes - is related to the psychological characteristics of the sample members and their influence by what is stated in the advertisement.

Q. 13: What do you think of the product after being purchased as a result of exposure to advertisements?

Table (14) shows frequencies and percentages for the opinion in the product after being purchased as a result of exposure to advertisements.

	Opinion	Answer	Frequency	Percentage
1	Is the advertised product identical to what was stated in the advertisement?	Always	218	19.0
		Sometimes	692	60.2
		Rarely	185	16.1
2	Are you satisfied with the product after purchase?	Always	169	14.7
		Sometimes	852	74.2
		Rarely	74	6.4
3	Do you feel that you have been deceived by the product through advertising?	Always	225	19.6
		Sometimes	616	53.6
		Rarely	254	22.1
4	Thinking about the advertising message and the advertisement presenter	Always	244	21.2
		Sometimes	417	36.3
		Rarely	434	37.8
5	Attraction to the advertising star	Always	185	16.1
		Sometimes	362	31.5
		Rarely	548	47.7

Table (14) focuses on the product after purchase as a result of exposure to advertisement. Thinking about the advertising message and the advertisement presenter was ranked first under “always” by 37.8%. In the second place under “always” came you have been deceived by the product through advertising by 22.1%, while 53.6% came under sometimes variable. 47.7% of respondents, however, referred to their attraction to the advertising star under the variable “rare”.

Hypotheses Analysis

H.1: There are significant statistical differences at ($\alpha=0.05$) between age and the purchasing practices and their increase.

To answer this hypothesis, the researcher used one-way ANOVA test to find the purchasing practices and their increase according to “age” variable.

Table (15) shows one-way ANOVA for the purchasing practices and their increase according to the age variable.

	Age / years	Number	Mean	Standard. Deviation	F. Value	Level of Significance
Purchasing practices and their increase	18 or below	35	1.71	.458	3.379	*.009
	19-24	845	1.51	.595		
	25-29	135	1.52	.689		
	30-35	35	1.29	.458		
	36 or more	49	1.69	.466		

The table above shows the one-way ANOVA test in purchasing practices according to age. Results show that there are significant statistical differences between purchasing practices and age.

H.2. There are significant statistical differences at ($\alpha=0.05$) between social status and purchasing practices and their increase.

To answer this hypothesis, the researcher used one-way ANOVA test for purchasing practices and their increase according to the social status variable. Table (16) shows this.

Table (16) shows the one-way ANOVA test for the purchasing practices and their increase according to the social status variable.

	Social status	Number	Mean	Standard. Deviation	F. Value	Level of Significance
Purchasing practices and their increase	Single	762	1.53	.615	5.343	.001
	Married	243	1.41	.571		
	Divorced	40	1.63	.490		
	Widow	54	1.72	.452		

Table (16) shows one-way ANOVA test for the purchasing practices according to the social status variable. Results show that there are significant statistical differences between purchasing practices and social status.

H.3: There are significant statistical differences at ($\alpha=0.05$) between the degree of interest in advertising and purchasing practices and their increase.

To answer this hypothesis, the researcher used chi square (χ^2) test to find the relationship between the degree of interest in advertising and purchasing practices and their increase.

Table (17) shows chi square (χ^2) test to find the relationship between the degree of interest in advertising and purchasing practices and their increase.

		Classification	Always	Sometimes	Rarely	Total	
Degree of interest in advertising	Strongly care	Number	85	25	4	114	
		Percentage%	7.8%	2.3%	0.4%	10.4%	
	care	Number	258	168	0	426	
		Percentage%	23.6%	15.4%	0.0%	38.9%	
	Neutral	Number	144	185	10	344	
		Percentage%	13.2%	16.9%	0.9%	31.4%	
	Do not care	Number	70	75	20	165	
		Percentage%	6.4%	6.9%	1.8%	15.1%	
	Do not care at all	Number	25	10	10	45	
		Percentage%	2.3%	0.9%	0.9%	4.1%	
	Total		Number	582	463	44	1094
			Percentage%	53.2%	42.3%	4.0%	100.0%
Chi Square		146.61					
Level of Significance		.000					

Table (17) shows chi square test which finds the relationship between the degree of interest in advertising and purchasing practices and their increase. Results show that there is a significant statistical relationship between the degree of interest in advertising and purchasing practices and their increase. The value of Chi square was (146.61) and the level of significance was (0.00).

H.4: There are significant statistical differences at ($\alpha=0.05$) between age and preferred means of following up advertisements and degree of preference.

To answer this hypothesis, the researcher used one-way ANOVA test to find the preferred means of following up advertisements and degree of preference according to the age variable.

Table (18) shows one-way ANOVA for the preferred means of following up advertisements and degree of preference according to the age variable.

	Age / years	Number	Mean	Standard. Deviation	F. Value	Level of Significance
The preferred means of following up advertisements and degree of preference	18 or below	35	2.07	.42	41.602	.000
	19-24	885	2.25	.61		
	25-29	135	1.58	.55		
	30-35	35	1.79	.50		
	36 or more	44	2.36	.59		

Table (18) shows one-way ANOVA test for the preferred means of following up advertisements and degree of preference according to the age variable. Results show that there are significant statistical relationship between the preferred means of following up advertisements and degree of preference according to age variable.

H.5: There are significant statistical differences at ($\alpha=0.05$) between age and the degree of preference for advertisements in terms of production

To answer this hypothesis, the researcher used one-way ANOVA test to find the degree of preference of advertisements in terms of production according to age variable.

Table (19) shows one-way ANOVA for the degree of preference of advertisements in terms of production according to age variable.

	Age / years	Number	Mean	Standard. Deviation	F. Value	Level of Significance
Degree of preference of advertisements in terms of production	18 and below	35	1.95	.46	3.445	.008
	19-24	845	1.69	.45		
	25-29	135	1.68	.41		
	30-35	35	1.62	.42		
	36 or more	49	1.73	.25		

Table (19) shows one-way ANOVA test for the degree of preference in terms of production according to age variable. Results show that there are significant statistical differences between the degree of preference in terms of production and age variable.

H.6: There are significant statistical differences at ($\alpha=0.05$) between social status and the effect of advertisements on the purchasing process.

To answer this hypothesis, the researcher used one-way ANOVA test to find the effect of advertisements on the

purchasing process according to the social status.

Table (20) shows one-way ANOVA test to find the effect of advertisements on the purchasing process according to the social status.

	Social Status	Number	Mean	Standard. Deviation	F. Value	Level of Significance
The effect of advertisements on the purchasing process	Single	762	1.70	.626	8.778	.000
	Married	243	1.57	.673		
	Divorced	40	1.25	.439		
	Widow	54	1.54	.503		

Table (20) shows the effect of advertisements on the purchasing process according to the social status. Results show that there are significant statistical differences between the effects of advertisements on the purchasing process and the social status.

H.7: There are significant statistical differences at ($\alpha=0.05$) between age and degree of preference for advertisements in terms of production quality.

To answer this hypothesis, the researcher used chi square test to find the relationship between age and degree of preference for advertisements in terms of production quality, as follows:

1. Foreign Advertisements

Table (21) shows chi square test to find the relationship between age and degree of preference for advertisements in terms of production quality.

		Classification	Large	Average	Weak	Total	
Age	18 or below	Number	25	10	0	35	
		Percentage%	2.3%	0.9%	0.0%	3.2%	
	19-24	Number	710	115	20	845	
		Percentage%	64.6%	10.5%	1.8%	76.9%	
	25-29	Number	105	25	5	135	
		Percentage%	9.6%	2.3%	0.5%	12.3%	
	30-35	Number	25	10	0	35	
		Percentage%	2.3%	0.9%	0.0%	3.2%	
	36 or more	Number	49	0	0	49	
		Percentage%	4.5%	0.0%	0.0%	4.5%	
	Total		Number	914	160	25	1099
			Percentage%	83.2%	14.6%	2.3%	100.0%
Chi Square		25.877					
Level of Significance		.001					

Table (21) shows chi square test which finds the relationship between age and degree of preference of foreign advertisements in terms of production quality. Results show that there is a significant statistical relationship between age and the degree of preference of foreign advertisements in terms of production quality. The value of Chi square was (25.877) with a level of significance of (0.01).

2. Local Advertisements

Table (22) shows chi square test to find the relationship between age and degree of preference of local advertisements in terms of production quality.

		Classification	Large	Average	Weak	Total	
Age	18 or below	Number	5	20	10	35	
		Percentage%	0.5%	1.8%	0.9%	3.2%	
	19-24	Number	210	471	154	835	
		Percentage%	19.3%	43.3%	14.1%	76.7%	
	25-29	Number	35	80	20	135	
		Percentage%	3.2%	7.3%	1.8%	12.4%	
	30-35	Number	10	15	10	35	
		Percentage%	0.9%	1.4%	0.9%	3.2%	
	36 or more	Number	5	34	10	49	
		Percentage%	0.5%	3.1%	0.9%	4.5%	
	Total		Number	265	620	204	1089
			Percentage%	24.3%	56.9%	18.7%	100.0%
Chi Square		13.65					
Level of Significance		.091					

Table (22) shows chi square test which finds the relationship between age and degree of preference of local

advertisements in terms of production quality. Results show that there is no significant statistical relationship between age and the degree of preference of local advertisements in terms of production quality. The value of Chi square was (13.65) with a level of significance of (0.091).

3. Arab Advertisements

Table (23) shows chi square test to find the relationship between age and degree of preference of Arab advertisements in terms of production quality

		Classification	Large	Average	Weak	Total	
Age	18 or below	Number	5	10	20	35	
		Percentage%	0.5%	0.9%	1.8%	3.2%	
	19-24	Number	214	409	212	835	
		Percentage%	19.7%	37.6%	19.5%	76.7%	
	25-29	Number	40	70	25	135	
		Percentage%	3.7%	6.4%	2.3%	12.4%	
	30-35	Number	15	20	0	35	
		Percentage%	1.4%	1.8%	0.0%	3.2%	
	36 or more	Number	0	44	5	49	
		Percentage%	0.0%	4.0%	0.5%	4.5%	
	Total		Number	274	553	262	1089
			Percentage%	25.2%	50.8%	24.1%	100.0%
Chi Square		68.99					
Level of Significance		.000					

Table (23) shows chi square test which finds the relationship between age and degree of preference of Arab advertisements in terms of production quality. Results show that there is a significant statistical relationship between age and the degree of preference of Arab advertisements in terms of production quality. The value of Chi square was (68.99) and the level of significance was (0.00).

H.8: There are significant statistical differences at ($\alpha=0.05$) between social status and the most widely used media.

To answer this hypothesis, the researcher used chi square test to find the relationship between social status and the most widely used media; as follows:

1. Journalism

Table (24) shows chi square test to find the relationship between social status and the most widely used media, (journalism).

		Classification	1	2	3	4	Total	
Social Status	single	Number	10	25	224	513	772	
		Percentage%	0.9%	2.2%	20.1%	46.1%	69.3%	
	Married	Number	5	10	59	179	253	
		Percentage%	0.4%	0.9%	5.3%	16.1%	22.7%	
	Divorced	Number	0	10	10	20	40	
		Percentage%	0.0%	0.9%	0.9%	1.8%	3.6%	
	Widow	Number	0	5	10	34	49	
		Percentage%	0.0%	0.4%	0.9%	3.1%	4.4%	
	Total		Number	15	50	303	746	1114
			Percentage%	1.3%	4.5%	27.2%	67.0%	100.0%
Chi Square		51.44						
Level of Significance		.000						

Table (24) shows chi square test which finds the relationship between social status and the most widely used media. Results show that there is a significant statistical relationship between social status and the most widely used media. The value of chi square was (51.44) and the level of significance was (0.00).

2. Radio

Table (25) shows chi square test to find the relationship between social status and the most widely used media, (radio).

		Classification	1	2	3	4	Total	
Social Status	single	Number	40	184	369	179	772	
		Percentage%	3.6%	16.5%	33.1%	16.1%	69.3%	
	Married	Number	20	89	114	30	253	
		Percentage%	1.8%	8.0%	10.2%	2.7%	22.7%	
	Divorced	Number	0	5	30	5	40	
		Percentage%	0.0%	0.4%	2.7%	0.4%	3.6%	
	Widow	Number	0	5	29	15	49	
		Percentage%	0.0%	0.4%	2.6%	1.3%	4.4%	
Total		Number	60	283	542	229	1114	
		Percentage%	5.4%	25.4%	48.7%	20.6%	100.0%	
Chi Square		48.371 ^a						
Level of Significance								.000

Table (25) above shows chi square test which finds the relationship between social status and the most widely used medium (radio). Results also show that there is a significant statistical relationship at ($\alpha=0.001$). The value of Chi square was 48.37. This means that the hypothesis is valid.

3. Television

Table (26) shows chi square test to find the relationship between social status and the most widely used media, (television).

		Classification	1	2	3	4	Total	
Social Status	single	Number	25	533	164	50	772	
		Percentage%	2.2%	47.8%	14.7%	4.5%	69.3%	
	Married	Number	15	114	75	49	253	
		Percentage%	1.3%	10.2%	6.7%	4.4%	22.7%	
	Divorced	Number	5	20	0	15	40	
		Percentage%	0.4%	1.8%	0.0%	1.3%	3.6%	
	Widow	Number	0	39	10	0	49	
		Percentage%	0.0%	3.5%	0.9%	0.0%	4.4%	
Total		Number	45	706	249	114	1114	
		Percentage%	4.0%	63.4%	22.4%	10.2%	100.0%	
Chi Square		113.81						
Level of Significance								.000

Table (26) shows chi square test which finds the relationship between social status and the most widely used medium (television). Results also show that there is a significant statistical relationship at ($\alpha=0.000$). The value of Chi square was 113.81. This means that the hypothesis is valid.

4. Social Media

Table (27) shows chi square test to find the relationship between social status and the most widely used media, (social media).

		Classification	1	2	3	4	Total	
Social Status	single	Number	697	40	10	25	772	
		Percentage%	62.6%	3.6%	0.9%	2.2%	69.3%	
	Married	Number	213	35	5	0	253	
		Percentage%	19.1%	3.1%	0.4%	0.0%	22.7%	
	Divorced	Number	35	5	0	0	40	
		Percentage%	3.1%	0.4%	0.0%	0.0%	3.6%	
	Widow	Number	49	0	0	0	49	
		Percentage%	4.4%	0.0%	0.0%	0.0%	4.4%	
Total		Number	994	80	15	25	1114	
		Percentage%	89.2%	7.2%	1.3%	2.2%	100.0%	
Chi Square		39.48						
Level of Significance								.000

Table (27) shows chi square test which finds the relationship between social status and the most widely used medium (social media). Results also show that there is a significant statistical relationship at ($\alpha=0.000$). The

value of Chi square was 39.48. This means that the hypothesis is valid.

Discussion of Results:

The main results of this study are as follows:

- Social media are ranked first with 86.5% in following commercial advertisements for many reasons. The most prominent of which is that the sample consisted of young people who are most interested in social media. This is a logical result having in mind the spending figures on global digital advertising, on one hand; and this result is contrary to the Gulf advertising spending on digital advertising, focusing on the printed ads in the first place, on the other hand. It is required from promoters to pay attention to the means of social media to deliver their ads and achieve the objectives assigned to them.
- Interest in advertising was below average with 47.8%. This is due to many reasons: Commercial advertisements do not meet the aspiration of the sample members in terms of distinguished idea, of which local advertisements did not enjoy except by 18.7% under the “large” variable and 22.2% for Arab advertisements under the same variable; while foreign advertisements received 68.4% under the same variable. In terms of production, local advertisements received only 23.1% under “large” variable and Arab 23.8%, while foreign advertisements came under the same variable by 79.5%. Therefore, the various characteristics of the public, on the one hand, and services or goods on the other produced this result for local and Arab ads, and thus local and Arab advertising received less attention as referred to; therefore, the respondents’ follow-up of the Internet (social networking sites - e-mail) came very high under the variable “always” with 84.1%. The researcher believes the respondents use of the Internet is a strong indicator for the advertisers. The focus in internet as previously referred to was on publications, which means that local ads lack the elements of success to reach the largest possible segment, especially that the smart phone widely available among the sample came in the second place for the means of follow-up ads by 77.5% under the variable “always”. This indicates focus should be placed on this medium to deliver local ads to its target audience
- Results of confidence in advertisements came weak by 24.7% under “care and strongly care”. This is related to many things: one of which is the respondents have been deceived by the product after purchasing it as the results of this study indicate. The results also indicate that 37.8% agreed on this finding under “always” variable.
- Results indicate that 42% of the sample was affected by advertisements when buying a commodity. This is an indication for the advertisers in marketing the services or the product targeted by the advertisement, taking into account some aspects, the most important of which is that the quality of product has a very large impact on the degree of acceptance of advertisements, as indicated by 87.5%. Results also indicate that 19% of the sample considers the product or the advertised item is exactly identical to the advertised commodity under the variable “always”. The study also finds that only 6.4% are satisfied with the product after purchase. This is a very strong indication for the product, commodity and the advertisement that the decline in purchasing effects will be inevitable because both advertising and product deceived the sample individuals.

Recommendations:

Based on the results of this study, the researcher recommended that:

- There should be a focus on the means of social communication as a main way to deliver local ads, taking into account the characteristics of social media in the preparation of the message on the one hand and the characteristics of the target audience on the other.
- More scientific studies should be conducted periodically and continuously in various fields of advertising, taking into account the different aspects of advertising in terms of message, means and future.

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