

Social Media Attitude as a Predictor of Social Media Advertisement Engagement

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Individuals conveniently engage with social media advertisements, such as Twitter, Facebook, Instagram, or Snapchat when reposting, sharing and commenting on the advertisement they see. This research seeks to examine the factors affecting social media advertising engagement, such as attitude, immersion, usage, and the effectiveness of social media advertisement messages using the context of online social media platforms, like Twitter, Facebook, Instagram, and Snapchat. This research aims to examine these factors using a quantitative research approach where a survey was utilized to measure and analyze the factors affecting social media advertisement engagement, with a sample size of 210 respondents [N = 210]. The results of analyzing the respondent's feedback were that social media attitude have a positive impact on social media advertisement engagement, while social media immersion and social media usage hypothesis was rejected because, they were statistically insignificant. Other interesting findings were that older people (over 24) have better social media advertisement engagement than younger people (under 24) and that most youngsters do not care for social media advertisements. The research findings showed that for marketers who are targeting Saudi Arabians it is better if they use advertising through Snapchat, Twitter, and Instagram, as for Facebook most of the respondents do not use this platform.

Key words: *Social Media Marketing, Social Media Advertisement Engagement, Social Media Attitude*



Introduction

Advertising in the previous years was practicable through the use of traditional media like radio, print media and television, with the continuous development of technology and marketing communication. It is much easier to reach the targeted audience and develop advertisements that are personal, interactive and amusing.

Online social media sites give firms a huge advantage and perks that they can benefit from using the information that the sites provide about the targeted customers' demographic information while giving the audience the ability to engage with advertisements and -follow-, -like-, -share- or any other action that the used platform allows, having such traits allows for the advertisement to trend and go viral thus reaching potential customers (Paymaei, 2020).

Social media advertisement is becoming a vital tool for marketers and it is stated that “revenue in the social media advertising is about US\$1 billion in 2019, and it is expected to have a 23.7% growth rate by 2023” alas, making social media an outstanding instrument for communication that companies can employ, whereas individuals and businesses alike have taken advantage of social media advertising to improve their businesses and reach a bigger audience base. social media sites such as Facebook, Twitter, Snapchat, and Instagram offer to an organization the ability to interact directly and advertise to the targeted audience (Paymaei, 2020).

It is responsible for influencing diverse aspects of customer behavior including attitudes, opinions, purchasing behavior, awareness, information acquisition, and post-purchase communication (Mangold & D.Faulds, 2009). One of the most known social media websites is Facebook with over 2 billion active monthly users it is taking a big part of many individuals' daily time on the internet (Zephoria, 2018), with its users putting in an average of 20+ minutes per day on the site. (Chung, 2017)

Twitter presents to firms the ability to communicate and interact with the public. With 5 million active users, Twitter has become one of the most popular social media platforms for the Saudi people. Thus, a lot of users engage on Twitter. (Skemp, 2019). Another famous social media platform is Instagram, a lot of the targeting features and tools for advertising have improved ever since Facebook bought Instagram in 2012, with Instagram primarily being used by customers for its video and picture taking features which makes it extremely beneficial for marketers to use it for visually appealing products.

Lastly, Snapchat. Since its initial release in 2011 Snapchat has become one of the fastest growing social media platforms worldwide (Newcom Research and Consultancy , 2015), with 186 million



daily active users, having most of its user's majority of the younger generation. Nonetheless, according to a study by Greenberg strategy found that the average time spent on Snapchat by users was 30 minutes a day, making an \$824 million in 2017 from advertising as stated by (Snap Inc, 18).

With that being said, there was no study examining the factors affecting social media advertisement engagement to the researcher's knowledge. The problem this study is trying to inspect is how users' attitude towards advertisement on social media platforms can affect their engagement with it. Customers nowadays spend more time on social media platforms. Thus, devoting marketers to attract these customers and reach them. In these troubling times, marketers are under pressure of the management to justify their promotional budget. Social media expenses need to be more reasonable and accountable; this research is helping marketers to better use advertising on social media platforms and choose the right social media platform that is going to allow a better reaching and targeting of the wanted customer segment, as well as assessing the effectiveness of using social media platforms as an advertising tool that leaves a positive effect on customers.

To examine the impact, the researcher needs to understand user engagement in social media, using the engagement theory. Engagement defined as "a multilevel, multidimensional construct that emerges from the thoughts and feelings about one or more rich experiences involved in reaching a personal goal", engagement is conceptualized in social media as – likes, shares, commenting and reposting- and how they use the various social media platforms. (Malthouse & Schaedel, 2009)

Also, to understand the purpose of using social media platforms, the researcher used uses and gratification theory to explain it (Kaye & Johnson, 2002). This theory was developed by Elihu Katz who explains it as the focus on the behavior of consumers concerning the use of specific media (Severin & Tankard, 2010).

The purpose of this study is to examine factors affecting social media advertisement engagement by inspecting the relationship between social media attitude and engagement with social media advertising in the context of social media platforms such as Twitter, Facebook, Snapchat, and Instagram. (Alsufyan & Aloud, 2017) Besides, this study examines the role of immersion, gender, age, and motivation on the relationship between social media attitude and social advertising engagement, as well as creating a profile for users who have higher engagement in the terms of social media volume, diversity, and intensity. This study uses engagement theory in addition to uses and gratification theory (UGT). The scope of the study is Saudi Arabian students who are active users of online social media and above the age of 18.



Literature Review

This chapter discusses relevant literature and recent studies that have contributed to this study. This chapter is covering the bases for social media, social media advertising, and engagement as well as providing the theatrical framework and setting the research hypothesis.

Social media

The internet plays a significant part in the daily life of consumers. It has changed the consuming habits and the market structure where it made it easier for customers and companies to be in contact with each other and themselves. Thus, allowing a more interactive structure. Social network platforms have made sharing, searching and obtaining information much easier hence, making it more attractive to be used as an advertising tool for companies as well as enabling two-way communication (Chung, 2017). Social media platforms have had a major impact on a collection of life aspects whether it was linked directly or indirectly such as, shopping or planning for a vacation.

Social media has become one of the ways or tools that companies can use to leave a mark on the consumers' minds. The importance of social media is due to the number of users and the intensity of use (Wirtz, Piehler, & Ullrich, 2013). Social media has been explained as “a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0 and allow the creation and exchange of user-generated content” (Kaplan & Haenlein, 2010). Social media is also defined as a collection of web-based applications that are built on the concept of creation and exchanging content generated by the users of the site (Voorveld, Noort, Muntinga, & Bronner, 2018).

Social media marketing is one of the aspects of digital marketing that plays a major role in increasing the revenue and profit of a firm exponentially (Poddar & Agarwal, 2019). It is argued that social media marketing is “promotion of a business brand by using social media platforms like Facebook, Twitter, Instagram, etc.”, and these platforms provide the chance for businesses to communicate their brands and reach the targeted audience using it (Poddar & Agarwal, 2019).

One of the promotional tools that many businesses and companies use is digital advertising. Another term for digital advertising is online advertising and it can be explained as premeditated messages and advertisements put on third-party websites including directories and search engines websites (i.e. google, yahoo and being) that’s accessible through the internet (Truong, McColl, & Kitchen, 2010).

Social media Platforms

Social media platforms give users the freedom to upload and share a large amount of information at extremely low cost, thus generating a huge amount of content for short attention users. The ability to increase the exposure of one's content on the platform depends on the number of other users that share the content and this is dependent of the type of platform itself whether it was in the form of short written messages like Twitter, long written posts like Facebook or picture-based sharing platform like Instagram (Yoo, Gu, & Rabinovich, 2019).

Social media is categorized into 4 categories (Voorveld, Noort, Muntinga, & Bronner, 2018):

- a. Self-media platforms give their users the chance to manage and choose what they see on their timeline such as, Twitter.
- b. The relationship social media is based on user's profiles and customized messages such as, Facebook.
- c. A creative outlet that gives its users the ability to share what interests them and let them be creative are for example, Instagram and Tumbler.
- d. Collaboration platforms that allow the users to get advice, find the most intriguing news and content of the day.

In this paper, the researcher focused on four social media platforms which are Twitter, Facebook, Instagram, and Snapchat.

We can differentiate between social media platforms with the use of seven functional blocks (Kietzmann, Hermkens, McCarthy, & Silvestre, 2011) which are

- a. Sharing: the extent to which users share, disrupt, and exchange content between one another.
- b. Identity: how much a user reveals their real information and identities to others in social media platforms.
- c. Conversation: the extent to which users talk and communicate with others on the platforms.
- d. Presences: when users know if they can reach other users.
- e. Relationship: how users can relate to others on the platforms.
- f. Groups: the extent to which users can establish communities and sub-communities on the platforms.
- g. Reputation: the extent where users can identify other users because of their posting.

Twitter is identified as “An online microblogging site where users can find and share information and messages in 280-character increments” (Skemp, 2019). Any update the user does is called a



“Tweet” and it can be seen on the user's profile and others timeline. It allows users to follow other users and see their updates with the ability to reply to each other publicly, or to message each other privately through the use of direct messaging. The engagement in this site can be identified as “Retweets” which is republishing the tweet to the user's followers. Also, users can “Favorite” other user's tweets. Another form of sharing the tweets is sending it to other users through private messaging or via a link to others (Hamzi, 2019).

Other features of the website are hashtags (uses the # symbol) that allows users to keep track of a certain topic or a discussion on a precise matter. Also, to find similar posts or users to either follow or engage with. Another feature of the site is the showcasing of current events, news, and topics; It gives companies the ability to reach the mass audience in comparison with other social media platforms (Skemp, 2019).

Twitter is one of the fastest-growing social media platforms attracting many users every year, it is one of the most accessed social media sites by Saudi Arabia users. Despite Twitter being based in the united states, the number of US Twitter users is less than the users of Saudi Arabia (Awad & Cocchio, 2015). The average age of Twitter users in Saudi is 24 years old, with the female's users age average of 22 and the males' age average is 26 years old while the users of the age 30 years and above only hold 20% of the users of Twitter (Al Lily, 2015).

Most of the Saudi Arabian Twitter users access the website by mobile phones due to the convenience of using mobile devices. The population of Saudi Arabia uses mobile technology to connect and share information on social media websites because, it is the most effective way of communication (Hussain & Ahmad, 2014). Statistics show that 60% of online Saudi Arabian Twitter users access it is using mobile devices such as smartphones for day to day social media interaction (Hamzi, 2019).

With a world driving number of users, 41% of the Saudi Arabian online presence is on Twitter (Dubai School of Government, 2016). The number of Twitter users in Saudi Arabia is 5 million, posting up to 50 million tweets a day, according to Dubai School of Government. Saudi Arabians use Twitter for entertainment. One of the most trending literature in Saudi Arabian twitter is comical and informative in nature.

In 2014 Twitter's popularity increased in Saudi Arabia when Saudi was ranked to have the highest number of Twitter users in the world (The Social Clinic, 2016). None the less, it was ranked the highest due to the number of active users on a daily basis (Dubai School of Government, 2016).



Facebook is considered to be a social network, it allows for communication using more sophisticated posts which aren't limited in characters like Twitter (Voorveld, Noort, Muntinga, & Bronner, 2018). It is considered to be one of the most known social media websites which helps firms to attain a bigger customer base. It was founded on February 4, 2004. They were the first social media site to introduce the "Like" button thus many marketers and marketing firms try to use the "Like" button on Facebook as a marketing tool. A US-based study resulted in reporting that 80% of Facebook users log in to the site multiple times a day (Mango, Taylor, & Greenfield, 2012). (Stewart, 2016). states that the average time Facebook users spend is 35 minutes per day.

Facebook states that they have an estimated one billion+ monthly active users; as well as, 802 million daily active users. When it comes to Facebook's Saudi Arabian users', Arab media outlook reports that approximately 70% of Saudi users are active social media users and it states that Saudi Arabia has the largest percentage of Facebook users in GCC, having over 5 million users (Facebook, 2014). According to the report published by (Salem, 2017), the countries that have the largest share of Facebook users in the Middle East are Saudi Arabia, Algeria, and Egypt having half of the Facebook Arab users based in these countries. With that being said, engagement on Facebook can be defined as "Likes", "Comments" and "shares" (Almakrami, 2015).

Instagram is a photo-sharing and video capturing platform. The way photo-sharing and video capturing works is users take images or/and videos of daily life moments and special moments and then, post it on their account while at the same time appearing on their followers' timeline (Abed, 2018). It also gives the ability to tag people and comment on their pictures as well as using the hashtag function to mark keywords in the description that allow the post to be found when searching the word used with the "#" symbol (Hu, Manikonda, & Kambhampati, 2014).

With 300 million + active users around the world, Instagram is considered to be one of the popular social media platforms used by internet users, with Saudi Arabia having 2.1 million active Instagram users (Salem, 2017). (Stelzner, 2016) States in his report that the use of Instagram by marketers in 2016 has increased from 36% to 44% among the largest social media platforms since 2015, it also mentions how marketers are keen to increase their knowledge of Instagram advertisement and how it works.

The last platform this study focuses on is Snapchat. It is considered to be a social media platform with an instant messaging feature as well as sharing images and videos for a limited amount of time. For instance, if the video is posted to the users "story", it stays there for 24 hours and then, the "story" gets permanently deleted unless, the user saves it to their smartphones. Another way of operating the Snapchat application is sending images and/or videos (called "Snaps") to selected users; those "Snaps" then disappear as soon as the receiver opens it (Piwek & Joinson, 2016).

It is stated in the Wall Street Journal that Snapchat had one of the unexpected and fastest-growing platforms in the history of social media. It is estimated that Snapchat users base of active users has increased from 10 million in 2012 to 70 million in 2014 (Macmillan & Rusli, 2014).

Social media Advertising

Literature also interpret digital advertising as "the presentation of information through digital technology-based mediated means; mutual and relatively immediate interaction between marketers and consumers can be made through the use of digital technologies" (Cheng, Blankson, Wang, & Chen, 2009). As mentioned above the World Wide Web offers a huge number of new marketing communication tools and one of them is social media advertising (Minculete & Olar, 2018).

None the less, social media advertising has become much stronger than conventional media advertising; and the reason for that is, it allows people to interact with their friends, family, and other real people. While in the past focused on showcasing the benefits and aspects of the product but, with social media advertising, it gives companies the ability to customize the content of the advertisement to leave the best opinion of the company on every single user (Akkaya, Akyol, & Şimşek, 2017). Social media advertising defined by (Jung, Shim, Jin, & Khang, 2016) "as ad formats that engage the social context of the user viewing the advertisement. Unlike traditional marketing, which selects target audiences based on demographic (i.e., age, gender, and income) or psychographic variables (i.e., attitude, life values, etc.)".

Social media advertising has a lot of advantages, one of them is the low cost of placing an advertisement. Second, the ability to recognize the targeted customers based on interest, geolocation, age, and other demographic characteristics thus personalizing the advertisement to fit the targeted audience. Third, the number of times users spend on social media platforms is more than the amount of time spent on traditional media. Fourth, social media advertisements may be perceived as reliable because it's coming from friends, family, and acquaintances (Nielsen, 2010). Finally, it gives marketers feedback and information about the ads they placed on social media platforms (Jung, Shim, Jin, & Khang, 2016).

When talking about social media advertising there is a need to mention native advertising, it is a type of advertising that matches the form and function of the platform which it appears on. According to eMarketer, online advertisers spent \$17 billion on native ads in 2016 and \$35 billion in 2018 (eMarketer, 2018). (Aribarg & Schwartz, 2020) categories native advertising into three categories: 1- sponsored social media posts, 2- sponsored content, 3- sponsored hyperlink listings. While there's another way of categorizing social media advertising into two kinds: 1) explicit – Banner ads-, 2)implicit – tweets from the firm- (Rodgers & Thorson, 2018).

One of the ways to measure advertisement performance is through the use of Click-Through-Rate (CTR). It is claimed that users express higher intent to buy or click on promoted products when the variation of the advertising is greater (Yaveroglu & Donthu, 2008). Another way of getting feedback is A/B testing and it considers a controlled experiment where it compares between two variants, A and B, which are the control and test variable in an experiment. The way it works is by running multiple variants in an experimental setting with real users, and systematically calculating the outcome (Ros & Runeson, 2018).

Engagement

The terminology “engagement” has been used in many social studies and how it is explained varies across the research. (Chan-Olmsted & Wolter, 2018) interpret engagement as “connection, attachment, emotional involvement, and/or participation for years.”, while (Corner, 2017) views engagement as a more descriptive term where engagement is explained in the context of the media or through the media. On the other hand (Verhoef, Reinartz, & Krafft, 2010), explains it as “a behavioral manifestation toward the brand or firm that goes beyond transactions”.

A growing body of literature has studied different engagement objectives, subjects, and factors. Where they examined consumer engagement and customer-brand engagement when usually they pay attention to brand interactions with customers (Chan-Olmsted & Wolter, 2018). Also, there were studies about advertising avoidance on social media platforms by (Chinchanachokchai & Gregorio, 2020), and the author didn't find any studies to their knowledge that study the factors affecting customer engagement with social media advertising thus the need for such research to shorten the knowledge gap. From a marketing perspective, conducting this research is helping to provide marketers with insight and evidence on how customers deal with the advertisement on social media and how they engage with them, what is their profile and how the factors mentioned in this study explain\ affect social media engagement.

Theoretical framework

Engagement theory and Uses and gratification theory

Engagement is referred to as the extent to which a consumer has a relationship with a certain firm (Kang, Lee, & Kim, 2015). Engagement is extremely significant to marketing because it provides a measurement of how much a customer engages in a certain firm's marketing activities. Engagement is explained by the engagement theory, this theory is heavily supported by the advertising industry, a lot of marketers and marketing agencies use advertising on social media because of the large influence that social media platforms have. With users being preoccupied with

social media sites, research on factors affecting advertising engagement is extremely helpful and meaningful.

Customer engagement is defined as “turning on customers by building emotional bonds in relational exchanges with them” (Sashi, 2010). While another definition contrasts the previous one by stating engagement as “a psychological state that occurs by virtue of interactive, co-creative customer experiences with a focal agent/object in a focal service relationship” (Brodie, Hollebeck, Juric, & A.Ilic, 2011). While engagement in the framework of social media is “the state that reflects consumers’ individual dispositions toward engagement foci, which are context-specific.” (Dessart, Veloutsou, & Morgan-Thomas, 2016).

Alas, the dimensionality of consumer engagement argued over where it was determined as uni-dimensional and multi-dimensional, usually including cognitive, affective, and behavioral dimensions (Read, Robertson, McQuilken, & Ferdous, 2019).

The importance of studying engagement with social media and advertising on social media is because engagement is context-specific which means it differs from one context to another, we can explain context as the environment of the ad provided by the medium carrying i.e., the social media platform (Moorman, Neijens, & Smit, 2002). It is argued that social media engagement is a perception or intuitive experiences that people undergo when using a certain social media platform at a certain time, these experiences can be multi-level, like occupying empty time, sharing something with others and satisfying the need to find good and useful information (Voorveld, Noort, Muntinga, & Bronner, 2018).

What the researcher means by “attitude toward advertising” is the customers’ ability to evaluate favorably or unfavorably the advertisement of a brand (A.Mitchell & Olson, 1981). Furthermore, the psychology behind using social media sites is explained by the theory of uses and gratifications. This theory involves the psychosocial needs of the user to explain how and why they use specific media (Xu, Ryan, Prybutok, & Wen, 2012). The theory of uses and gratifications also explains the active users who can choose certain behaviors and attitude results as well as particular channels and contents (Ruggiero, 2000). Uses and gratification theory provides a perspective on what people can do with media (Aljasir, 2015).

It is stated that the internet has some features that make it ideal for study with the use of uses and gratification theory, and these features are “1) interactivity - providing new means of communication and opportunities to engage in a range of online activities, 2) de-massifying –enabling users to select from a wide range of media content and alter content according to their needs, and 3)

asynchronicity –enabling users to send, receive, save, or retrieve messages on their own time schedule.” (Ruggiero, 2000).

Many researchers have used uses and gratification theory when studying social media platforms (e.g., (Bumgarner, 2007); (Urista, Dong, & Day, 2009); (Kim, Sohn, & Choi, 2011); (Whiting & Williams, 2013).

Alas, there is criticism when using the uses and gratification theory so researchers tried to prove the validity of the self-rated ways by measuring the reliability of their scales, the reason for this criticism is the lack of having a clear understanding of key concepts in the theory for instance ‘uses’, ‘gratifications’, ‘motivations’ and ‘needs’ that can be reduced by giving an explanation of adopted concepts (Ruggiero, 2000).

Furthermore, to widen and strengthen the theoretical framework of uses and gratification theory it is recommended to use it in combination with other theories from the social science disciplines (McQuail, 1998). The current research adopts uses and gratification theory as well as engagement theory. Alas this theory helps with explaining the consequences of using media such as behavior and attitude, therefore the importance of using this theory comes from 1- it helps to describe the way audiences use media to satisfy the needs, 2- to show the motivation behind using the media, 3- to know and understand the consequences of media use (Kamboj, 2019).

Consequently, the audiences using the media or media users choose the media based on their attitude and are attentive toward the gratification and choose certain media, thus these gratifications are called “gratification-obtained” or “gratification-sought” (Xu, Ryan, Prybutok, & Wen, 2012). Once the users are aware of the gratification they receive from using the media, they will evolve a positive attitude for said media which will affect the continuous use of that media (Lo & Leung, 2009).

Engagement on Social media Platforms

Each social media platform offers a distinguished way of advertising on their platform meaning the advertising looks different from one platform to another for instances Twitter's advertising comes in the form of promotional tweets, promotional trends or hashtags #-, while on Instagram they take advantage of how the platform is photo-based and they post beautiful pictures on the company's profile while sometimes promoting it on people's timelines or posting it with hashtags #- so it would trend and show on people's explorer page.



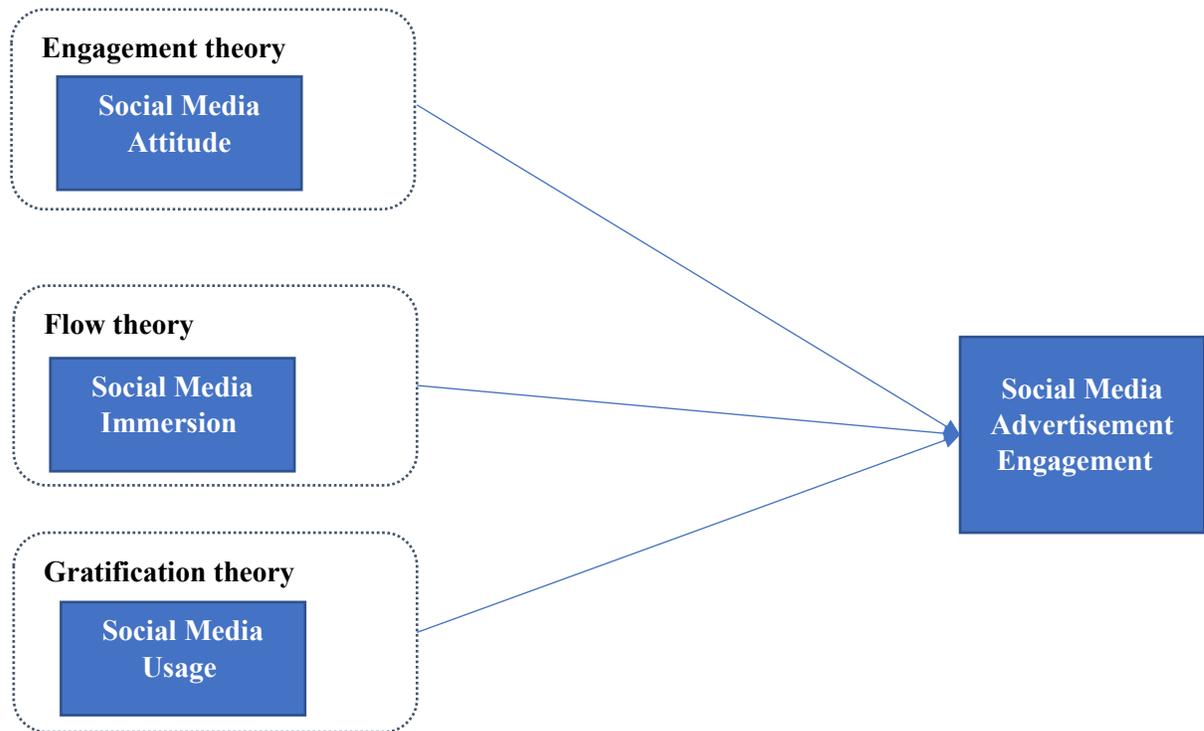
As for Snapchat, they advertise with taking use of sponsored lenses as well as promotional snaps in between people's stories. Facebook, on the other hand, advertise using sponsored posts, sponsored videos, photos, and slideshow ads. (Chung, 2017)Explores these factors for participation: 1- Audience engagement (shows the audience that interacts with the advertisement), 2- Content engagement (is when the company engages with its users using engaging content), 3- Advertising engagement (increases the level of engagement when users interact with advertisements).

Many studies were done on either engagement or brand image and focusing on one platform or online brand communities. Based on the review done by (Knoll, 2016) there's a need for research examining the effects of advertisements and user's responses toward it (engagement). Studies that focused on social media engagement such as (Calder, Malthouse, & Schaedel, 2009), (Rietveld, Dolen, Mazloom, & Worrying, 2020) and (Chan-Olmsteda & Wolter, 2018). On the other hand (Voorveld, Noort, Muntinga, & Bronner, 2018) focused on the context of the platform itself and its effect on advertising engagement and they recommended future studies on the receiver meaning the user and how they interact with advertising and how they perceive it.

And none of the studies found was done related to attitude toward online social media and advertisement engagement on online social media in the scope of Saudi Arabia, there were limited studies found, therefore, the need for this research. This research examined the relationship between social media attitude, usage, and immersion on social media advertising engagement and provide an explanation for it, as well as presenting a profile of social media users who have higher advertisement engagement in the terms of social media volume, diversity, and intensity.

Theoretical Framework:

Figure 1 Theoretical Framework



Theoretical Model and Hypothesis

Based on the engagement theory mentioned above the researcher sets the following hypothesis:

H₁: Social Media Attitude has a positive relationship with social media advertisement engagement.

Flow theory: The use of flow theory in this research is for the immersion of activities on social media, flow theory means being deeply focused while doing something (Jackson & Csikszentmihalyi, 1999). Flow theory has been applied to social media because social media has many entertainment characteristics (Shih, 2009), when social media audience are immersed in using the platform they might encounter a lot of advertisements thus it would be extremely helpful for marketers to understand the user's attitude toward said advertisement.

Based on the flow theory the following hypotheses is set:

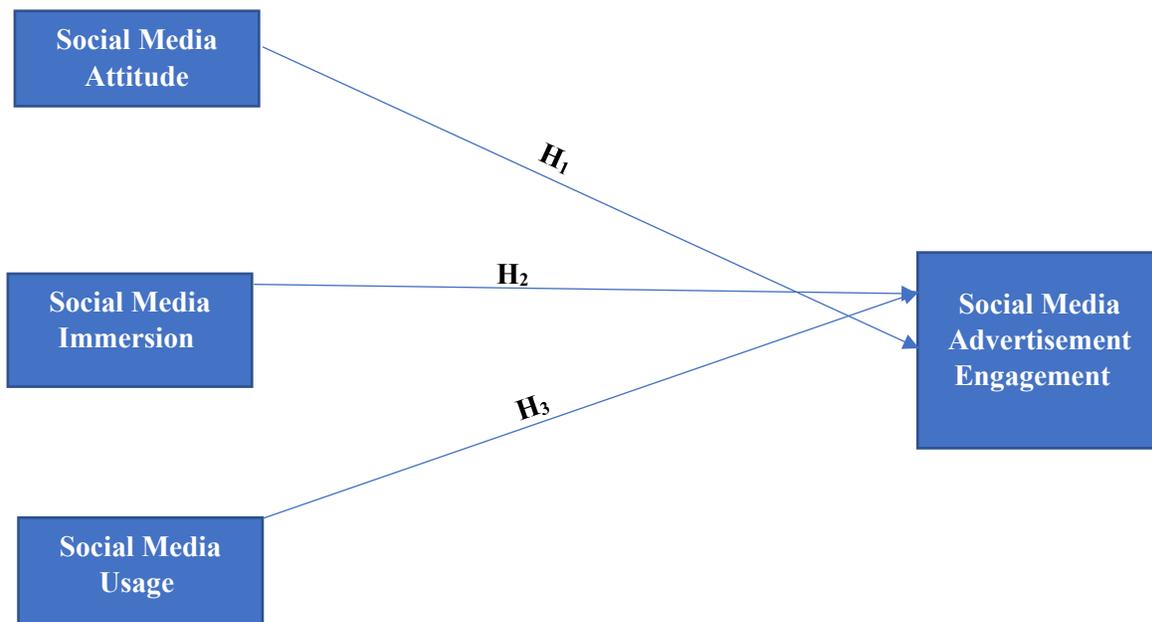
H₂: Social media Immersion has a negative relationship with social media advertisement engagement.

Based on the uses and gratification theory which focuses on the manners of the audience concerning how they use a media (Severin & Tankard, 2010). Meaning consumers or users can choose certain media and understand the psychology behind using it (Alrajehi, 2016). (Mull & Lee, 2014) argues that the uses and gratification theory can be explained as “Our psychological and social environment, our needs and motives to communicate, our attitudes and expectations about the media, functional alternatives to using the media, our communication behavior, and the outcomes or consequences of our behavior”. Its argued that users or audiences have an active role when using their media with having a specific objective in mind and that the users are motivated to act in a certain way to reach the objective that they have set before, thus the following hypothesis is set:

H₃: Social Media Usage has a negative relationship with social media advertisement engagement.

Conceptual Framework showcases the independent and dependent variables and the hypotheses set to measure the effect of the independent on the dependent

Figure 2 Conceptual Framework



Research Methods

This chapter explained and justifies the study's choice of general research method, design, and methods related to population and sampling, data collection, and analysis. Also, presenting in this chapter the instrument used in this study with validity and reliability.

Research Design and Method

The purpose of this study is to inspect the perceptions of social media advertising when engaged in said platforms. To confirm the proposed hypotheses, this study was designed to be quantitative.

There are three types of research design which are: qualitative, quantitative, and mixed methods. The quantitative approach is usually considered an acceptable means for figuring out the relations between two variables through the use of correlation tests on samples and experiments. Quantitative research is a type of empirical research that tackles a special phenomenon of a human problem by testing a theory consist of variables which are measured by numbers and is statistically analyzed to determine whether the theory explained the problem or not, then the results are generalized to the population (Yilmaz, 2013).

In this research quantitative approach was utilized because the purpose of this research was to examine the factors affecting social media advertisement engagement among Saudi students. The quantitative approach was the most fitting method because it provides means to analyze the different factors affecting social media advertisement, as well as, assessing and inspecting the relationship between the variables.

Another classification for research methods is either deductive or inductive. The inductive method is based on building theories meaning moving from general concepts to specific ideas; the inductive approach starts with observations made by the researcher to make a case then choosing a hypothesis to generate theory (Yilmaz, 2013). On the contrary, the deductive approach is directed to test the prearranged hypothesis based on already existing theories. This research applied the deductive approach because it starts with predetermined theory then generates questions and hypotheses based on chosen theory and finally collects the needed data to test the placed hypotheses, based on past research. The quantitative approach is mainly deductive and thus more appropriate for investigating generalizability and patterns among phenomena. When research is in need to learn the relationship between one or more quantifiable variables, using a correlational study is the most reasonable therefore the data collected must be based on a specific population. Consequently, quantitative, correlational design was the most suitable for this research (Sreejesh, Mohapatra, & Anusree, 2014).



In this study, the researcher focused on four Social media platforms which are the most used in the middle east (Facebook, Instagram, Twitter, and Snapchat).

Population and Sampling

The study's population was comprised of all Saudi students who are active Social media users and 18 years and older, the sampling technique was snowball sampling, which is when the researcher has a small number of participants for the research and then he/she would ask them to recommend other participants for the research thereby increasing the sample size (Koerber & McMichael, 2008).

Based on the data represented in (talk walker, 2019) out of the 23 million Social media users the age group 18-24-year-old makes up the largest share of Social media users with 39.5%. Therefore, this survey was conducted on the users above the age of 18 years old.

The sample size for this study included 210 Saudi students who are active social media users, the reason for choosing this sample size is because it provided statistically significant results (Thompson, 2004).

Measurement Instrument

This research used a questionnaire as its instrument, to measure the factors affecting social media advertisement engagement and the constructs of the instrument were developed based on already existing scales. The study instrument and adopted scales are shown in table (2) and 25 items were constructed. The questionnaire consisted of seven sections; 1. Introduction about the questioner 2. Demographic information i.e. age and gender. 3. Social media advertisement engagement. 4. Social media attitude. 5. Social media immersion. 6. Types of social media. 7. Usage and frequency of using social media, a copy of the questionnaire is attached in the appendix

From section three to five it was measured using multiple items using 5 points Likert scale ranging from "Strongly disagree" to "Strongly agree", as for section six and seven a 5 point Likert scale ranging from " Never, Less than 30 min a day, 1-4 hours a day, 5-8 hours a day more than 8 hours a day" was used. Rather than using two questionnaires where one is in Arabic and one is in English, the author wrote each question in both languages.

Using a survey, the researcher had the ability to examine many variables like demographics, attitudes, motivations, and so on with the use of many statistical approaches to analyze gathered data (Wimmer & Dominick, 2013).

The purpose of this study is to examine factors affecting social media advertisement engagement by inspecting the relationship between social media attitude and engagement with social media advertising in the context of social media platforms such as Twitter, Facebook, Snapchat, and Instagram. (Alsufyan & Aloud, 2017) Besides, the study examines the role of immersion, gender, age, and motivation on the relationship between attitude toward social media and social advertising engagement, as well as creating a profile for users who have higher engagement in the terms of social media volume, diversity, and intensity. This study uses engagement theory and uses and gratification theory (UGT). The scope of the study was Saudi students who are active users of online social media and 18 years old and above.

Dependent variable

Social media advertising engagement. Which was explained as “the emotional, intuitive experiences or perceptions that people undergo when using a particular medium at a particular moment. These experiences can be multidimensional, such as satisfying the need to find useful information, fill empty moments, and do or share something with others” (Voorveld, Noort, Muntinga, & Bronner, 2018). Social media advertising engagement was measured using a Likert scale from 1 “Strongly disagree” to 5 “Strongly agree” (see Table 2 for items used).

Independent Variables

Social media Attitude. Attitude as explained by (Jung, Shim, Jin, & Khang, 2016) is “consumers’ psychological likelihood as demonstrated by assessing a particular object with some extent of favor or disfavor”. It was measured using a Likert scale from 1 “Strongly disagree” to 5 “Strongly agree” (see Table 2 for items used).

Social media Immersion. Based on the literature mentioned above immersion is explained based on flow theory. It is when the users feel joy, happiness, and a rewarding sense by being immersed in something (Stavrou, Psychountaki, Georgiadis, Karteroliotis, & Zervas, 2015). Here the researcher pays attention to the relation the user has with a certain social media platform rather than advertising alone.

Immersion was measured using a Likert scale from 1 “Strongly disagree” to 5 “Strongly agree” (see Table 2 for items used).

Social media Usage. the purpose of using social media was explained as the main reason why customers use social media platforms. The purpose of use can be obtaining information, connecting

with people, or entertainment purposes, it was measured by asking the participants to select the purpose of using social media platforms (see Table 2 for items used).

Clustering Variable

Social media volume. Based on what was mentioned above the reason for examining volume as a variable affecting social media engagement because of logical reasons meaning that the more customers use a certain social media platform the more likely they engaged with the advertisement on the platform they use.

Social media diversity. As for diversity, it was used based on logic because the more social media customers use the bigger it affects social media advertisement engagement.

Demographic data. It was a clustering variable in the study, and it was calculated using two questions, which asked the participants to select their age and gender (see Table 2).

3.4. Validity and Reliability

Reliability and validity help with ensuring the generalizability and consistency of the research results, and they both are important concepts in research studies. Both of them help with improving the effectiveness and credibility of the study's findings (Bernard, 2013)

3.4.1. Validity

Validity is the degree to which a research process is accurate and reflects what it means to study (i.e. it is free from systematic error) (Sreejesh, Mohapatra, & Anusree, 2014) There are 4 types of validity, this research used three of the four types of validity and they are content, face and construct validity and are mentioned in detail below.

Content validity: In this research, a questionnaire with established scales was used, and the content validity in those previous studies was tested. A few copies of the survey were sent to a few people that were students and active social media users as well as one academic lecturer. The questionnaire scale was reviewed by them and they provided comments regarding the clarity of items, their comments were used to modify the items of concern.

Face validity: Face validity is explained as to how well users or respondents judge the items used in this research as appropriate to the assessment objectives as well as the targeted construct (Hardesty & Bearden, 2004). Face validity was employed in this study by showcasing the survey

to experts who were three academics at the college of business administration at Imam Abdulrahman bin Faisal university and proceeding according to their recommendation and making the right correction to the measurement scale.

Construct Validity: Construct validity is evaluating the validity of the used questioner, to test it the researcher used factor analysis (confirmatory factor analysis) it helps with testing the model. As well as, evaluating the construct validity of the instrument (Williams, Brown, & Onsmann, 2010) the reason for using confirmatory factor analysis in this study is because the proposed model was based on previous studies and the analysis was conducted using the SPSS software. For the confirmatory factor analysis results to be accepted a sample of 200 is needed for fair results, and the collected data is 210, therefore, the sample size is statistically correct (Wind, Green, & Jain, 1973).

Reliability

Reliability means the extent to which a procedure or a test holds the same results when repeated. Or we can say that it's the consistency of the analytical procedure. (Helen Noble, 2015). To test the reliability of the results, Cronbach's Alpha test was conducted on the obtained data set for each variables item.

Table 1 Reliability Analyses

Construct	Number of Items	Cronbach's Alpha
Social media advertisement engagement	5	.786
Social media attitude	7	.713
Social media immersion	4	.719
Social media adversity and volume	4	.395
Social media usage	7	.625

Since the results of the items for social media advertisement engagement, social media attitude and Social media immersion are above 0.7 which is considered to be a reliable result.

As for social media diversity and volume and social media usage, Cronbach's Alpha is under 0.7 it is considered poor.

Data Collection

The data was collected using an online tool to reach the wanted sample which is social media active users who are Saudi students, this way of collecting the data is less time consuming, low in cost and easy to use for the researcher.

To implement the best method to satisfy the requirements of the identified data collection process the researcher used QuestionPro. QuestionPro is an online survey tool used by many scholars and researchers to conduct various kinds of surveys. The link for the questioner was published via the researcher's account on Twitter and sent through email to the targeted sample, with the request that they send it to anyone that fit the targeted sample description, the questioner's link was open for three weeks after the respondents completed the survey the researcher downloaded all the responses into SPSS to conduct the data analyses.

Data analysis

The data were analyzed through the use of SPSS and SMART PLS, first data screening was done to ensure no missing values or data. After that, the analysis conducted was frequency distribution, factor analysis, Cronbach's alpha, regression, colorations, and cluster analysis.

Table 2 Social Media Ad Engagement

Items	Reliability	Reference
1. I press "like" on any advertising I'm interested in.	0.786	(Chung, 2017)
2. I reply to the advertising that I'm interested in.		
3. I comment on the advertising that I'm interested in.		
4. I share the advertising that I'm interested in.		
5. I repost advertising that I'm interested in.		

Table 3 Social Media Attitude

Items	Reliability	Reference
1. I enjoy advertising on use social media platforms (Twitter, Facebook, Instagram, and Snapchat).	0.713	(Kim & Kim, 2008), (Choi M. W., 2016), Chung (2017)
2. Seeing social media advertising is fun.		
3. Social Media advertising are useful to me.		
4. Social Media advertising gives me pleasure.		
5. I have noticed products through social Media advertising.		
6. Social Media platforms advertising motivate me to take action toward a product.		

Table 4 Social Media Immersion

Items	Reliability	Reference
1. I forget the time while using social Media platforms (Twitter, Facebook, Instagram, and Snapchat).	0.719	(Gruen, Summers, & Acito, 2000),
2. I forget responsibilities while using social Media platforms (Twitter, Facebook, Instagram, and Snapchat).		

- | | |
|---|------------------------|
| 3. I delay other tasks while using social Media platforms (Twitter, Facebook, Instagram, and Snapchat). | (Choi & Hwang, 2016) & |
| 4. I only use my smartphone to use social media platforms. | Chung (2017) |

Table 5 Social Media Usage

Items	Reliability	Reference
1. Communication with Friends and Family		
2. Following Religious leaders		
3. Information seeking	0.625	Ravichandran (2005)
4. Following fashion/trend		
5. Entertainment		
6. Passing time		

Table 6 Social media Volume and Social media Diversity

Items	Reliability	Reference
1. Twitter	0.395	Masseti & Zumd (1996); Kamarulzaman, 2015; Westerman et al., 2016
2. Facebook		
3. Instagram		
4. Snapchat		

3.7. Ethical Considerations

Research participants were not subjected to harm in any way whatsoever and full consent was obtained from participants before they completed the survey where it was indicated in the survey introduction that their participation was voluntary, and they can stop answering at any time. Participates privacy was protected throughout the research, where data was collected through QuestionPro their identity remained anonymous and the data collection ensured that all the data received is confidential. The research procedure is outlined clearly and research data is kept protected and confidential, as well as research reporting where it is honest and clear.

Analyses and Findings

In this chapter, the results of the study were presented. It includes the analysis of the questionnaire responses. As well as, a description of the study's population and sample, summarizing the research results, and providing details of the analysis from the study. The conclusion of this chapter is showing the research findings and leads to chapter 5 where the final chapter of the thesis was shown.

Data Analysis

A frequency distribution, regression, correlation, and cluster analysis was done to test the hypothesis through the use of SPSS and Smart PLS on the study 210 subjects (N=210) who completed and returned the questionnaire

Respondent's Demographic

This section showcases the detailed demographic characteristics of the 210 respondents who finished the survey. The data is consisting of age and gender.

Table 7 Demographic Variables

Variable	Response Category	Frequency	Percent
Gender	Male	21	10.1
	Female	189	89.9
Age	Up to 24	135	64.3
	Above 24	75	35.7
Total		210	100.0

In table (7) the percentage of female response is higher than males' responses with an 89.9% rate while the male rate is only 10.1% thus, the researcher is unable to make a cluster of gender due to the small response rate from the males. The frequency distribution of age between respondents, it shows that 64.3% of respondents are under the age of 24, later on, they are referred to as “young”, while the rest of respondents are above 24 with a rate of 35.7% is referred to as “old”.

Descriptive analysis

The following tables are showcasing the frequency distribution, mean, and standard deviation for each question in the survey.

Table 8 Social Media Advertisement Engagement [N = 210]

Items	<i>M</i>	<i>SD</i>
I share the ads that I'm interested in.	3.40	1.202
I re-post ads that I'm interested in.	2.81	1.229
I press like on any ads I'm interested in.	2.53	1.174
I comment on the ads that I'm interested in.	2.34	1.110
I reply to the ads that I'm interested in.	2.23	1.039

Table (8) shows that most respondents share the advertisement they are interested in through social media platforms, and if they won't share it they re-posted it on their accounts on social media, if the users won't do the two previous action they would like the ads they see, if not liking them they comment on it, lastly, the least engagement the users have done is replying to the ads.

Figures (3–7) show details of answering the questions related to the social media advertisement engagement variable.

- a) where for the first question “I press like on any ads I'm interested in” out of 210 respondents, 25.2% answered strongly disagree to pressing like to ads they are interested in and 24.3% disagree were 25.2% answered neutral, and 22.4% agree to the statement and finally, only 2.9% strongly agree to it.
- b) “I reply on the ads that I'm interested in” 26.2% strongly disagree and 41% disagree while 18.1% are neutral and 12.9% agree and only 1.9% strongly agree.
- c) “I comment on the ads that I'm interested in” 26.2% strongly disagree and 35.2% disagree while 18.6% are neutral and 18.1% agree and only 1.9% strongly agree.
- d) “I share the ads that I'm interested in” 11.4% strongly disagree and 11% disagree while 19% are neutral and 43.8% agree and 14.8% strongly agree.
- e) “I re-post ads that I'm interested in” 16.7% strongly disagree and 27.1% disagree while 23.3% are neutral and 23.8% agree and only 9% strongly agree.

Table 9 Social Media Attitude [N = 210]

Items	M	SD
I have noticed products through social media advertisements	3.31	1.001
I do not care about social media advertisement	3.23	1.177
Social media platforms' ads motivate me to take action toward a product.	3.05	1.066
Social media advertisements are useful to me.	2.88	0.998
I enjoy advertising on social media platforms (Twitter, Facebook, Instagram, and Snapchat).	2.41	1.091
Seeing social media advertisements is fun.	2.30	1.027
Social media advertisements give me pleasure	2.20	0.977

from the data above we can see that most of the respondents agree with noticing products through social media advertisement, the same for not caring about social media advertisement where the majority of respondents agree with this statement, as well as social media advertisement motivates the users to take action toward the products. While most respondents are neutral to considering social media ads useful.

As for enjoying social media advertisements, considering it fun and it gives them pleasure, most respondents do not agree with this statement.

Figures (8-14) show details of answering the questions related to the social media attitude variable.

- a) “I enjoy advertising on social media platforms (Twitter, Facebook, Instagram, and Snapchat)” out of 210 respondents, 25.7% strongly disagree, 25.7% disagree, 33.8% neutral, 11.4% agree, and 3.3% strongly agree. With half of the sample stating they do not enjoy social media advertising.
- b) “Seeing social media advertisements is fun” with 27.1% strongly disagree, 29.5% disagree, 29.5% neutral, 13.3% agree and .5% strongly agree.
- c) “Social media advertisements are useful to me” with 11.9% strongly disagree, 19% disagree, 39.5% neutral, 28.1% agree, and 1.4% strongly agree.
- d) “Social media advertisements give me pleasure” with 28.1% strongly disagree, 33.8% disagree, 29.5% neutral, 7.1% agree, and 1.4% strongly agree.
- e) “I have noticed products through social media advertisements” with 7.1% strongly disagree, 11.9% disagree, 29% neutral, 46.2% agree, and 5.7% strongly agree.
- f) “Social media platforms ads motivate me to take action toward a product” with 12.4% strongly disagree, 13.3% disagree, 35.2% neutral, 35.2% agree, and 3.8% strongly agree.
- g) “I do not care about social media advertisement” with 7.1% strongly disagree, 21.4% disagree, 29.5% neutral, 24.8% agree, and 17.1% strongly agree.

Table 10 Social Media Immersion [N = 210]

Items	M	SD
I forget the time while using social media platforms (Twitter, Facebook, Instagram, and Snapchat).	3.93	0.971
I only use my smartphone to use social media platforms.	3.39	1.241
I forget responsibilities while using social media platforms (Twitter, Facebook, Instagram, and Snapchat).	2.96	1.173
I delay tasks while using social media platforms (Twitter, Facebook, Instagram, and Snapchat)	2.94	1.198

Table (10) shows that respondents forget the time while using social media advertisements and the only reason to use their smartphones is to use social media while forgetting responsibilities and delaying tasks the data shows respondents are neutral to this meaning sometimes it happens and times it doesn't.

Figures (15-18) show details of answering the questions related to the social media immersion variable.

- a) “I forget the time while using social media platforms (Twitter, Facebook, Instagram, and Snapchat)” out of 210 respondents, 1.9% strongly disagree, 7.1% disagree, 17.6% neutral, 42.4% agree, and 31% strongly agree.
- b) “I forget responsibilities while using social media platforms (Twitter, Facebook, Instagram, and Snapchat)” with 11% strongly disagree, 27.6% disagree, 25.7% neutral, 25.7% agree, and 10% strongly agree.
- c) “I delay tasks while using social media platforms (Twitter, Facebook, Instagram, and Snapchat)” with 10% strongly disagree, 32.4% disagree, 23.8% neutral, 21.4% agree, and 12.4% strongly agree.
- d) “I only use my smartphone to use social media platforms” with 9% strongly disagree, 17.1% disagree, 20.5% neutral, 32.9% agree, and 20.5% strongly agree.

Table 11 Social Media Diversity and Volume [N = 210]

Items	<i>M</i>	<i>SD</i>
Snapchat	3.09	.926
Twitter	2.68	.987
Instagram	2.68	.863
Facebook	1.14	.552

The data in Table (11) shows that the most used app is Snapchat followed by Twitter than Instagram and lastly the least used platform among the respondents is Facebook.

Figures (19-22) shows details of social media diversity and volume variable.

- a) “Twitter” out of 210 respondents, 10% answered Never used it, 33.3% less than 30 min a day, 38.6% 1-4 hours a day, 12.9% 5-8 hours a day, 4.8% more than 8 hours.
- b) “Facebook” 91.4% never used it, 5.2% less than 30 min a day, 1.9% 1-4 hours a day, .5% 5-8 hours a day, 1% more than 8 hours. Interestingly the majority of the sample never used Facebook.
- c) “Instagram” 7.6% never used it, 31.9% less than 30 min a day, 48.6% 1-4 hours a day, 8.6% 5-8 hours a day, 3.3% more than 8 hours.
- d) “Snapchat” 4.8% never used it, 15.2% less than 30 min a day, 55.2% 1-4 hours a day, 15.7% 5-8 hours a day, 9% more than 8 hours.

Table 12 Social Media Usage [N = 210]

Items	<i>M</i>	<i>SD</i>
Passing time	3.22	1.035
Communication with Friends and Family	3.14	0.906
Entertainment	3.05	1.068
Information seeking	2.84	0.837
Following fashion/trend	2.47	0.897
Following news outlets	2.38	0.901
Following Religious leaders	1.74	0.732

Table (12) above shows that most respondents use social media is to pass time followed by communication with friends and family, then entertainment, information seeking, following fashion/trend, following news outlets, and finally the least sought after reason is following religious leaders.

“Communication with Friends and Family” out of 210 respondents, 1.4% answered Never, 21% less than 30 min a day, 49% 1-4 hours a day, 19% 5-8 hours a day, 9.5% more than 8 hours. “Following Religious leaders” 40.5% Never, 46.7% less than 30 min a day, 11.4% 1-4 hours a day, 1% 5-8 hours a day, .5% more than 8 hours.

- a) “Information seeking” 2.9% Never, 31.4% less than 30 min a day, 49% 1-4 hours a day, 12.4% 5-8 hours a day, 4.3% more than 8 hours.
- b) “Following fashion/trend” 11.4% Never, 43.8% less than 30 min a day, 33.3% 1-4 hours a day, 9% 5-8 hours a day, 2.4% more than 8 hours.
- c) “Entertainment” 6.7% Never, 22.4% less than 30 min a day, 41.9% 1-4 hours a day, 17.1% 5-8 hours a day, 11.9% more than 8 hours.
- d) “Passing time” 4.8% Never, 16.2% less than 30 min a day, 45.7% 1-4 hours a day, 19% 5-8 hours a day, 14.3% more than 8 hours.
- e) “Following news outlets” 13.3% Never, 47.1% less than 30 min a day, 31% 1-4 hours a day, 5.2% 5-8 hours a day, 3.3% more than 8 hours.

Confirmatory factor analyses:

The benefit of conducting the confirmatory factor analysis on the model is to test the validity of the questionnaire, the results are showcased below.

Table 13 CFA for Social media advertisement engagement

Items	Factor loadings
I comment on the ads that I'm interested in.	.820
I reply to the ads that I'm interested in.	.818
I press like on any ads I'm interested in.	.698
I re-post ads that I'm interested in.	.695
I share the ads that I'm interested in.	.689

As shown above the factors for measuring social media advertisement engagement are ranging from 0.820 to 0.689, since they are above 0.30, the researcher accepts them, and it is proof that the questions placed do measure social media advertisement engagement construct.

Table 14 CFA for Social media Attitude

Items	Factor loadings
Social media advertisements give me pleasure	.808
Seeing social media advertisements is fun.	.806
Social media advertisements are useful to me.	.792
I enjoy advertising on social media platforms (Twitter, Facebook, Instagram, and Snapchat).	.791
Social media platforms' ads motivate me to take action toward a product.	.687
I have noticed products through social media advertisements	.651

As for the factors measuring social media attitude it is ranging from 0.808 to 0.651, since they are above 0.30, the researcher accepts them, and it is proof that the questions placed do measure social media attitude construct.

Table 15 CFA for Social media immersion

Items	Factor loadings
I forget responsibilities while using social media platforms (Twitter, Facebook, Instagram, and Snapchat).	.878
I delay tasks while using social media platforms (Twitter, Facebook, Instagram, and Snapchat)	.807
I forget the time while using social media platforms (Twitter, Facebook, Instagram, and Snapchat).	.745
I only use my smartphone to use social media platforms.	.510

The factors measuring social media immersion is ranging from 0.878 to 0.51, since they are above 0.30, the researcher accepts them, and it is a proof that the questions placed do measure social media immersion construct.

Table 16 CFA for Social media diversity and volume

Items	Factor loadings
Snapchat	.788
Instagram	.714
Facebook	.423
Twitter	.386

The factors for measuring social media volume and diversity is ranging from 0.788 to 0.386, since they are above 0.30, the researcher accepts them, and it is a proof that the questions placed do measure social media volume and diversity construct.

Table 17 CFA for Social media usage

Items	Factor loadings
Passing time	.744
Following fashion/trend	.703
Entertainment	.697
Communication with Friends and Family	.523
Information seeking	.516
Following news outlets	.461
Religious leaders	

The factors for measuring social media usage is ranging from 0.744 to 0.461, since they are above 0.30, the researcher accepts them, and it is a proof that the questions placed do measure social media usage construct. Alas, the item named “Following religious leaders” was dropped since it didn’t load.

Testing the hypothesis

To test the hypotheses the researcher analyzed the correlation between social media attitude, social media immersion, social media usage, and social media advertisement engagement, it is presented in table (18).

The hypotheses are:

- H₁: Social Media Attitude has a positive relationship with social media Ad engagement
- H₂: Social Media Immersion has a negative relationship with social media Ad engagement
- H₃: Social Media Usage has a negative relationship with social media Ad engagement

Table 18 Correlation Results

	Social Media Advertising Engagement	Social Media Attitude	Social Media Immersion	Social Media Usage
Social Media Advertising Engagement	1			
Social Media Attitude	.492**	1		
Social Media Immersion	-.011	-.011	1	
Social Media Usage	.064	-.002	.330	1

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

As hypothesized the correlation test reveals that social media attitude does have a positive relationship with social media advertisement engagement, therefore H₁ is accepted.

As for H₂ “Social Media Immersion has a negative relationship with social Media Ad engagement” no statistically significant correlation was found between social media immersion and social media Ad engagement therefore H₂ is rejected.

As for H₃ “Social Media Usage has a negative relationship with social Media Ad engagement” it’s rejected because the correlation analysis found the results to be statistically insignificant.

1.1. Regression analysis

This analysis was done to measure the significance of the variables as well as to see how much the independent variables affect the dependent variable.

Table 19 Regression

Criterion	Predictor	R	R ²	Ad. R ²	B	St.Err.	F	Sig.
Social Media Ad Engagement	Social Media Attitude	0.52	0.27	0.25	0.475	0.74	18.545	.000

The R² for the model is .266 and this tells us how much of the variance in social media advertisement engagement is explained by the model. The ANOVA^a table shows that the results mentioned above are statistically significant because (Sig = .000).z. Table (19) shows that



interestingly social media attitude has contributed to the prediction of social media advertisement engagement by .475, and it is making a statistically significant unique contribution.

While social media immersion is contributing to social media advertisement engagement by .046, which is a minor contribution. Social media diversity and volume contributed to social media advertisement engagement by .176, which is considered a good contribution. Social media usage has the least contribution to social media advertisement engagement by .027.

Clusters analysis

To answer the second research question which was “What is the profile of social media users having higher social media advertisement engagement?” the researcher conducted a cluster analysis, as shown in table (20).

The cluster analysis has presented remarkable results for the cluster (Young\Old) where the “Old” showed higher advertisement engagement and better social media attitude toward social media advertisement engagement than the youngsters. On the other hand, in social media ad engagement item which is “I do not care about social media advertisement” youngsters interestingly answered agree to it where the “old” state that they are neutral.

These cluster analysis results are extremely important to marketers when setting the demographic for the advertisement campaign because if they are targeting young people it is better to find other methods than social media for reaching them. Where for the older demographic the researcher recommends social media as a tool for their campaign because of their high advertisement engagement.

Table 20 Cluster Analysis

Factor	Items	Cluster		Mean Square	df	Error		F	Sig.
		Young	Old			Mean Square	df		
Social Media Ad engagement	I press like on any ads I'm interested in.	2	3	55.899	1	1.117	208	50.037	000
	I reply to the ads that I'm interested in.	2	3	48.518	1	0.851	208	57	000
	I comment on the ads that I'm interested in.	2	3	76.605	1	0.869	208	88.174	000
	I share the ads that I'm interested in.	3	4	62.152	1	1.154	208	53.855	000
	I re-post ads that I'm interested in.	2	4	127.5	1	0.905	208	140.878	000
Social Media Attitude	I enjoy advertising on Social media platforms.	2	3	84.706	1	0.789	208	107.384	000
	Seeing Social media advertisements is fun.	2	3	69.173	1	0.728	208	95.083	000
	Social media advertisements are useful to me.	2	3	59.871	1	0.712	208	84.056	000
	Social media advertisements gives me pleasure	2	3	65.952	1	0.643	208	102.642	000
	I have noticed products through social media advertisements	3	4	29.397	1	0.865	208	33.997	000
	Social media platforms' ads motivate me to take action	3	4	53.968	1	0.882	208	61.155	000

	toward a product.								
	I do not care about social media advertisement	4	3	39.606	1	1.202	208	32.958	000
Usage	Following fashion/trend	2	3	6.448	1	0.778	208	8.285	0.004

Summary of Findings

To sum up, in this chapter the researcher presented the detailed results from analyzing the data set. The findings were found to be reliable and valid, using Cronbach's Alpha for reliability and confirmatory factor analysis for validity. As well as using regression, correlation and cluster analysis to answer the research questions-What are the factors influencing social media advertisement engagement, what is the profile of social media users having higher social Media advertisement engagement-. the study was set up based on three hypotheses.

Particularly for hypothesis 1, the findings of the study showed that there is a statistically significant relationship between social media attitude and social media advertisement engagement. On the contrary hypothesis 2 was rejected because the study's results showed that there was no statistically significant relationship between social media advertisement engagement and social media immersion. As for hypothesis 3 it was rejected as well because the results showed that there was no statistically significant relationship between them, and these results answer the first research question.

The clusters analysis was used to answer the second question of the research which was "What is the profile of social Media users having higher social Media advertisement engagement", the results provide one cluster which was "Young/Old" where "Old" showed more engagement with social media advertisement, as for "Young" they did not engage with social media advertisement and the results showed that they don't care about social media advertisement. And one of the most intriguing findings was that most of the respondents do not use Facebook.

Conclusions, Recommendations, Limitations

Discussion of the results

The purpose of this study was to examine factors affecting social media advertisement engagement by inspecting the relationship between social media attitude and engagement with social media



advertising in the context of social media platforms such as Twitter, Facebook, Snapchat, and Instagram while creating a profile of the respondents using age, gender, diversity, and volume of social media.

Based on the proposed research design used in this research, the sample size was 210 respondents who completed the survey. The study targeted Saudi students who are 18 and older. To examine the factors affecting social media advertisement engagement the researcher adopted from Kim & Kim (2008), Choi (2016), (Chung, 2017), Massetti & Zumd (1996), Kamarulzaman (2015), Westerman et al., 2016. And adjusted the adopted scale to use in the research survey.

The literature review used throughout this was consisting of discussing social media, social media platforms, social media advertising, engagement, and the theories used in this study which were engagement theory, uses and gratification theory, and flow theory. As well as explaining engagement on social media platforms. with showcasing previous studies done on social media engagement.

The results of this study are as follows: Hypothesis 1's attitude and social media advertisement engagement have a significant effect on each other, meaning users' attitudes on social media platforms have a positive impact on social media advertisement engagement. For instance, if a user perceives an ad to be interesting or useful, they engaged with it in the form of "repost, like, comment, share and reply". This is a helpful result for marketers.

Moreover, hypothesis 2 was not accepted because the analysis results showed that the relationship between social media immersion and social media advertisement engagement was statistically insignificant.

The same for hypothesis 3 which was rejected because the relationship between social media usage and social media advertisement engagement was statistically insignificant.

The frequency distribution analysis showed that most respondents are females with 89.9% and the male 10.1% only, therefor no cluster analysis was conducted on gender. as for age, the respondents were divided into "up to 24" with 64.3% and "above 24" 35.7%.

One of the interesting findings from frequency distribution is that a large percentage of the respondents do not use Facebook and the most used platform is Snapchat followed by Twitter than Instagram. The data showed that most of the users use social media to pass time and the only reason they use their smartphone is to use social media platforms.



Limitations of the study

Even though the sensible and theoretical implications of this study, there were some limitations. First, this research analyzed a sample of 210 respondents. A larger sample would help the study to yield more generalizable results. Second, the survey may include wrong response because the researcher sent the survey through her social media accounts for more participation therefore because of this the survey may have been exposed to an unspecified number of people. Third, a lack of responsiveness from the males that might affect the generality of the results, this explains why gender was not significant in the analysis. fourth, the researcher focused on engagement in social media in the context of “shares”, “likes”, “reposts”, “replies” and “comments”, but it might be beneficial to inspect specific perks (e.g. privacy parameters, self-discloser, media richness), future research can test whether such differences are understood by users and how these differences translate into social media engagement. Fifth, this research only covered the following social media platforms Twitter, Facebook, Instagram and Snapchat due to lack of time, and there are many other social media platforms like LinkedIn, Tiktok, Pinterest, Youtube, and Whatsapp so the researcher recommends for future studies to include other platforms to be more inclusive as well as seeing the effect of engagement in these platforms. Lastly, the lack of time and resources available to the researcher that might have affected the study.

Marketing recommendations

The present findings could be a useful aid in the decision making process for marketers in choosing alternative ways to advertise using social media to younger people or improve the way they advertise when using it. As for selecting a platform to advertise on, the researcher recommends marketers to avoid Facebook when targeting the Saudi audience because the study results showed that 91% of the sample does not use Facebook, therefore, choosing this platform is costing them money, time and resources when it bears little results. Also, to improve how users perceive social media advertisement because their attitude towards it affect how they engage with it.

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