academicJournals

Vol. 9(24), pp. 796-813, 28 December, 2015
DOI: 10.5897/AJBM2015.7866
Article Number: 2C5C7E256704
ISSN 1993-8233

http://www.academicjournals.org/AJBM

African Journal of Business Management

Full Length Research Paper

Facebook from socializing to advertising: An empirical study on the effect of Facebook as an advertising tool in Egypt

Azer Jaylan

Cardiff Metropolitan University, United Kingdom.

Received 05 July 2015; Accepted 17 August, 2015

This research aims to investigate if Facebook has a significant effect as a tool of advertising in Egypt and to present to marketers practical trends to use in order to close this gap of the missing formula. Quantitative approach based on an online survey of 400 Facebook users from Cairo and Alexandria governorates was used in this work. To achieve the research objectives, descriptive analysis was used to test the data, factor analysis was used to reduce the variables, and regression analysis was used to test the proposed hypotheses. The results demonstrate that Facebook has a consumption stimulation effect. The findings are limited to only two governorates in Egypt. The research findings give ideas about how firms can utilize Facebook communities to enhance their advertising campaigns using the consumption stimulation effect. Based on the reviewed literature approached Facebook, no other research managed to find the consumption stimulation as an effect of Facebook.

Key words: Advertising, Egypt, Facebook, internet, marketing, mass media, online advertisements, social media, traditional advertisements.

INTRODUCTION

The Internet is becoming very important to a lot of people nowadays. Rao (1997) ascertained the impossibility of ignoring the internet and it is true as it recently grew to include advertising where consumers can have better control over the amount of advertising they want to get exposed to (Korgaonkar and Wolin, 2002). What was really missing back then was the interaction option (Royo-Vela and Casamassima, 2011) till the social network sites began to have popularity among the internet users. Facebook is one of the most famous social network sites (Nielsen Company, 2009). The trend toward consumers' involvement made marketers in a challenge to use these technologies to keep their clients and attain new ones (Ahrens et al., 2013).

This growth in popularity of Facebook in Egypt affected the amount of time people spent online and so their behavior (Coulter and Roggeveen, 2012). The word of mouth effect is being experienced through the Facebook in an easier and a faster way than before, users share whatever they like or don't like through the Facebook status, video, and pictures upload (Ahrens et al., 2013), which is very challenging for marketers. So far, there are few empirical studies on the effect of Facebook as an advertising tool, most of the effects shown in previous

*Corresponding author. E-mail: jaylan.helmy@gmail.com.

researches were within the sharing of contents (Anklam, 2009) and the word of mouth effect (Royo-Vela and Casamassima, 2011).

Moreover, it was demonstrated by Nielsen Company (2009) that the current level of advertising activity on Facebook isn't as big as the size of the audience supposed to be targeted. Consequently, we know very little about the significant effect the Facebook can have on its Egyptian users when used as an advertising tool.

The paper is structured as follows; first, the main concepts of Facebook, advertising activities, relationship constructs, and their hypothesized relationships, second, the methods of research followed by an analysis of findings, and finally, a conclusion offering marketing implications, and future research directions.

Facebook from socializing to advertising

Mostly Facebook is seen as one of the online social networking services that succeeded to replace even the social network sites that preceded it (Mital and Sarkar, 2011), a personal weblog that opens users' thinking through sharing links or blogs that opens a door for interaction (Anklam, 2009), and a vital tool in the daily lives of many of the university – aged students (Chan, 2011).

Facebook succeeded to be one of its most popular features because it encourages users to interact with companies (Hutter et al., 2013); supporting this point, Ruiz-Mafe et al. (2014) confirmed that this has a positive effect on consumers' brand awareness and purchase intention because users easily can have a wide range of fan pages with different products and services from which to choose. But from this point we can mirror something else that people are interested to give their feedback and opinion to companies, which can be very important for establishing long term relationships with audience for successful marketers. Generally, Facebook succeeded to bring people together being a social networking site, but Okazaki and Taylor (2013) approached this socialization activity from another angel attesting that such activity enables marketers to build their brands with larger audiences.

Traditional means of advertising

Arguments increased around the traditional mass media advertisements for instance; O'Donohoe (1994) argued that consumers choose to pay attention to the advertisements while, Jobber (2006) argued that consumers find advertisements annoying, exaggerating, mistrustful, and repetitive. Which means it isn't only an issue of awareness and communication; it must be presented in a manner that is preferable by the audience (Rotfeld, 2002). Fam et al. (2013) proved that consumers can avoid commercials when they consider it a source of irritation. But according to Jobber (2006) the exposure rate and repetition are important to avoid such irritation.

Generally, traditional means of advertisements are facing several challenges; among them the mistrust and boredom which according to the literature reviewed in this regard, puts a heavy challenge on the marketers to communicate to their targeted audience.

Online advertisements

The advantage of this type of advertisements is the ability to interact at a personal level (Ching et al., 2013) which has a favorable effect on consumers' behaviors. Of course this is not the only advantage of the online advertisements, Korgaonkar and Wolin (2002) discovered that consumers prefer online advertisements because they have control over advertising exposure while marketers prefer it as it administer close relationship with millions of customers faster than the traditional media (Royo-Vela and Casamassima, 2011).

Moreover, internet advertising includes keywords and e-referrals (Ahrens et al., 2013) which makes searching for products or services easier. Also, in case of applying a rewarding system to motivate customers to watch, hear or read advertisements, in traditional media it should be done manually which is impractical, while on the Internet, can be done easily (Yuan et al., 1998). The core of effective marketing communications relies on both the sender and receiver interaction which cannot be done through traditional advertising means (Hede and Kellett, 2011).

Current advertising activities on Facebook

From the reviews found there was no agreement about the success of marketing on Facebook till date, for instance Hansen (2011) attested that the knowledge to gain practical trends from social media networks is still primitive, another instance Nielsen Company (2009) reported the current level of advertising activity on social networks to be not up to the huge size of the audience. Moreover, Hadija et al. (2012) stated that advertisers have to consider the different needs of the Facebook users and Gummerus et al. (2012) supported this attestation and added that marketers are still in need to create content that engage customers.

Goldsmith and Lafferty (2002) from the other hand doubted that marketers evaluated the role of internet advertising in a right way. Ruiz-Mafe et al. (2014) argued that still marketers know a little about how to use word of mouth of Facebook users.

It is obvious that researchers although didn't agree upon a way to successfully advertise through the Facebook, they agreed that still Facebook isn't used

effectively in marketing activities. Some researches tried to give recommendations with no ensured reliability to apply on different cultures; one these recommendations was rewarding customers for viewing advertisements (Yuan et al., 1998), and the other about a conversation model of advertising (Nielsen Company, 2009).

Based on the above, a positive relationship between Facebook and advertising is expected. So that the most convenient advertising campaign used through Facebook, the higher customer engagement, which leads to higher perceived benefits by marketers:

H1: Facebook has a significant effect as a tool of advertising in Egypt

METHODS

Research strategy

This research investigates the effect of Facebook as an advertising tool in Egypt; using the Interpretivisim paradigm because this paradigm is preferred when it comes to Social Sciences that involve people as well as things (Greener, 2008). Since the research deals with Facebook users who are humans and there are differences between humans, the mentioned paradigm is the most appropriate to adopt (Bryman and Bell, 2007). Swanson and Holton (2005) stated that 'this paradigm assumes that knowledge and meaning are individual interpretations'. In order to explore the relationship between Facebook and Advertising and how advertising on Facebook can be successful in Egypt; Explanatory research is considered as an appropriate methodology because it is the design that shows the reason behind and configures this relationship (Bryman and Bell, 2007) and this is exactly what is needed to reflect the effect of Facebook when used as a tool for advertising in Egypt.

There are two main approaches to adopt in any research, either a quantitative approach or a qualitative approach. In general, quantitative research shows numerical assignment to the research under study, whereas qualitative research shows only textual descriptions of the research under study (Vanderstoep and Johnston, 2009).

Seeking accurate results in order for this research to benefit other researchers and practitioners; the research will adopt the quantitative approach to investigate the effect of Facebook as an advertising tool in Egypt because the data collected will be more accurately reflecting the overall population of Egypt from which the sample is drawn, also because this research is proposing hypothesis to be tested, analyzed and evaluated (Swanson and Holton, 2005).

For this research to be reliable and can be generalized, investigating to what extent there is an effect of Facebook as an advertising tool or there isn't and what kind of effect, can be implied accurately using the quantitative approach (Jonker and Pennink, 2010).

Survey will be the most appropriate tool to collect the data in a consistent way, simple in developing hypotheses, easy to construct and consume short time to collect data from a big sample size (Kothari, 2004). We will ask individuals about their opinions and their behavior regarding the Facebook and the advertisements being the independent and the dependent variables respectively, so the survey methodology is used in research as it helps to get individuals' behavior, opinions, and preferences (Yang and Miller, 2008).

Sampling and data collection

Sampling is very important because, in this case as it is not practical to study all the members of the Egyptian population who own Facebook accounts. Generally, there are two ways to sample, either randomly or non -randomly. The random sampling is the technique in which all members in the sample frame are equal in the chance to be selected (Vanderstoep and Johnston, 2009), accordingly, the research will adopt the random sampling for its flexibility to increase the sample size and so a close reflection of the big population will be granted.

The sample size is 400 Facebook users located in Cairo; the Capital of Egypt and Alexandria; the second important governorate, with the range of age from 25 to 50 years old to ensure monthly income, earning a monthly income above 3000 Egyptian Pounds to ensure the purchase power, using Facebook at least twice a week to ensure interest and updated knowledge.

The research will investigate the relationship between two variables one is the independent (Facebook) and the other is the dependent (Advertising) in order to know the effect of Facebook as an advertising tool in the Egyptian community. Accordingly, one hypothesis is proposed signifying the effect of Facebook when used as a tool of advertising in Egypt; (*H1: Identify if Facebook has a significant effect as an advertising tool* in Egypt).

The most common survey methods used in other researches are telephone surveys, mail surveys, email surveys and face-to-face interviews. After checking the advantages and disadvantages of each type, it was found that the telephone surveys provide a high response rate, but with a high risk of bias in selection; mail surveys are cheap but provide low response rates; Email surveys less expensive however unit analysis should be computer literates; face-to-face interviews provide the highest response rate with high cost of money and time (Vanderstoep and Johnston, 2009).

Accordingly, and to reduce potential risks, both Face- to Face interviews and online surveys were chosen to collect the data. Face to face interviews will be used as a pilot test on 40 respondents of the total sample that is 400 to ensure the questionnaire quality before proceeding, thereby collecting rich information (Mooi and Sarstedt, 2011). Since we will be targeting Facebook users, online survey with its popularity as a result of the increase in the number of internet users, will be used after the pilot test (Yang and Miller, 2008). The idea behind using both kinds is to ensure the advantages of both; the high response, and the low cost reaching big sample size.

Questionnaire is vital to collect quantitative data about opinions of individuals in order to be able to investigate the relationship between the variables under study (Mooi and Sarstedt, 2011). The questionnaire was designed in an easy way so that everyone can understand the questions and so that the respondents will easily recall the answers needed. To avoid unwillingness to answer the survey, checkboxes were used so that respondents will only mark the boxes accordingly. Closed-ended questions were used to encourage participants to give accurate answers and to avoid lower response rates (Mooi and Sarstedt, 2011). Lengthy surveys are not preferred by the Egyptian people as they easily feel bored, so, a relatively not long survey was developed to avoid reluctance of participation.

Questions in the questionnaire used Likert scale and respondents will have to choose their answers from 1 to 5 where 1 (totally disagree) and 5 (totally agree). Likert scale is appropriate as it is developed in a way that facilitates analysis. Kothari (2004) defined it as the scale of a number of statements expressing favorable or unfavorable attitudes towards a certain issue. It is designed of 40 questions testing the participants' opinions about several activities and criteria of Facebook and advertising reflecting the research aims and objectives through the research questions and hypothesis as well as the points raised by other researches reviewed in relative

Table 1. Reliability test for pilot data.

Cronbach's Alpha	Number of Items
0.912	40

literatures. The questionnaire is appended in (Appendix A).

Framework for data analysis

Descriptive analysis is used to test the feel of data being a standard procedure for checking the data for inaccuracies, which by its turn provides information about the representativeness of the sample, and the data necessary for other researchers to consider (Marczyk et al., 2005). In a quantitative study, reliability is about the consistency of the results and whether it is free of random error (Quinton and Smallbone, 2006). Reliability becomes very important when data is developed from Likert scale. To ensure reliability of the research, Cronbach's alpha was developed to provide a measure of the internal consistency of the test (Tavakol and Dennick, 2011). Malhorta (2010) stated that 'it is the average of all possible split-half coefficients which varies from 0 to 1, and a value of 0.6 or less generally indicates unsatisfactory internal consistency reliability'. Moreover

Cronbach's alpha is the most common way in research to assess the reliability data. Since the research is a deductive one where theories already exist, so hypothesis is developed to be the proposed prediction about what might happen according to former existing theories (Vanderstoep and Johnston, 2009).

In order to test the research hypothesis, Regression Analysis was used to decide rejecting or retaining null hypothesis being a statistical technique to determine the relationship between two or more variables showing how variation in one variable can be explained through variation in another (Hall, 2010) which was also confirmed by Lee and Forthofer (2006) as powerful in testing the relationship between a variable and a set of variables, which will be the exact need for testing the variables of the advertising being the dependent variable in this study, against the independent variables of Facebook after the factor analysis reduce and removes the duplications from the correlated variables. Factor analysis is appropriate in this study because it is concerned with correlation between a group of variables (Landau and Everitt, 2004) which will be needed to summarized as there will be many variables in this study in order to facilitate the analysis and make sense of virtual dimensions (Krippendroff, 2004).

Generally to fulfill the aims of this research and maximize the benefits marketers and practitioners can get out of this study, an empirical one is carried out to reflect in more reliable and valid results. Based on a survey of 400 Facebook users from Cairo and Alexandria governorates, data will be collected using online survey after a face-to-face interview survey carried out as a pilot testing for the quality of the questionnaire. The research adopted the quantitative approach to examine the relationship between Facebook and advertising. To achieve the research objectives and test the proposed hypothesis, descriptive analysis used to test the feel of data, Cronbach's alpha to ensure reliability of data, factor analysis for the reduction of variables and regression analysis for testing hypothesis.

RESULTS

Demographic data description

An online method of data collection and a face to face interview were selected because of their advantages concerning the efficiency of data collection, and the ability to reach a wide population of users. It was difficult to reach all the Facebook users, so online questionnaire was distributed to randomly chosen Facebook users with respect to the demographic criteria determined before. This was done through a message sent with a URL for the online questionnaire to the Facebook users within the two governorates Cairo and Alexandria in Egypt.

To avoid duplicate responses, IP addresses were recorded, and the questionnaire was designed in a way not to open using the same IP address twice. Face to face interviews were made as a pilot testing for the questionnaire before proceeding with the online questionnaire to ensure the relativity of the questions, and to get reliable data. Accordingly, Cronbach's Alpha was developed on the responses provided by 40 respondents as shown below in Table 1.

It showing a high percentage of reliability 0.912, values being closer to 1.0 encouraged to proceed with the survey indicating a stronger relationship (Vanderstoep and Johnston, 2009).

A total of 400 valid responses were collected, of which 40 were through face to face interviews and 360 responses through the online survey as shown in Table 2. It is clearly demonstrated that 50% of the respondents were below 30 years of age, 51% of the respondents were Females and 49% of them were males which ensured unbiasedness. 42% of respondents were earning an income between 5,000 EGP to 10,000 EGP per month and that ensured the purchase power of the respondents. 90.3% of the respondents had their Facebook accounts for more than 3 years, and 52% logged on to their Facebook accounts several times a day which ensured interest and updated knowledge that were mainly important to answer the questionnaire presented.

Factor analysis and reduction of data

Factor analysis was performed for both the Independent variable (Facebook) and the Dependent variable (Advertising), to identify the number of factors that explain most of the variance in the variables. The questionnaire comprise a multitude of 40 questions, so to evaluate all the responses, the Principle Components Analysis was performed to ensure the relativity of the questions, and to summarize the items within variables (Mooi and Sarstedt, 2011).

Two additional measures were used, as shown in Table 3, to determine whether the items are sufficiently correlated, the Kaiser–Meyer–Olkin (KMO) statistic and the Bartlett's test of sphericity. The KMO statistic used to indicate if the correlations between variables can be explained by other variables in the dataset (Mooi and Sarstedt, 2011).

Table 2. Demographic data of respondents.

Measures	Items	Frequency	Percentage
Age	Below 30	202	50.5
	35 - 45	158	39.5
	Over 45	40	10
Gender	Male	196	49
	Female	204	51
Monthly Income	3000-5000 LE	134	33.5
	5000 -10000 LE	168	42.0
	more than10000 LE	98	24.5
Time using Facebook	Less than 1 Year	1	0.3
	2- 3 Years	38	9.5
	More than 3 Years	361	90.3
Frequency of logging	Several times a day	208	52.0
	Daily	136	34.0
	Weekly	56	14.0

Table 3. KMO and Bartlett's Tests (independent variables).

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		**0.876**
Bartlett's Test of Sphericity	Approx. Chi-Square	4910.974
	Df.	300
	Sig.	**0.000**

It is clarified that the data adequacy is 0.876 which according to Mooi and Sarstedt (2011) is considered meritorious because it falls between 0.80–0.89. Bartlett's Test of Sphericity also showed significance and appropriateness of analysis as its value is less than 0.05 (Field, 2005).

Being helpful with large number of items, factor rotation was adopted as shown in Table 4, using the Principal Component Analysis and rotated using Varimax with Kaiser Normalization method as confirmed by Mooi and Sarstedt (2011) to be the most appropriate method to maximize the dispersion of loading within factors.

The Rotated Component matrix resulted in six independent variables that are renamed according to the set of questions they presented in the survey questionnaire. First independent variable (IV1); Awareness which indicated the use of Fan pages, events, and profile pages to let people know about services, products and different events. Second independent variable (IV2); Socialization indicated the use of Facebook to improve the relationships, intimacy of relatives and friends. Third independent variable (IV3); Interaction indicated the extent to which sharing contents and experiences on Facebook is perceived to be important. Fourth independent variable (IV4); Marketing indicated the tendency of using Facebook in marketing and promoting products and services. Fifth independent variable (IV5); Source of Information indicated the percentage of trusting the posts posted by others on Facebook. Sixth independent variable (IV6); Ethical use of data indicated the tolerance of users to accept the use of their data provided when constructed their personal profile pages. Same was done for the Dependent variables of Advertising, where KMO measure of adequacy showed a result of 0.718 which is considered middling according to Mooi and Sarstedt (2011) because it falls between 0.70 – 0.79. Bartlett's test of sphericity showed significance level as its value was less than 0.05 (Field, 2005) (Table 5). Proceeding with the Component Matrix shown in Table 6 used the Principle Component Analysis as an extraction method and the Varimax Kaiser Normalization as a rotation method. The Rotated Component matrix resulted in four dependent variables that are named according to the set of questions each represented in the questionnaire

Table 4. Rotated component matrix (Independent Variables).

Qs.	Component					
	1	**2**	**3**	**4**	**5**	**6**
Q1		.761				
Q2		.647				
Q3		.444				
Q4					.726	
Q5					.810	
Q6						.812
Q7	.456					.461
Q8		.627				
Q9	.719					
Q10		.424				
Q11	.533	.493				
Q12	.618					
Q13	.492	.426				
Q14	.719					
Q15	.689					
Q16	.820					
Q17	.761					
Q18	.452		.442			
Q19	.625					
Q20			.804			
Q21			.714			
Q37	.457			.551		
Q38				.630		
Q39				.726		
Q40				.729		

Table 5. KMO and Bartlett's test (dependent variables).

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		**0.718**
Bartlett's Test of Sphericity	**Approx. Chi-Square**	**1496.554**
	Df.	105
	Sig.	**0.000**

answered. First dependent variable (DV1); Recall and Trust indicated the extent to which consumers consider the traditional advertisements (TV/Radio/Printed Ads) to be a trusted source of information, and can by time recall them. Second dependent variable (DV2); Likeability indicated the type of advertisements that consumers like and get attracted to. Third dependent variable (DV3); Consumption Stimulation indicated the extent to which advertisements can stimulate consumers to consume a certain product or service. Fourth dependent variable (DV4); Repetition and Exposure indicated the rate of exposing consumers to commercials and if repetition and high exposure help in increasing awareness or boredom.

Reliability

Dealing with samples rather than studying the whole population must be accompanied by ensuring the reliability in order to generalize the results of the sample on the whole population from where the sample was picked (Muijs, 2004). Cronbach's alpha as an index of reliability, shown in Table 7, which was used to ensure reliability. Malhorta (2010) stated that a value of 0.6 or less generally indicates unsatisfactory internal consistency reliability.

As shown above, Cronbach's alpha is over 0.6 for the dependent scale showing an accepted reliability.

Table 6. Rotated component matrix (dependent variables).

Qs.	Component			
	1	2	3	4
Q22				.588
Q23	.698			
Q24			.475	.404
Q25				.760
Q26				.440
Q27				.580
Q28	.768			
Q29	.839			
Q30	.662			
Q31		.814		
Q32		.810		
Q33		.731		
Q34		.465		
Q35			.826	
Q36			.810	

Table 7. Reliability Testing (Cronbach's Alpha).

Variables	No of items	Cronbach's Alpha
Recall & Trust	4	0.786
Likeability	4	0.620
Consumption Stimulation	3	0.640
Repetition & Exposure	4	0.642
Total scale Dependent	15	0.627
Awareness	10	0.910
Socialization	5	0.716
Interaction	2	0.782
Marketing	4	0.662
Source of Information	2	0.760
Ethical use of data	2	0.607
Total scale Independent	25	0.907

Moreover it is around 0.9 for the independent scale which is an indication of a stronger relationship as values are closer to 1.0 (Vanderstoep and Johnston, 2009).

Testing hypotheses and framework development

The original hypothesis was: (H1: Identifying if Facebook has a significant effect as an advertising tool in Egypt). After the rotation applied the advertising variable got four new sub-variables; to be more precise and discover which specific criteria of Advertising that Facebook can have a significant effect through, this had to be done through testing each dependent variable against the independent variables of Facebook. Two main tests of hypotheses are usually used by statisticians; the parametric and the non-parametric tests (Kothari, 2004). Figure 1 was developed according to the results of the factor analysis mentioned above.

The figure shows the new hypotheses to be tested through regression:

H1a: Facebook has a recall and trust effect when used in advertising
H1b: Facebook has a likeability effect when used in advertising
H1c: Facebook has a consumption stimulation effect when used in advertising
H1d: Facebook has a repetition and exposure effect when used in advertising

To avoid relying on assumptions, non-Parametric tests were chosen in order not to rely on assumptions about the parameters of the population from which the sample was taken (Kothari, 2004). Mooi and Sarstedt (2011) declared that the regression analysis allows analyzing relationships between independent and dependent variables which benefited the study in several perspectives like indicating if independent variables of Facebook had a significant relationship with the dependent variable of Advertising, also the relative strength of effect of the independent variables on a dependent variable, accordingly it helped in making predictions. Accordingly, equations were developed to test the hypotheses using stepwise regression analysis.

Moreover, Mooi and Sarstedt (2011) stated the form of the regression equation and the meaning of it; Y= a+b1X1+ e where (Y) represents the dependent variable, and (X) the independent one, (a) the constant of the regression that assumes all the independent variables to value zero in order to indicate what the dependent variable would be in such a case, (b1) the coefficient of the independent variable, and (e) the residual or the error which represents the difference between each observation and the best fitting line.

H1a: Facebook has a significant recall and trust effect

To develop the models correlation matrix was made for the four dependent variables and the results for the first dependent variable (DV1) named recall and trust, showed that it was not significantly related to the six independent variables of Facebook. Linear Regression using the stepwise analysis showed that no variables were entered into the equation which proves that there is no correlation between the six independent variables of Facebook and the attitudes of consumers either to recall or trust advertisements presented through the traditional advertisements in Egypt.

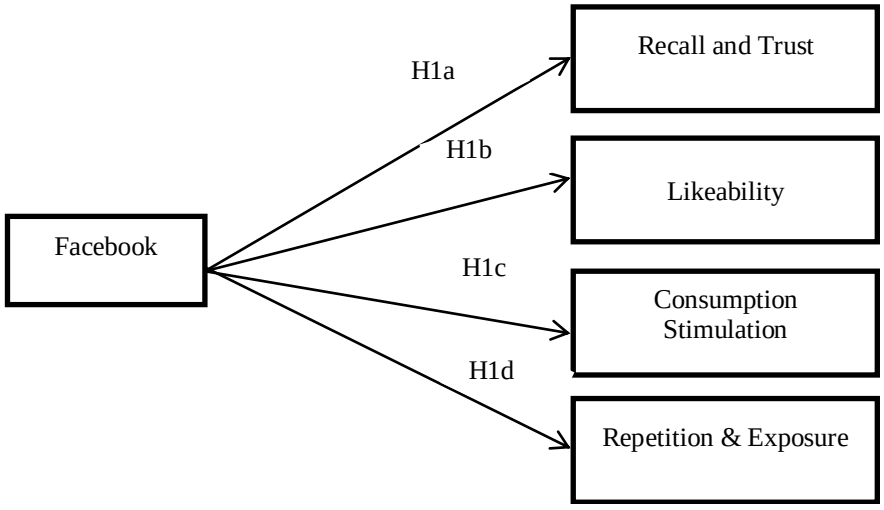

Figure 1. Hypotheses framework.

Table 8. Model summary of DV2.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
4	.494[d]	**0.245**	0.237	0.47544	**1.913**

d. Predictors: IV2, IV3, IV4, IV5.

Table 9. ANOVA (Analysis of Variance) for DV2.

Model		Sum of Squares	df	Mean Square	F	Sig.
4	Regression	28.900	4	7.225	31.962	.000[e]
	Residual	89.288	395	.226		
	Total	118.187	399			

e. Predictors: IV2, IV3, IV4, IV5

H1b: Facebook has a significant likeability effect

The Coefficient of R square showed a value of 0.245 which means that 24.5% of the variations in the second dependent variable (DV2); likeability, can be explained by the variations in the independent variables Socialization (IV2), Interaction (IV3), Marketing (IV4), and Source of Information (IV5) (Table 8).

This dependent variable showed a significant Analysis of Variance (ANOVA) as shown in Table 9, less than 0.05 which means the overall model is significant (Mooi and Sarstedt, 2011). The residuals or errors are not auto correlated, and this was measured using Durbin Watson test.

Accordingly, the equation was constructed as follows: DV2=2.176+0.307(IV2) +0.134(IV3) +0.163(IV4) -0.86(IV5) The independent variables mentioned in Table 10 are away from any multi-collinearity problems which happens when two or more independent variables are correlated, because the Variance Inflation Factor (VIF) values are less than 10 (Mooi and Sarstedt, 2011).

To make sure that we could proceed with the regression test, a last step should be made which was to make sure that DV2 did not suffer any problems of heteroskedasticity as shown in Figure 2.

According to Mooi and Sarstedt (2011), the points are often funnel shape spread out across the graph is of heteroskedasticity and indicates an increase in variance across the errors, and this wasn't the case with DV2. Accordingly, the regression test for this hypothesis was run; using the Kolmogorov Smirnov (K-M) as shown in Table 11.

Kolmogorov Smirnov (K-M) test with significance was 0.036 which is less than 0.05, and resulted in failing to

Table 10. Coefficients.

Model 4	Unstandardized Coefficients		Standardized Coefficients	t.	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tol.	VIF
Cons.	2.176	.205		10.591	.000		
IV2	.307	.049	.350	6.289	.000	.618	1.619
IV3	.134	.030	.219	4.479	.000	.799	1.251
IV4	.163	.054	.142	3.019	.003	.861	1.161
IV5	-.086	.033	-.136	-2.617	.009	.704	1.420

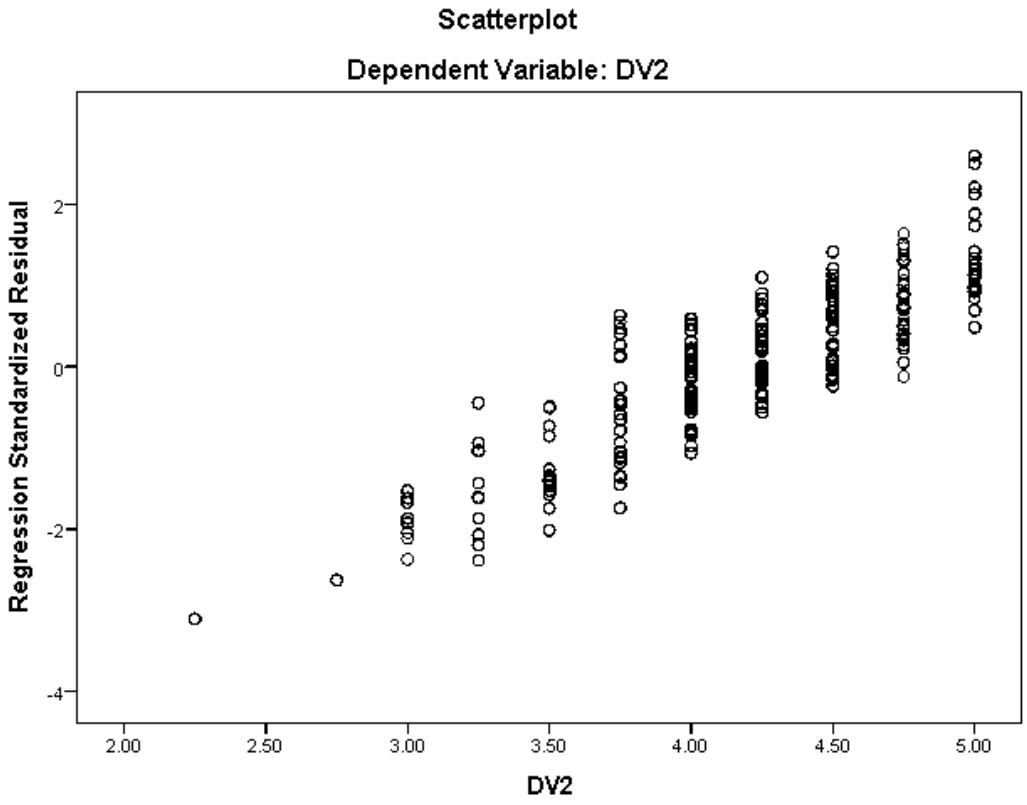

Figure 2. Scatterplot for DV2.

retain this hypothesis (Sheskin, 2004).

H1c: Facebook has a significant consumption stimulation effect

Proceeding with the next hypothesis to check if would be retained or not, it showed better results and it was retained. This dependent variable is DV3 is the Consumption Stimulation. As shown in Table 12, the Coefficient of R square value is 0.72.

Such a high percentage means that 72% of the variations in the third dependent variable DV3; the Consumption Stimulation can be explained by the variations in the independent variable Marketing (IV4). Also, as shown in Table 13, this dependent variable has a significant ANOVA results less than 0.05 which means the overall model is significant (Mooi and Sarstedt, 2011). The residuals or errors are not auto correlated, and this was measured using Durbin Watson test which got a value of 1.809 as shown in Table 12, and it means there is no evidence of positive correlation (Berenson et al., 2012).

Accordingly, the Equation was constructed to be: DV3= 1.728+0.392(IV4).

The independent variable (IV4) as shown in Table 14 was

Table 11. Kolmogorov-Smirnov Test for H1b.

Null hypothesis	Test	Sig.	Decision
The distribution of Standardized Residual is normal with mean -0.000 and standard deviation 0.99	One-Sample Kolmogorov-Smirnov Test	0.36	Reject the null hypothesis (H1b)

The significance level is 0.05.

Table 12. Model Summary for DV3.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.269[a]	**0.072**	0.07	0.6686	**1.809**

a. Predictors: IV4

Table 13. ANOVA (Analysis of Variance) for DV3.

Model 1	Sum of Squares	Df	Mean of Square	F.	Sig.
Regression	13.859	1	13.859	31.005	.000[b]
Residual	177.905	398	.447		
Total	191.764	399			

b. Predictors: IV4.

Table 14. Coefficients.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tol.	VIF
1	Constant	1.728	.252		6.855	.000		
	IV4	.392	.070	.269	5.568	.000	1.000	1.000

not having collinearity problem as the VIF is less than 10 (Mooi and Sarstedt, 2011). It also had no heteroskedasticity problems proved by Figure 3.

Accordingly, it was safe to proceed with the regression test for this hypothesis (H1c) using the Kolmogorov Smirnov (K-M) test (Table 15). As shown, the Kolmogorov Smirnov (K-M) test and significance was **0.291** being more than 0.05 resulted in retaining this null hypothesis (Sheskin, 2004).

H1d: Facebook has a significant repetition and exposure effect

The hypothesis H1d is the last one, also was tested but it wasn't retained it is concerned with the dependent variable DV4 repetition and exposure. It showed a value of 0.46 for R Square as shown in Table 16.

This means that 46% of the variations in this variable can be explained by the variations in the independent variables: Interaction (IV3), Awareness (IV1), Ethical use of data (IV6), and Socialization (IV2). The residuals or errors are not auto correlated, and this was measured using Durbin Watson test which got a value of 1.959 as shown in Table 16, after referring to Durbin Watson tables, there was no evidence of positive correlation (Berenson et al., 2012). Also, as shown in Table 17, this dependent variable has a significant ANOVA results.

ANOVA less than 0.05 means the overall model is significant (Mooi and Sarstedt, 2011). Based on the results from Table 18, the equation was constructed as follows: DV4= 1.169+0.397(IV3) + 0.258(IV1) +0.134(IV2) -0.113(IV6)

The independent variables mentioned in Table 18 are not showing multi-collinearity problem as the VIF values are less than 10 (Mooi and Sarstedt, 2011). Moreover there were no heteroskedasticity problems proved by the scatterplot shown in Figure 4.

Accordingly, it was safe to proceed with the regression test for this hypothesis using the Kolmogorov Smirnov (K-

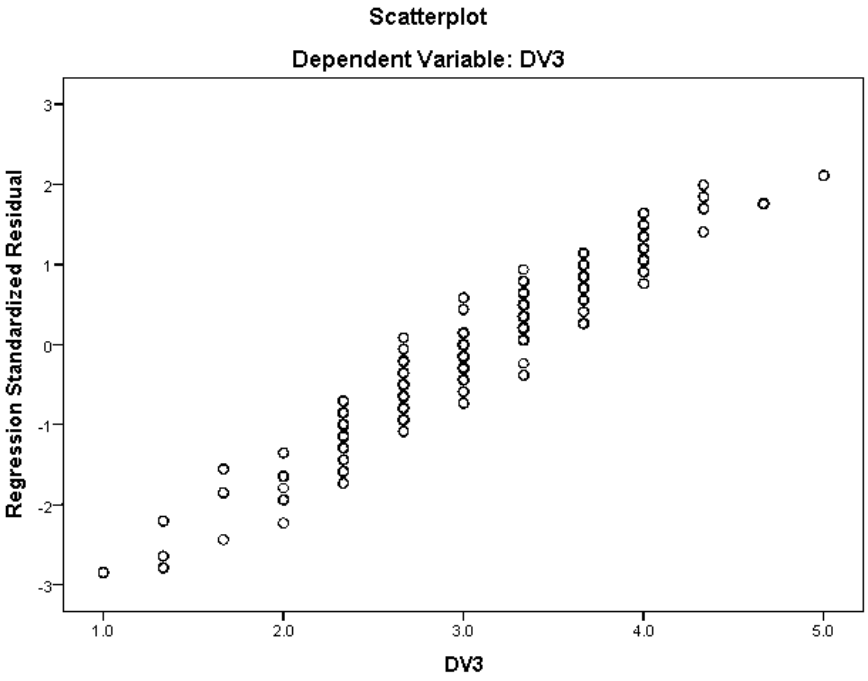

Figure 3. Scatterplot for dependent variable DV3.

Table 15. Kolmogorov-Smirnov Test for H1c.

Null hypothesis	Test	Sig.	Decision
The distribution of Standardized Residual is normal with mean -0.000 and standard deviation of 1.00	One-Sample Kolmogorov-Smirnov Test	0.291	Retain the null hypothesis (H1c)

The significance level is 0.05.

Table 16. Model Summary for DV4.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
4	.637[d]	.406	.400	.6387	1.959

d. Predictors: IV3, IV1, IV6, IV2.

Table 17. ANOVA (Analysis of Variance) for DV4.

Model4	Squares Sum	df	Mean Square	F	Sig.
Regression	110.199	4	27.550	67.524	**.000**[e]
Residual	161.160	395	.408		
Total	271.359	399			

e. Predictors: (Constant), IV3, IV1, IV6, IV2.

M) test as shown in Table 19.

K-M test, showing of only 0.049, which was slightly less than 0.05 resulted in rejecting this null hypothesis (Sheskin, 2004). The main results shown are retaining one hypothesis (H1c) out of three null hypotheses (H1b, H1c, and H1d) according to the regression analysis made

Table 18. Coefficients.

Model 4	Unstandardized Coefficients		Standardized Coefficients	t.	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tol.	VIF
Constant	1.169	.211		5.546	.000		
IV3	.397	.044	.430	8.983	.000	.657	1.522
IV1	.258	.061	.235	4.271	.000	.498	2.007
IV6	-.113	.040	-.117	-2.815	.005	.864	1.157
IV2	.134	.066	.101	2.022	.044	.607	1.648

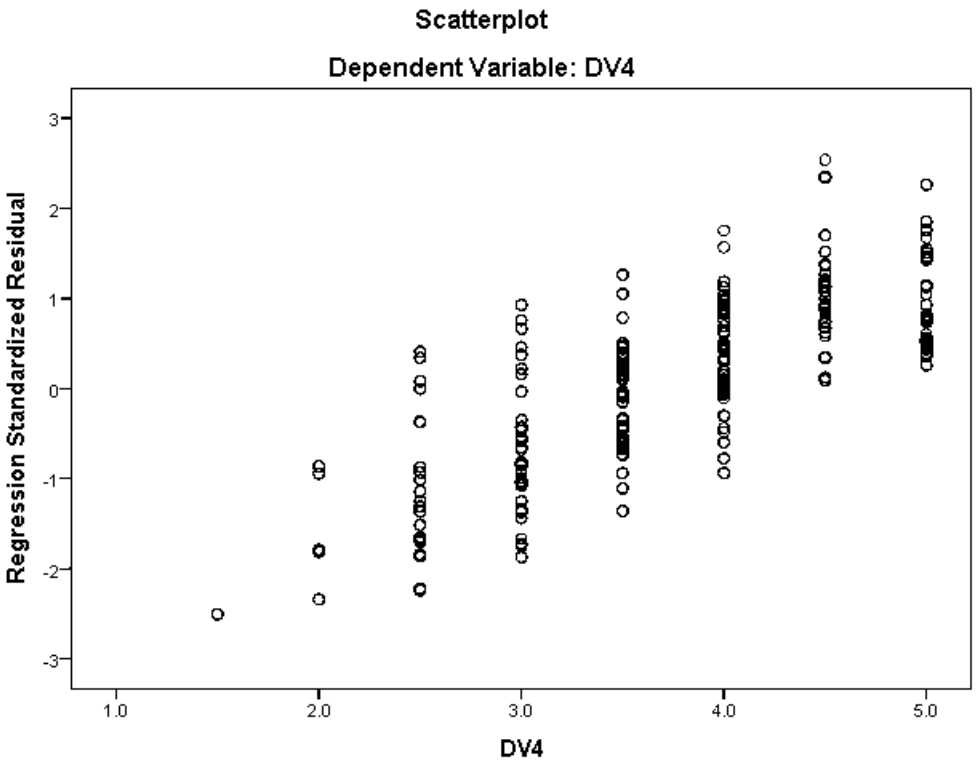

Figure 4. Scatterplot for DV4.

Table 19. Kolmogorov-Smirnov Test for H1d.

Null hypothesis	Test	Sig.	Decision
The distribution of Standardized Residual is normal with mean -0.000 and standard deviation 0.99	One-Sample Kolmogorov-Smirnov Test	**0.049**	Reject the null hypothesis (H1d)

for each. While H1a did not reach the step of testing because it showed no relationship between the independent variable and the dependent variable proposed through it. The one retained is the hypothesis H1c that stated that Facebook has a significant effect on consumption stimulation when used as a tool of advertising in Egypt.

Conclusion

From the demographic results of the participants in the

survey, we can conclude that Facebook is making an important role in the daily life of its users, around more than 50% of the sample, log on to their accounts several times daily. This is a high percentage of interest in a social network site especially in Egypt and this matched what Mital and Sarkar (2011) discovered about the success of Facebook to get popularity. Moreover, the results showed that the age of the users is not only as expected to be the younger audience but it became broader and included the older too (Nielsen Company, 2009) as around 40% fall in the bracket age of 35 years old to 45 years old. Popularity of Facebook in Egypt in the last three years also attested in the years of usage of Facebook in the demographic results; over 90% of the sample have got their accounts for more than 3 years, which is from our opinion a result of the word of mouth about the Facebook itself.

It is said that the Egyptians did not have such interest in social network sites before 2011, although Facebook existed before this by years, but it didn't get such popularity in Egypt before 2011. This is proved to be a success achieved by Facebook to bring people together just as discovered by Okazaki and Taylor (2013) who said that such large audience is an opportunity to be used by marketers to build their brands. This was also reflected in the age and gender of the Egyptians who are interested in the Facebook recently which is an indication that it isn't restricted to any specific social demographic class.

It was also shown in the empirical results how the word of mouth through Facebook is growing tremendously in the Egyptian society, the independent variable (IV2); Socialization appeared in all the equations of the hypotheses tested, with a high value. This variable related to a group of questions tested the interest of the respondents in sharing their opinions either textual or through audio or video contents, and inviting people to their special events using Facebook and if they see Facebook as a source of word of mouth. The results were integrated with the opinion attested by Coulter and Roggeveen (2012) that the Facebook has a powerful word of mouth effect which can indicate the way people behave and also that attested by Anklam (2009) that the sharing of contents and blogs is important to open users' thinking and can open a door for interaction, which was another independent variable (IV3) that shared in two equations out of three with high values proving its importance .This variable in the questionnaire related to a group of questions tested people's eagerness to interact with companies and if they will give their feedback if they were asked to.

This leads to another independent variable (IV4); Marketing which was revealed by Royo-Vela and Casamassima (2011) as a successful was to establish long term relationships with consumers and this was proved by this research to be effective and powerful in Egypt too. This variable related to a group of questions tested the respondents about their opinions concerning the advertisements found on Facebook, and if they notice or get attracted to them or not. Those questions were made to cover some points raised by O'Donohoe (1994) that consumers choose to pay attention to advertisements, by Yuan et al. (1998) that consumers to search advertising sources they expect the benefit of search to cover its cost, and by Nielsen Company (2009) that marketers yet did not succeed to market for their products or services on Facebook. Those three independent variables IV2, IV3, and IV4 affected several dependent variables DV2; likeability, DV4; repetition and exposure, and DV3; consumption stimulation, respectively.

The second Dependent Variable (DV2); Likeability related to a group of questions tested the preferences of people concerning advertisements; if audience were attracted to humor advertisements, innovative ones or only when related to their current needs. This variable when tested against the independent variables showed that around 25% of the variations in this variable can be explained by the variations in four independent variables of Facebook; among them was IV2; Socialization with the highest value in the equation. This means that likeability is an important criterion for the advertisers, as confirmed by Fam et al. (2013) who declared its importance to get the attention of the audience and so their awareness.

Concerning the role of Facebook in this point, independent variable (IV2) appeared to have an effect on both dependent variables (DV2) the likeability and (DV4) the repetition & exposure where the latter related to a group of questions concerning the opinion of the participants about the exposure rate and the repetition of the advertisements and their answers integrated to what Jobber (2006) discovered concerning the annoyance of consumers from the repetition of the advertisements.

The empirical results showed that 40% of the variations in the repetition and exposure (DV4) can be explained by the variations in four independent variables where (IV3) interaction is of the highest score of effect among them. The retained hypothesis was testing the effect of Facebook as an advertising tool where the advertising criterion in this hypothesis was the consumption stimulation. The model testing the dependent variable (DV3); consumption stimulation showed that 72% of the variations in it can be explained by the variations in the fourth independent variable (IV4); Marketing only. Finding this result with such a high percentage of R Square made it clear that this is the area of specialization of Facebook to do successful marketing in Egypt.

The Marketing feature of Facebook was confirmed by Royo-Vela and Casamassima (2011), Hutter et al. (2013), Ruiz-Mafe et al. (2014) and Rauniar et al. (2014) but they all tackled it through different perspectives than relating it to consumption stimulation. For instance using word of mouth in marketing (Royo-Vela and Casamassima, 2011) (Ruiz-Mafe et al., 2014), considering different needs

of Facebook users (Hutter et al., 2013), and re-evaluating the Facebook role in advertising (Goldsmith and Lafferty, 2002) but no approach for the consumption stimulation effect that Facebook proved to have on its users if used in advertising. This dependent variable (DV3) related to group of questions tested tendency of the respondents to purchase or try a product because they got stimulated by its advertisement. From this we can conclude that Facebook can stimulate consumption of products or services advertised through it.

Contribution to knowledge

Marketers can use the word of mouth raised through Facebook to know the preferences of audience, even if those advertisements will continue to be on mass media, Facebook can make it even easier for marketers to decide how the advertisements can be designed. It can be the shortest way to ensure the likeability of their advertisements. Interaction on Facebook is made through several activities; one of the most popular is the product fan page. Marketers can use the fan pages to decrease high exposure to advertisements through mass media. They can use the interaction done through these fan pages to interact with their audience and this will have better results and will be more powerful to get consumers aware of the products or services offered and even can affect their purchase intention as confirmed also by Hutter et al. (2013).

Consumption stimulation comes first even before thinking about the product or thinking about making a decision of purchase, which is from our opinion the most critical step for any marketer. It is important according to the results of our study that marketers concentrate on how to use Facebook to stimulate their audience to consume their products or services, rather than concentrating on all the aspects of advertising on Facebook, it would be easier to concentrate on one aspect, using the activities of Facebook in order to get ultimate results.

RECOMMENDATIONS

It is believed that around 16 million Egyptians are Facebook users; such huge size of audience that is still growing must be used effectively by marketers to advertise through it, using the importance of Facebook to all of these users. Nielsen Company (2009) in its report declared that there is a magic formula to help in using the social networks in advertising that is still missing and if this formula is found there will be incredible results.

Our objective was to investigate the effect of Facebook as a tool of advertising and to present to marketers with practical trends to use in order to close this gap of the missing formula. Our conclusions stated that the most important and effective characteristic of advertising that the Facebook can have a significant effect through is the consumption stimulation, accordingly marketers are recommended to concentrate on this part rather than concentrating on all aspects of Facebook which are a lot. Otherwise, it is recommended that stressing on the stimulation of consumption becomes the main task, while using the features of Facebook as supporting for it.

It is concluded from the findings that Facebook is playing a big role in most of the lives of the Egyptians, while they used to be interested in traditional means of advertising more in the past, recently the clutter problem is a challenge for a lot of marketers especially in Egypt due to the high repetition and rate of exposure pushed to the audience in commercial breaks. The growing trend of usage of the Facebook in Egypt has to be considered, marketers won't target only young ages but also older ones and this shift can open up the possibility of advertising to a much wider audience.

Marketers have to admit that the Facebook is not only a social network nowadays, but a way of communication as much as the traditional means, keeping in mind that people are spending much of their time on Facebook recently. Accordingly, the way of thinking about the advertising through the Facebook shouldn't be a supplementary choice, but one of the main. This should be reflected on the way marketers plan their advertising campaigns. These campaigns should be made specifically and separately for the Facebook using the activities of the Facebook that are totally different from the traditional means of advertising.

The current trend adopted by most of marketers in Egypt is planning the advertising campaigns for the mass media and then users on Facebook share them in case they liked them and that's why the Facebook is still a site of interaction and sharing, but not a main tool of advertising in spite of the fact that according to the literature reviews and results, it should be taking more attention from the advertisers who seek brilliant success.

The results of the survey showed that the interaction on the Facebook is an effective arm that can be used within the advertising plan on Facebook, already the word of mouth is of powerful effect and the interactive campaigns made especially for Facebook can be of a huge success among the users. What is recommended is that marketers plan for interactive campaigns when they approach the Facebook as an advertising tool. Such feature which is not found in mass media should be ultimately used. This doesn’t mean to ignore the mass media, but it is recommended that different models of campaigns to be used on Facebook since Facebook has different features than the mass media; accordingly, campaigns also should differ to match those features.

How marketers can set their fan pages, is very important and cannot be ignored especially when talking about social networks. It was found in the results and the literature reviews that users are interested to share their

opinions and search for new updates about products and services through fan pages. Marketers shouldn't sit back and wait till the users are interested in their fan pages but they have to set their fan pages in a way that attract the attention of the users and stimulate their eagerness to consume their products or services. Fan pages are recommended to be discoverable, connected, and insightful. Marketers should make their pages vivid, and stimulating through the use of post updates, photos, videos, benefits, and reviews. Marketers should stress on what the audience want, be able to maximize the impact of the successful posts and ads, and of course to minimize what didn't get the desired goals.

Research limitations

Although this research has achieved its overall aim of investigating the effect of Facebook as an advertising tool, and it provided the marketers with some supportive ingredients to successfully get the magical formula of advertising through the Facebook, we have to acknowledge limitations in this research work. In the first instance geographically as it is applied only in Egypt, mainly Cairo and Alexandria, in the second instance demographically as it's approaching only a certain range of age with and frequency of use of Facebook, in the third instance the time limit didn't make it easy to split the population into clusters or made it possible to resample for data results validation.

Further Researches

It is expected as more researchers study the results discussed in this work, implement more in-depth researches, adopt different methods of data collection, select bigger sample size of wider range of demographic base in Egypt or in different countries, split population into clusters, and resample for validation of results that a better understanding of the points addressed will enrich the marketing research especially in the field of the social media that is emerging.

Conflict of Interests

The author has not declared any conflict of interests.

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Appendix A

The Questionnaire

Thank you so much for your participation in this survey. This research is on investigating the effect of Facebook as a tool of advertising in Egypt. It should take 10 min to complete. Your participation is completely voluntarily, but it is very important to know your opinion. In each question you will be asked to rank your choice on a scale from 1 to 5 where 1 is when you strongly disagree (least frequent to do) while 5 is when you strongly agree (most frequent to do). Your responses will be strictly confidential. Thank you so much for your time and support.

No.	Questions	1 strongly disagree	2 disagree	3 neutral	4 agree	5 strongly agree
1	To what extent is Facebook vital for you as a Social Networking Site?					
2	Is it a way for you to express your opinions through blogs and read others' blogs too?					
3	To what extent do you like sharing contents like Audio, video &/ or textual contents?					
4	To what extent is Facebook your source of information?					
5	Do you believe in all what you see of posts on Facebook?					
6	What about Privacy on Facebook, Do you think using your data, that you provided while constructing your profile account, is ethical?					
7	To what extent do you agree with using your provided data in order for marketers to reach you with interesting products/services?					
8	To what extent you can use Facebook to invite your friends for a special event?					
9	To what extent is Facebook a reference for you for advertisements about new products/ services?					
10	Facebook is an effective source of word of mouth for you?					
11	To what extent you can ask people on Facebook to give you their opinions about a product/service you still didn't buy/try?					
12	To what extent you share your good experience with a product/ service, on Facebook?					
13	To what extent you share your bad experience with a product/ service, on Facebook?					
14	Do you think Fan pages are important for you to know more about the product/service?					
15	To what extent you engage in Fan Pages and interact with them?					
16	To what extent you [like] a product/service advertisement on Facebook?					
17	Do you [like] the product/service advertisement on Facebook because you really like them?					
18	Do you [like] the product/service advertisement on Facebook because you get a discount from the company owner of the advertisement?					
19	To what extent you encouraged to buy a product or try a service from an advertisement came across you on Facebook?					
20	Do you prefer when you buy a product to give a feedback to the company after using it?					
21	To what extent you think it is vital for you as a consumer to interact with the companies selling the products in the market?					
22	Will you give those companies your opinion about how you wish their marketing techniques could be?					
23	To what extent traditional means of advertising (TV/Radio/Print ads) are source of information for you?					
24	To what extent you agree that you can buy a product/service because you got stimulated by its Advertisements?					

25	Do you think exposure to advertisements through traditional means (TV/Radio/Print Ads) is too much?
26	To what extent you agree with the right for consumer to choose when/where and if or not to see an advertisement?
27	To what extent do you think online advertisements give you the choice to watch/listen/read them?
28	You watch or listen to all advertisements on commercial breaks on TV/Radio?
29	To what extent you pay attention to advertisements during the commercial breaks?
30	To what extent can you recall an advertisement you watched, listened to or read on TV, Radio or newspaper, respectively?
31	To what extent is it attractive for you, should the advertisement contain a sense of humor?
32	To what extent is it important to you, should the advertisement be of innovative idea?
33	To what extent is it entertaining for you should the advertisement use a celebrity figure?
34	To what extent is it interesting for you should the advertisement is about a product/service of your current needs?
35	To what extent do you see advertisements in Egypt as being attractive?
36	To what extent do you see advertisements in Egypt as being effective?
37	To what extent are you attracted to advertisements on Facebook?
38	To what extent do you think advertising on Facebook is targeting the right audience?
39	To what extent do you think marketers in Egypt didn't find the magical formula to advertise on Facebook yet?
40	To what extent do you agree that new, out of the box, innovative ideas are needed to improve marketing on Facebook?

Demographic questions

1- What is your age group?
a. Less than 30, b. 35-45, c. More than 45
2- What is your gender?
a. Male, b. Female
3- What is your income range per month in EGP?
a. More than 3000, b. 5000-10,000, c. More than 10,000
3- How long have you been using Facebook?
a. Less than a year
b. More than one year but less than 3 years
c. More than 3 years
4- How frequently do you log into your Facebook account?
a. Several times a day
b. Daily
c. Weekly