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## The Role of Social Media Advertising in Shaping Consumer Behavior in the UAE A Field Study on a Sample Representing Cultural Diversity and Consumer Preferences.



**Abstract:** - The study aims to investigate the dynamics of consumer interaction with social media advertisements in the UAE. It seeks to identify the influencing factors and preferences shaping consumers' responses to these advertisements. Additionally, the study proposes strategies to optimize the impact of social media advertising on consumer behavior. By exploring specific objectives and goals within the UAE's context, the research contributes valuable insights to the field of social media advertising, offering practical recommendations for enhanced effectiveness in reaching and influencing the target audience.

**Keywords:** Social Media Advertising, Consumer Behavior, Preferences, UAE, Effectiveness

### 1.1 Study Problem:

Study Problem: With the increasing use of social media as an advertising medium, understanding how this advertising impacts consumer behavior in the UAE becomes crucial. The study aims to delve into the influence of social media advertising on consumer decision-making and preference determination.

### 1.2 Significance of the study

This study holds significant implications as it investigates "The Role of Social Media Advertising in Shaping Consumer Behavior in the UAE: A Field Study on a Sample Representing Cultural Diversity and Consumer Preferences." By focusing on a diverse sample, the research offers insights into the nuanced impact of social media advertising on consumer behavior in the culturally rich context of the UAE. The findings are poised to inform marketers and advertisers on tailoring strategies to align with diverse consumer preferences, optimizing digital marketing practices, and fostering cross-cultural communication. Beyond its practical applications, the study enriches academic discourse in the realms of consumer behavior, cultural studies, and digital marketing, contributing valuable knowledge to these domains..

### 1.3 Study Questions:

#### Study Questions:

**How do consumers interact with advertisements on social media in the context of the UAE?**

**What are the preferences and factors influencing consumers' responses to advertisements on social media?**

**How can the effectiveness of social media advertising be enhanced to achieve a greater impact on consumer behavior?**

### 1.4 Study Objective:

Study Objective: The objective of the study is

1. Examine the patterns and modes of consumer interaction with advertisements on social media platforms in the UAE.
2. Identify the preferences and key factors that influence consumers' responses to social media advertisements.
3. Propose strategies to enhance the effectiveness of social media advertising, aiming for a more significant impact on consumer behavior.

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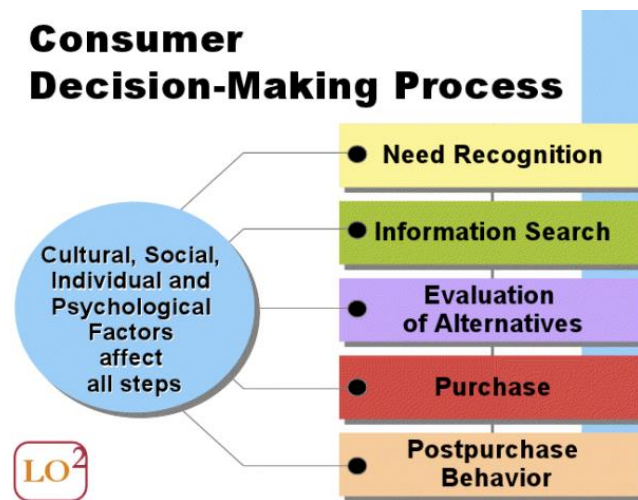
- Investigate the specific objectives and goals associated with social media advertising within the context of the UAE.

## . 2.2 Definition.

### Purchase decision

The purchase decision refers to the process by which consumers choose between different alternatives and decide which product or service to buy. It involves several stages, including recognizing a need or want, gathering information about available options, evaluating alternatives, making a choice, and post-purchase evaluation. Various factors influence the purchase decision, including personal preferences, product attributes, price, brand reputation, social influences, and marketing messages. Understanding the purchase decision process is crucial for businesses to develop effective marketing strategies and meet the needs and preferences of their target customers.

Fig. 1 Consumer buying behavior process (Dulce Alonso's Marketing Portfolio)



### Social media marketing features

Social media marketing features play a significant role in influencing consumers throughout this process. Some key features include:

- Targeted Advertising:** Social media platforms allow marketers to target specific demographics, interests, and behaviors, ensuring that advertisements reach the most relevant audience.
- Influencer Marketing:** Collaborating with social media influencers who have a large and engaged following can significantly impact consumer purchasing decisions by providing authentic recommendations and endorsements.
- User-Generated Content:** Encouraging users to create and share content related to a brand or product can help build credibility and trust among potential customers.
- Interactive Content:** Social media platforms offer various interactive features such as polls, quizzes, and live videos, which engage users and provide opportunities for direct interaction with brands.
- Social Proof:** Social media provides a platform for customers to share their experiences and opinions about products and services, which can influence the perceptions and decisions of others.
- Customer Support:** Brands can use social media as a customer service channel, providing quick responses to inquiries, addressing concerns, and offering assistance throughout the purchase journey.

Overall, social media marketing features play a crucial role in shaping consumer perceptions, preferences, and ultimately, purchase decisions in today's digital landscape.

Fig. 2 **essential-social-media-features** [viralpep.com/blog/](https://viralpep.com/blog/)



## Brand trust

Brand trust refers to the level of confidence and reliability that consumers have in a particular brand. It encompasses the belief that the brand will consistently deliver on its promises, maintain product quality, and act in the best interest of its customers. Building and maintaining trust is essential for brands to establish long-term relationships with consumers and foster loyalty.

Setyawan, Kussudiyarsana, and Imronudin (2015) investigated brand trust and brand loyalty among Indonesian consumers. They found that consumer trust in the company and brand satisfaction significantly influence brand loyalty, with trust in the brand mediating this relationship.

In their study, Shin et al. (2019) examine the interplay between brand trust, brand commitment, and brand loyalty among smartphone users in South Korea. Through structural equation modeling and data from 412 participants, they find that brand trust and brand commitment significantly influence brand loyalty. Moreover, brand commitment mediates the relationship between brand trust and brand loyalty. Additionally, the study highlights the moderating role of brand reputation on the link between brand trust and brand commitment. These findings shed light on the intricate dynamics of consumer-brand relationships, offering valuable insights for both practitioners and researchers in understanding and managing brand trust and loyalty in the smartphone industry.

Several factors contribute to the development of brand trust:

1. **Consistency:** Brands that consistently deliver high-quality products, services, and experiences over time tend to earn the trust of consumers. Consistency in messaging, brand image, and customer interactions reinforces reliability and credibility.
2. **Transparency:** Brands that are transparent about their business practices, values, and product ingredients/processes are more likely to build trust with consumers. Open communication builds credibility and fosters stronger connections with customers.
3. **Authenticity:** Authenticity involves being genuine, sincere, and true to the brand's values and identity. Authentic brands resonate with consumers on a deeper level, leading to stronger trust and loyalty.
4. **Social Responsibility:** Brands that demonstrate a commitment to social and environmental responsibility often earn the trust of socially-conscious consumers. Engaging in ethical practices, supporting causes, and giving back to the community can enhance brand reputation and trustworthiness.
5. **Customer Engagement:** Brands that actively engage with customers, listen to their feedback, and address their concerns demonstrate a commitment to customer satisfaction and build trust over time. Responsive customer service and personalized interactions can strengthen brand trust.
6. **Positive Experiences:** Positive experiences with a brand, whether through product performance, customer service, or brand interactions, contribute to building trust and loyalty. Consistently exceeding customer expectations can reinforce brand trust and encourage repeat purchases and advocacy.

Overall, brand trust is a valuable asset that drives customer loyalty, advocacy, and long-term success. By focusing on consistency, transparency, authenticity, social responsibility, customer engagement, and delivering positive experiences, brands can cultivate trust and build stronger relationships with their audience.

### 3.1 Research Methodology:

In this study, the research methodology involved the utilization of a survey as well as drawing insights from prior studies. A survey was employed as the primary method for data collection, while the findings and methodologies of previous studies were also incorporated into the research framework. This approach allowed for a comprehensive understanding of the research topic by leveraging both empirical data from the survey and insights gleaned from existing literature and research in the field.

### 3.2 Data Collection Tools:

**The primary tool for data collection in this study is the questionnaire, where choosing a small sample of participants is necessary to understand the implications of statistical data and facilitate moral interpretations. Additionally, a validity test was conducted for the questionnaire, and it was reviewed and evaluated by a group of specialists in the advertising field. Their cumulative practical and scientific experiences in research were utilized to enhance the questionnaire. The questionnaire obtained formal and substantive approval from the reviewers, especially regarding the overall structure that includes advertising components.**

### 3.3 Population

Population: The study targets consumers in the UAE who actively engage with social media advertisements.

### 3.4 Study limitations

Study limitations:

Sample Size: The study's reliance on a specific sample size might limit the generalizability of findings to a broader population. A larger and more diverse sample could provide a more comprehensive understanding.

Geographical Scope: The focus on the UAE might restrict the applicability of results to other regions or countries with different cultural or economic contexts.

Time Constraints: The study's duration could impact the depth of insights gained. A more extended research period might reveal evolving trends and behaviors.

### 3.5 Data Analysis

#### 4.Literature Review:

**he literature review explored previous research related to gaining a better understanding of the context of social media advertising and its impact on consumer behavior".**

##### 4.1 Previous studies :

A study by Jalal Rajeh Hanaysha (2022) investigated the impact of four features of social media marketing on consumers' purchase decisions in the fast-food industry. The research aimed to determine if brand trust plays a mediating role in the relationship between these features. Data were collected through a quantitative online survey conducted among visitors to various fast-food cafes in the UAE. The study utilized AMOS 21-structural equation modeling for data analysis. The findings highlighted the significance of brand trust in predicting purchase decisions, with informativeness, perceived relevance, and interactivity positively influencing these decisions. However, the study noted that the effect of entertainment on purchase decisions was insignificant. Brand trust was identified as a mediator between interactivity and informativeness features and consumers' purchase decisions, contributing novel empirical insights to the literature from the UAE, where research in this area is limited (Hanaysha, 2022)

In the paper authored by Gupta and Chopra (2020), the goal was to empirically investigate the role of social media in consumers' decision-making processes. Through a quantitative survey, the study aimed to determine the extent to which experiences are influenced by the use of social media.

The research highlighted that customer sentiments on products and services are increasingly influenced by external parties in digital spaces, subsequently impacting opinions in the offline realm. Social media has

empowered consumers, as marketers lack control over the content, timing, or frequency of online discussions among consumers.

The study conducted by Cazorla Milla and Mataruna (2019) provides a pioneering theoretical perspective by combining social media characteristics and the wisdom of crowds. The main objective is to conceptualize social media channels based on their characteristics and explore the correlation between social media choices and culture. By thoroughly reviewing relevant literature and employing an exploratory research method, the paper contributes to social media marketing theory. The research also visualizes the impact of cultural differences, drawing on the dimensions proposed by Edward Hall (1967) and Gert Hofstede (1984). The study focuses on Arab countries, categorized as high-context cultures, and analyzes social media reports, particularly "Arab Social Media" from the Dubai School of Government for the years 2013, 2015, and 2017. Despite limitations in the available literature on the region, the paper concludes that social media characteristics interact with each other, and culture moderates these choices (Cazorla Milla & Mataruna, 2019).

In their 2022 study, Gelati, Verplancke, and Frögren delved into the realm of influencer marketing's impact on the purchasing behavior of young consumers in the fashion and beauty industries. Employing qualitative methods, the researchers conducted interviews with influencers, brands, and followers, utilizing triangulation for robust data analysis. The results illuminated the significant influence brands and influencers wield over the younger demographic, with consumers tending to emulate their admired influencers' choices. The study underscored the authenticity factor, emphasizing that genuine endorsements by influencers, even without monetary collaborations, garner heightened trust among followers. Brands, recognizing this dynamic, not only engage in paid partnerships but also strategically send gifted products to influencers, aiming for authentic and impactful endorsements.

The paper by Ben Moussa and Benmessaoud (2021) critically examines the role of social media platforms in public relations engagement, specifically focusing on the case of Dubai Cares, a prominent non-profit organization in the UAE. Utilizing multimodal critical discourse analysis (MCDA), the study explores the textual, paratextual, and visual modes of communication employed by Dubai Cares, unraveling their significance as multimodal discursive practices. The analysis delves into how these practices contribute to the construction of engagement and the shaping of power dynamics between the organization and its publics. A noteworthy finding highlights that Dubai Cares' online public relations endeavors aimed at enhancing international recognition and legitimacy sometimes neglect addressing power differentials with stakeholders. The paper underscores the importance of adopting a multimodal discourse perspective to understand engagement, emphasizing its inherent discursive and social dimensions beyond instrumental interpretations.

Balakrishnan, K.P.D., Dahnil, M.I., & Wong, J.Y. (2022). The Impact of Social Media Marketing Medium Toward Purchase Intention and Brand Loyalty Among Generation Y. School of Business and Economics, Universiti Malaysia Sabah.

In their study, the researchers explored the influence of social media marketing on brand loyalty and purchase intention among Generation Y. Surveys were conducted among undergraduate students in Malaysian universities, with a 75 percent response rate. The study identified online marketing communications, including E-WOM, online communities, and online advertisements, as effective in promoting brand loyalty and purchase intention through company websites and social media platforms. The findings highlight the significance of social media as a crucial marketing tool to engage younger consumers and emphasize the role of the cyber world in modern marketing. This research provides valuable insights for global brands considering the application of social media marketing activities.

In the study conducted by Sijabat et al. (2022), the role of social media advertising in shaping consumer behavior in the UAE was examined. The research focused on a diverse sample representing cultural diversity and consumer preferences. Additionally, the study investigated the influence of social media influencers on customer brand engagement and brand perception.

Bryła, P., Chatterjee, S., & Ciabiada-Bryła, B. (2022) executed a systematic literature review, serving as a noteworthy study that comprehensively explores the impact of social media marketing on consumer engagement in sustainable consumption. The research, employing the PRISMA technique, meticulously analyzes 70 empirical research articles published between 2014 and 2022. Key theoretical frameworks shaping this field include relationship marketing, consumer engagement, social exchange, and sustainable consumption. The predominant methodological approach observed is quantitative, with 61 out of the 70 reviewed articles adopting this approach. The study's findings highlight the crucial role of influencer marketing, meaningful content creation, and brand relationship quality in fostering sustainable consumption practices. Notably, the research emphasizes the significant contribution of young individuals with entrepreneurial aspirations and a strong desire for social status to drive social media engagement in sustainable consumption.

Vel, K. Prakash, Captain, Alia, Al-Abbas, Rabab, & Al Hashemi, Balqees (2011) conducted a study on luxury buying in the United Arab Emirates, exploring various factors influencing consumer purchase decisions of luxury products in the UAE. The study involved 13 structured focus groups with Emirati nationals, both men and women, and utilized content analysis. The findings highlighted the significant role of family and peers as key influencers in luxury product purchase decisions among Arab citizens of the UAE.

In a study by Salem (2018), an Integrated Social Media Marketing Model (ISMMM) was developed to assess the impact of Social Media Marketing (SMM) practices on consumer behaviors and purchase intentions in Saudi Small and Medium Enterprises (SMEs). The study found positive perceptions among Saudi users regarding various aspects of SMM, including Social Capital, Electronic Word-of-Mouth (EWOM), Friend-of-a-Friend (FOAF), Online Advertisement, Brand Image, Loyalty, Trust, Awareness, Brand Knowledge, Purchase Intention, Customer Behavior, and Actual Purchase. This research contributes to the literature by providing insights into the effective utilization of SMM in the context of Saudi SMEs (Salem, 2018).

Balakrishnan, B. K. P. D., Dahnil, M. I., & Wong, J. Y. (2014) conducted a study aiming to explore the Impact of Social Media Marketing Medium Toward Purchase Intention and Brand Loyalty Among Generation Y. The research involved surveys distributed randomly to undergraduate students of Malaysian universities, with 200 questionnaires distributed and a 75 percent response rate. The study developed two propositions and three hypotheses, which were tested using mean and regression analysis. Results indicated that online marketing communications, specifically E-WOM, online communities, and online advertisement, effectively promoted brand loyalty and product purchase intention through company websites and social media platforms. The findings suggest that social media marketing has become a crucial tool for reaching the emerging younger generation of consumers, emphasizing the significant role of the cyber world in modern marketing (Balakrishnan et al., 2014).

### **3.1. 3 What distinguishes our study from previous studies:**

Several factors distinguish our study from previous research endeavors. Firstly, the geographical focus on the United Arab Emirates (UAE) adds a unique dimension, considering the cultural and socioeconomic nuances of this region. While existing studies may provide a broader perspective, our targeted approach allows for a more in-depth exploration of the specific dynamics within the UAE. Additionally, our study delves into the intersection of social media advertising and sustainability awareness, a relatively underexplored area in the current literature. By addressing this gap, we aim to contribute novel insights that can inform both academic discourse and practical strategies for advertisers and policymakers. Furthermore, the inclusion of a diverse sample representing cultural variations within the UAE enhances the study's richness, providing a more comprehensive understanding of consumer behavior in response to social media advertising. This tailored focus and the incorporation of sustainability as a central theme set our study apart in terms of its scope and potential impact.

### **3.2 Scientific concepts related to the study:**

#### 3.3 The Conceptual Framework.

##### 3.3 .1 Uses and Gratifications Theory:

Overview: This theory focuses on why people actively choose specific media outlets and content to satisfy their needs. In the context of social media advertising, it helps understand the underlying motivations and gratifications that drive consumers to engage with advertisements.

Application: Examining how social media advertising fulfills consumers' needs, whether for entertainment, information, or social interaction, can provide valuable insights into the effectiveness and reception of such advertisements.

strategies to enhance persuasive elements and influence behavior effectively.

### 3.3.2

#### Elaboration Likelihood Model (ELM):

Elaboration Likelihood Model (ELM): ELM proposes two distinct routes through which individuals process persuasive messages: the central route and the peripheral route. According to this model, the central route involves careful consideration and systematic processing of message content, while the peripheral route relies on cues such as source attractiveness or message length. In the context of social media advertising, ELM can help explain how factors such as message content, source credibility, and social context influence users' attitudes and engagement with ads. By understanding the cognitive processes

underlying ad reception, advertisers can design more persuasive and effective social media campaigns

#### Data Collection Tools:

##### Survey Instrument:

In this study, the main method for gathering data is through a structured questionnaire. A small cohort of participants is being targeted to glean insights from statistical data, enabling thorough analysis and interpretation.

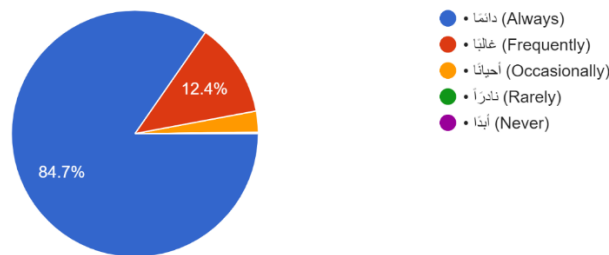
##### Validation Process:

Furthermore, a rigorous validation procedure was implemented for the questionnaire. It underwent scrutiny and assessment by a panel of expert peers with extensive practical and academic backgrounds in research. Leveraging their collective expertise, the questionnaire was refined to ensure both its reliability and validity. Subsequently, the reviewers formally endorsed the questionnaire, particularly emphasizing its comprehensive coverage of media and educational facets.

#### Survey results discussion

##### 1. How often do you come across advertisements on social media platforms?

How often do you come across advertisements on social media platforms? كم مرة تصادف الإعلانات على منصات وسائل التواصل الاجتماعي؟  
509 responses



( Table 1 )

(Always)	84.7%
(Frequently)	12.4%
(Occasionally)	2.8%
(Rarely)	0

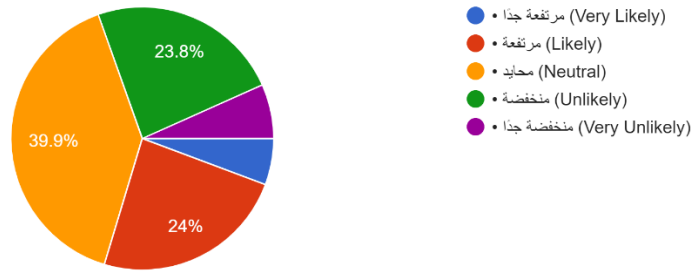
(Never)	0
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The table 1 above presents insights into the frequency with which individuals encounter advertisements on social media platforms. With 84.7% of respondents indicating that they always come across ads, it's evident that advertising on social media is pervasive in users' online experiences. This high exposure suggests that social media platforms serve as prominent channels for marketing campaigns, reaching a vast audience base consistently. Additionally, the absence of respondents reporting never encountering ads underscores the difficulty in avoiding social media advertising, highlighting its integral role in contemporary digital marketing strategies. For marketers, understanding the prevalence of ad exposure on social media platforms can inform effective targeting and messaging strategies to engage with users effectively

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2. When you see an advertisement on social media, how likely are you to engage with it?

عندما ترى إعلانًا على وسائل التواصل الاجتماعي، مدى احتمالك للتفاعل معه؟  
509 responses



( Table 2 )

(Very Likely)	5.7%
(Likely)	24%
(Neutral)	39.9%
(Unlikely)	23.8%
(Very Unlikely)	7.6%

The data from Table 2 provides insights into individuals' likelihood of engaging with advertisements encountered on social media platforms. Here's a breakdown of the attitudes towards engagement based on the responses:

- **Very Likely to Engage:** A small percentage (5.7%) of respondents expressed a high level of interest or receptiveness to ads, indicating a strong likelihood of engaging with the content presented.
- **Likely to Engage:** A larger portion (24%) reported being likely to engage, suggesting a moderate level of interest or willingness to interact with advertisements on social media platforms.
- **Neutral Stance:** The majority of respondents (39.9%) indicated a neutral stance towards ad engagement, implying an ambivalence or lack of strong inclination to interact with ads.
- **Unlikely to Engage:** A substantial proportion (23.8%) expressed being unlikely to engage, signaling a decreased interest or reluctance to interact with advertisements encountered on social media.
- **Very Unlikely to Engage:** A smaller percentage (7.6%) stated being very unlikely to engage, indicating a strong aversion or disinterest in interacting with social media ads.

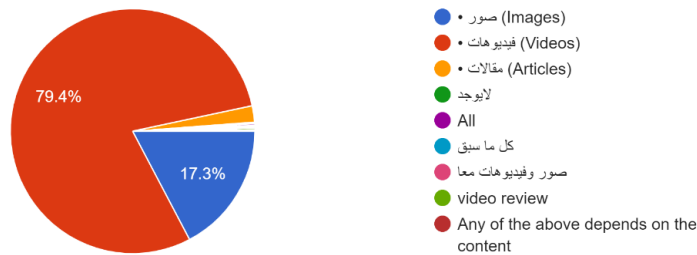
These findings reveal a spectrum of attitudes towards engagement with social media advertisements, ranging from high interest to strong aversion. Marketers can use this information to tailor their advertising strategies and content to better align with the preferences and attitudes of their target audience.

3-What type of social media ads do you find most appealing? (e.g., images, videos, sponsored posts)

Table (3)

(Images)	17.3%
(Videos)	79.4%
Articles	2.2%
(Sponsored Posts)	0
(please specify):	0

What type of social media ads do you find most appealing? (e.g., images, videos, sponsored posts) أي نوع من إعلانات وسائل التواصل الاجتماعي تجده أكثر جاذبية؟ (على سبيل المثال، الصور، الفيديوهات، المنشورات الممولة) 509 responses



The data presented in Table 3 provides valuable insights into the types of social media ads that individuals find most appealing. Here's an analysis based on the responses:

**Video Ads:** The majority of respondents (79.4%) expressed a preference for video ads, indicating that dynamic and visually engaging content in the form of videos tends to capture users' attention effectively. The immersive nature of video ads allows for compelling storytelling and information delivery, contributing to their high appeal among users.

**Image Ads:** Although a smaller proportion (17.3%) favored image ads, they still represent a notable portion of respondents. Image ads offer a visually captivating format that allows for concise messaging and eye-catching visuals. While not as popular as video ads, image ads remain relevant and appealing to a segment of users.

**Other Formats:** Only a negligible percentage of respondents showed a preference for articles or sponsored posts, suggesting that these formats are less appealing compared to images and videos. This underscores the importance of leveraging visually engaging content formats to effectively capture users' attention on social media platforms.

Overall, the strong preference for video ads highlights the significance of incorporating dynamic and engaging visual content into social media advertising campaigns. This insight can guide marketers in tailoring their ad strategies and allocating resources towards creating compelling video content that resonates with their target audience

4-To what extent do social media ads influence your purchasing decisions?

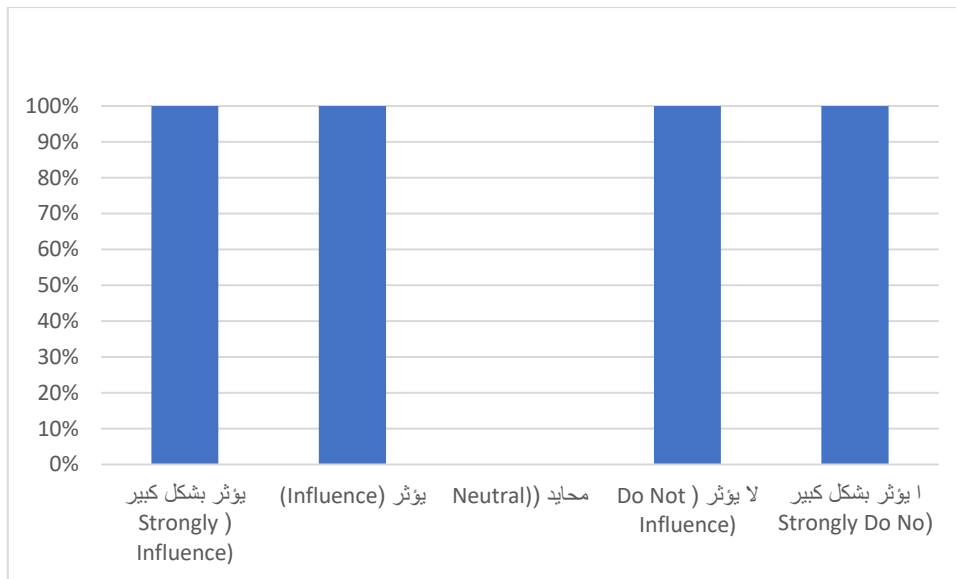


Table (4)

(Strongly Influence)	11.6%
(Influence)	47.9%
. (Neutral)	22.2%
(Do Not Influence)	13.8%
(Strongly Do No	4.5%

The data provided in table 4 offers insights into the extent to which social media ads influence individuals' purchasing decisions. Here's an analysis based on the responses:

- Strong Influence:** A notable portion of respondents (11.6%) reported that social media ads strongly influence their purchasing decisions. This indicates that for some individuals, advertisements encountered on social media platforms have a significant impact on their buying behavior, potentially leading them to make purchases they otherwise wouldn't have considered.
- Influence:** Nearly half of the respondents (47.9%) indicated that social media ads influence their purchasing decisions to some extent. This suggests that while not as strongly influential as in the previous category, ads on social media still play a role in shaping consumer behavior and can influence their purchasing choices.
- Neutral:** A significant proportion (22.2%) expressed a neutral stance, indicating that social media ads neither strongly influence nor deter their purchasing decisions. This suggests that for these individuals, social media ads may have minimal impact on their buying behavior, and other factors may play a more significant role in their decision-making process.
- Do Not Influence:** A notable percentage (13.8%) stated that social media ads do not influence their purchasing decisions. This implies that for these respondents, advertisements encountered on social media platforms have little to no impact on their buying behavior, and they are less likely to be swayed by ad content when making purchasing decisions.
- Strongly Do Not Influence:** A smaller percentage (4.5%) strongly expressed that social media ads do not influence their purchasing decisions. This suggests a firm resistance to the influence of ads encountered on social media platforms, indicating that these individuals are unlikely to be influenced by ad content when making purchasing decisions.

Overall, the data indicates that while social media ads have varying degrees of influence on individuals' purchasing decisions, a significant portion of respondents acknowledge their impact, highlighting the importance of effective advertising strategies on these platforms. Marketers can utilize this information to refine their ad targeting and messaging strategies to better resonate with their target audience and drive desired consumer behavior.

5. How important are cultural elements in social media ads in capturing your attention?

Table (5)

(Important)	30.1%
(Important)	25.7%
. (Neutral)	16.9%
(Not Important)	8.1%
(Very Not Important)	2. %

for capturing individuals' attention. With 30.1% of respondents indicating that cultural elements are very important and an additional 25.7% considering them important, it's evident that cultural relevance holds substantial weight in ad engagement. This suggests that ads incorporating cultural elements effectively resonate with audiences, contributing to their attention-grabbing potential. However, a notable 19% of respondents expressed a neutral or indifferent stance, indicating that cultural relevance may not universally influence ad engagement. Nonetheless, the data underscores the importance for marketers to leverage cultural insights to create more impactful and engaging social media ad content, aligning with the preferences and sensibilities of their target audience.

6. What social media platform do you find most effective for advertising?

Table (6)

Social media platform	%
Facebook	5.9
Twitter	1%
Instagram	74.5%
Snapchat	11.8%
LinkedIn	0
TikTok	2.4%
Other (please specify):	0

According to table 6 above , Instagram seems to be the most effective social media platform for advertising, with 74.5% of respondents indicating its effectiveness. Facebook follows behind at 5.9%, and Snapchat comes in third at 11.8%. Twitter, LinkedIn, and TikTok have lower percentages, with Twitter at 1%, TikTok at 2.4%, and LinkedIn at 0%.

7- How likely are you to likely to share or repost social media advertisements that resonate to you.

According to the data in table 7, Instagram emerges as the most effective social media platform for advertising, with a substantial 74.5% of respondents indicating its effectiveness. This suggests that Instagram holds significant potential for marketers to reach and engage with their target audience effectively. Snapchat also garnered notable recognition, with 11.8% of respondents considering it effective for advertising. Meanwhile, Facebook and TikTok received relatively lower ratings, with 5.9% and 2.4% respectively, indicating that they may be perceived as less effective advertising platforms compared to Instagram and Snapchat. Notably, LinkedIn received no votes for effectiveness in advertising, highlighting its limited appeal for advertising purposes among the surveyed respondents. Overall, the data suggests that Instagram and Snapchat are the preferred platforms for advertising

among the surveyed individuals, offering marketers valuable insights into where to allocate their advertising efforts for optimal reach and engagement to share or repost social media ads that resonate with you?

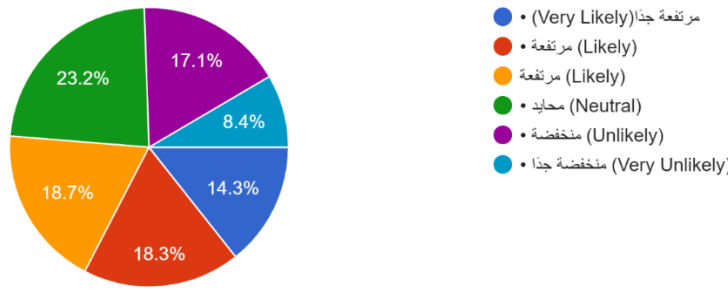
Table (7)

	%
(Very Likely)	14.3%
(Likely)	18.3%
(Neutral)	23.2%
(Unlikely)	17.1%
(Very Unlikely)	8.4%

How likely are you to share or repost social media ads that resonate with you?

أن تقوم بمشاركة أو إعادة نشر إعلانات وسائل التواصل الاجتماعي التي تلامس مشاعرك؟

509 responses



The provided data outlines individuals' likelihood to share or repost social media ads that resonate with them emotionally. It shows that a considerable portion of respondents express varying degrees of willingness to engage with such ads. Specifically, 14.3% indicate being very likely to share or repost ads that resonate with their emotions, while an additional 18.3% consider it likely. On the other hand, 17.1% express a low likelihood, and 8.4% express a very low likelihood of engaging with emotionally resonant ads. Meanwhile, 23.2% adopt a neutral stance, indicating no strong inclination towards either engagement or disengagement. This suggests that emotional resonance plays a significant role in prompting individuals to share or repost social media ads, although there is a range of responses reflecting varying degrees of willingness to engage.

8. Do you trust product reviews or recommendations from influencers on social media?

Table (8)

(Yes, Strongly)	4.9%
(Yes)	22.8%
(Neutral)	40.7%
(No)	23.4%
(Not at all)	8.3%

The data from table 8 reflects individuals' trust in product reviews or recommendations from influencers on social media. It demonstrates that a significant portion of respondents express varying levels of trust in such endorsements. Specifically, 27.7% indicate a positive inclination towards trusting influencer recommendations, with 4.9% strongly agreeing and 22.8% agreeing. However, a considerable proportion, totaling 23.4%, express

distrust in influencer endorsements, with 23.4% outrightly disagreeing with such recommendations. Additionally, 40.7% adopt a neutral stance, indicating no strong inclination towards either trust or distrust in influencer endorsements. Meanwhile, 8.3% express a complete lack of trust in influencer recommendations. This suggests that while influencer marketing holds sway over a portion of respondents, a significant segment remains skeptical or neutral towards such endorsements, reflecting diverse attitudes towards influencer credibility on social media platforms.

9.How important is it for social media ads to align with your personal values and beliefs?

Table (9)

(Very Important)	30.1%
(Important)	26.7%
. (Neutral)	16.9%
(Not Important)	8.1%
(Not Important at All)	2%

مدى أهمية توافق إعلانات وسائل التواصل الاجتماعي مع قيمك ومعتقداتك الشخصية؟  
 509 responses

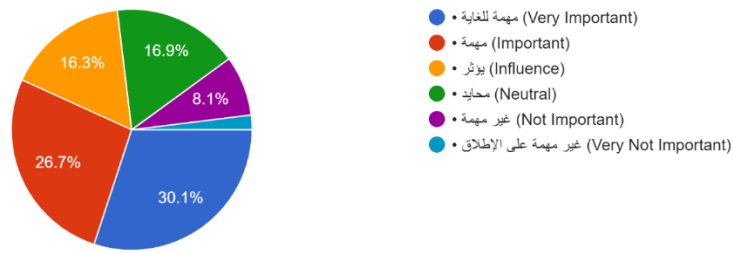


Table 9 presents data regarding the importance of social media ads aligning with individuals' personal values and beliefs. The results indicate that a significant portion of respondents place importance on this alignment. Specifically, 30.1% consider it very important for social media ads to resonate with their personal values and beliefs, while an additional 26.7% view it as important. On the other hand, 8.1% perceive it as not important, and only 2% deem it not important at all. Additionally, 16.9% express a neutral stance, suggesting they are indifferent to whether ads align with their values and beliefs or not. This data underscores the significance of values-based advertising strategies in effectively engaging with target audiences on social media platforms.

10.What social media content do you share most frequently

Table (3)

(Image content)	25.9%
(Videos)	68.8%
(Articles)	4.3%
(please specify):	0
م (Image content)	0

The data from Table 10 above indicates the types of social media content that respondents share most frequently.

The results show a clear preference for video content, with 68.8% of respondents indicating that they share videos most frequently. Following video content, image content also garners significant sharing activity, with 25.9% of respondents stating that they share images most frequently. Articles represent a smaller proportion of shared content, with only 4.3% of respondents reporting that they share articles most frequently. Notably, there are no responses indicating other specified types of content, suggesting that videos and images are the primary forms of content shared by respondents on social media platforms.

11.How often do you click on sponsored posts to learn more about a product or service?

Table (11)

Very always	6.3%
(Always)	11
(Frequently)	26.5
(Occasionally)	32.4
(Rarely)	19.1%
(Never	4.7%

Table11 presents data on the frequency of clicking on sponsored posts to learn more about a product or service. The results indicate varying levels of engagement with sponsored content among respondents. A notable portion of respondents, 26.5%, reported frequently clicking on sponsored posts, while 32.4% stated that they occasionally do so. Additionally, 19.1% indicated that they rarely click on sponsored posts, suggesting a lower level of interest or engagement. On the other hand, 11% stated that they always click on sponsored posts, indicating a consistent interest in exploring advertised products or services. Conversely, a smaller proportion, 6.3%, reported clicking on sponsored posts very often, suggesting a higher frequency of engagement compared to other categories. Finally, 4.7% of respondents stated that they never click on sponsored posts, indicating a lack of interest or engagement with this type of content. Overall, these findings highlight the varying degrees of engagement with sponsored content among social media users.

12.In your opinion, do social media ads respect your privacy?'

Table (12)

.(Yes, Completely)	6.1%
. (Yes)	19.1%
. (Neutral)	24%
• (Occasionally)	21.2%
(No)	21.8%
° (Not at all)	7.9%

Table 12 presents respondents' opinions regarding whether social media ads respect their privacy. The data shows a diverse range of perspectives on this issue. Approximately 25.2% of respondents expressed positive views, with 6.1% indicating that social media ads completely respect their privacy and 19.1% stating that they do so to some extent. On the other hand, a significant portion of respondents, constituting 21.8%, expressed outright distrust, stating that social media ads do not respect their privacy. Additionally, 7.9% stated that social media ads do not respect their privacy at all. Meanwhile, 24% of respondents remained neutral on the matter, suggesting a lack of strong opinion regarding the privacy implications of social media ads. Finally, 21.2% of respondents indicated that social media ads occasionally respect their privacy, indicating a mixed or inconsistent perception. Overall,

these results reflect the complex and varied attitudes among respondents regarding the extent to which social media ads respect their privacy.

13.How would you rate the overall relevance of social media ads to your interests? كيف تقييم بشكل عام صلة إعلانات وسائل التواصل الاجتماعي بمصالحك؟

Table (13)

(Very High)	6.7%
(High)	23%
(Moderate)	52.7%
(Low)	13.8%
^ (Very Low)	3.9%

Table 13 illustrates respondents' perceptions of the overall relevance of social media ads to their interests. The data reveals varying degrees of relevance reported by the respondents. A minority, comprising 6.7%, expressed that social media ads have a very high relevance to their interests. Meanwhile, a significant portion, representing 23%, reported high relevance. The majority of respondents, constituting 52.7%, perceived the relevance of social media ads to be moderate, indicating a moderate alignment with their interests. Conversely, 13.8% indicated a low level of relevance, suggesting that social media ads are not particularly aligned with their interests. Lastly, 3.9% of respondents expressed that the relevance of social media ads to their interests is very low. Overall, these results indicate a spectrum of perceived relevance of social media ads, with the majority finding them moderately relevant to their interests.

14.How likely are you to explore a new product or service based on social media recommendations?

Table (14)

(Very Likely)	10.8%
(Likely)	30.5%
(Neutral)	45%
(Unlikely)	11.2%
(Very Unlikely)	2.4%

Table 14 presents respondents' likelihood to explore a new product or service based on social media recommendations. The data indicates varying degrees of willingness among respondents to explore new offerings based on such recommendations. A notable portion, comprising 10.8%, expressed a very high likelihood of exploring new products or services. Additionally, 30.5% indicated a high likelihood, suggesting a significant openness to trying out new offerings. A considerable majority, representing 45%, reported a neutral stance, indicating a lack of strong inclination either towards exploration or avoidance. On the other hand, 11.2% expressed a low likelihood of exploring new products or services, while 2.4% indicated a very low likelihood. Overall, the results demonstrate a diverse range of attitudes towards exploring new offerings based on social media recommendations, with a significant portion being either open to exploration or adopting a neutral stance.

15To what extent do you feel that social media ads contribute to shaping current trends?

Table (15)

(Contributes a lot)	25%
(High)	36%
(Contributes)	31.8%

(Does not contribute)	5.9%
(Not at all)	1.4%

إلى أي حد تشعر أن إعلانات وسائل التواصل الاجتماعي تسهم في تشكيل الاتجاهات الحالية؟  
 509 responses

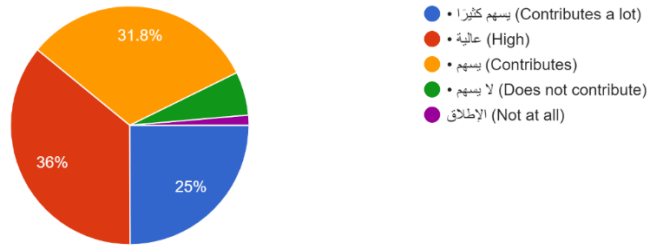


Table 15 illustrates respondents' perceptions regarding the extent to which social media ads contribute to shaping current trends. The data suggests that a significant portion of respondents acknowledges the influence of social media ads on shaping trends. Specifically, 25% of respondents believe that social media ads contribute a lot to shaping current trends, indicating a substantial impact. Moreover, a considerable proportion, comprising 36%, expressed a high level of belief in the contribution of social media ads to shaping trends. Additionally, 31.8% of respondents indicated that social media ads contribute, albeit without specifying the degree of impact, suggesting a general acknowledgment of their role in trend formation. A smaller portion, representing 5.9%, reported that social media ads do not contribute to shaping current trends, while only 1.4% believe that they do not contribute at all. Overall, the findings suggest a widespread recognition among respondents of the influential role played by social media ads in shaping contemporary trends, with varying degrees of perceived impact.

16.How do you respond to online surveys or polls shared on social media?

Table (16)

(Always participate)	8.4%
(Frequently participate)	25.1%
١ (Occasionally participate)	31.8%27.9%
(Rarely participate)	27.9%
(Never participate)	6.7%

كيف تستجيب إلى استطلاعات الرأي أو التصويت المشتركة على وسائل التواصل الاجتماعي؟  
 509 responses

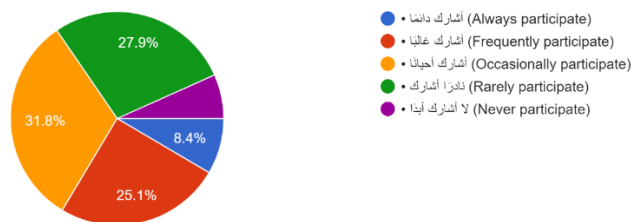


Table 16 presents data on respondents' engagement with online surveys or polls shared on social media platforms. The results indicate various levels of participation in such activities. Approximately 8.4% of respondents reported that they always participate in online surveys or polls shared on social media, suggesting a consistent engagement with this form of interaction. Moreover, 25.1% of respondents stated that they frequently participate, indicating a relatively high level of involvement. Another 31.8% of respondents indicated that they occasionally participate, suggesting sporadic engagement with online surveys or polls. Conversely, 27.9% of respondents reported rare participation, indicating infrequent involvement in such activities. Lastly, 6.7% of respondents stated that they never participate in online surveys or polls shared on social media, suggesting a lack of engagement with this form of interaction. Overall, the data illustrates varying levels of engagement with online surveys or polls on social media platforms among respondents, ranging from consistent participation to complete disengagement.

17. What measures, if any, do you take to control or limit the ads you see on social media? ما

Table (17)

(Adjusting ad preferences)	26.7%
(Using ad-blocker software)	17.7%
(Effectively ignoring ads)	54.2%
(please specify):	
(Adjusting ad preferences)	0.2%

Table 17 presents the measures taken by respondents to control or limit the ads they see on social media platforms. The data indicates various strategies employed by respondents to manage their exposure to advertisements. Around 26.7% of respondents reported adjusting their ad preferences, suggesting that they actively modify their settings to tailor the types of ads they encounter. Additionally, 17.7% of respondents stated that they use ad-blocker software, indicating a proactive approach to blocking advertisements altogether. The majority of respondents, comprising 54.2%, mentioned effectively ignoring ads as a strategy, highlighting a passive response to advertising content. Only a small fraction, 0.2%, specified other measures not listed in the survey options. Overall, the data demonstrates a range of strategies employed by respondents to control or limit the ads they encounter on social media platforms, including both active and passive approaches.

18. How would you describe your overall attitude toward social media advertising? كيف تصف موقفك العام تجاه الإعلان على وسائل التواصل الاجتماعي؟

Table (18)

(Positive)	33%
(Neutral)	58.2%
(Negative)	8.3%

Table 18 presents respondents' overall attitudes toward social media advertising. The data indicates that a majority of respondents, 58.2%, expressed a neutral stance, suggesting that they neither have a positive nor negative view of social media advertising. Meanwhile, 33% of respondents reported a positive attitude toward social media advertising, indicating that they perceive it favorably. On the other hand, a smaller proportion of respondents, 8.3%, expressed a negative attitude toward social media advertising, suggesting that they view it unfavorably. Overall, the data reveals varying perspectives among respondents, with a significant portion adopting a neutral stance towards social media advertising, while others hold either positive or negative attitudes.

19. In your opinion, what improvements could be made to enhance the effectiveness of social media advertising? في رأيك، ما الإضافات التي يمكن إجراؤها لتعزيز فعالية الإعلان على وسائل

Table (19)

(Increase transparency)	38.3%
انات (Improve ad targeting)	31.2%
(Provide more creative content)	28.5%
(please specify):	0
(Increase transparency)	0.2% يسهم

According to Table 19, respondents provided suggestions for enhancing the effectiveness of social media advertising. The most commonly cited improvement, with 38.3% agreement, is increasing transparency in advertising practices. This suggests a desire among respondents for clearer communication and disclosure of information regarding the nature and targeting of ads. Following closely, 31.2% of respondents suggested improving ad targeting, indicating a need for more precise and relevant advertisements tailored to individual preferences. Additionally, 28.5% of respondents recommended providing more creative content in ads, highlighting the importance of engaging and innovative advertisements that capture users' attention. Overall, the data suggests that enhancing transparency, refining ad targeting, and delivering creative content are key areas for improving the effectiveness of social media advertising, as perceived by the respondents.

### Demographic Information

#### 1-Sex

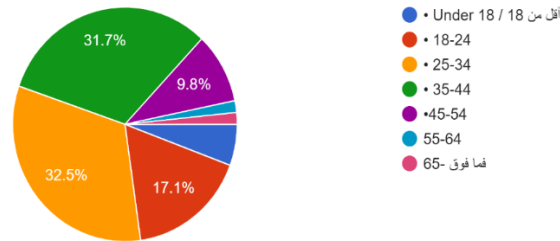
Sex	%
Male	20.3%
Female	79.7%

The demographic data reveals a significant gender disparity, with females comprising the vast majority of respondents at 79.7%, while males represented only 20.3%. This suggests a potential gender imbalance in the sample population, which could influence the overall findings and interpretations of the survey results.

#### 2. Age / العمر:

. Age	%
• Under 18 / أقل من 18	5.7%
• 18-24	17.1%
• 25-34	32.5%
• 35-44	31.7%
• 45-54	9.8%
55-64	1.6%
65- فما فوق	1.5%

Age / العمر: 509 responses



Regarding age distribution, the largest proportion of respondents falls within the 25-34 age group, constituting 32.5% of the sample. This indicates that individuals in their mid-to-late twenties and early thirties are the most represented in the survey. Additionally, respondents aged 35-44 make up a substantial portion at 31.7%, followed by those aged 18-24 at 17.1%. It's noteworthy that the under 18 age group comprises a relatively small percentage of respondents at 5.7%, suggesting that the survey primarily targets adults.

Furthermore, the data indicates a decline in participation among older age groups, with only 9.8% of respondents falling within the 45-54 age range, and even smaller percentages for those aged 55-64 (1.6%) and 65 and over (1.5%). This age distribution suggests that the survey may not accurately represent the perspectives of older individuals, potentially limiting the generalizability of the findings to a broader population.

Overall, these demographic insights underscore the importance of considering the demographic composition of the sample when interpreting the survey results and drawing conclusions about social media advertising preferences and behaviors. Additionally, efforts should be made to ensure diverse representation across different demographic groups to obtain more comprehensive and representative data.

#### 4.1 Results

##### 4.1.1 Results. **Results and Recommendations:**

The final results of the survey shed light on various aspects of individuals' interactions with social media advertising. Firstly, the data revealed that the majority of respondents frequently encounter advertisements on social media platforms, emphasizing the pervasive presence of ads in the online landscape. This underscores the importance of social media as a primary channel for advertising and reaching target audiences effectively.

Secondly, regarding engagement with ads, the survey uncovered a spectrum of attitudes among respondents. While some expressed a high likelihood of engaging with ads, others were less inclined to interact with them. This diversity in engagement patterns underscores the need for advertisers to employ tailored strategies that resonate with different segments of their audience.

Moreover, the preference for video content emerged as a notable trend, with a significant majority of respondents finding video ads most appealing. This highlights the effectiveness of dynamic and visually engaging content in capturing users' attention and fostering engagement. Advertisers can leverage this preference by prioritizing video content creation to enhance the impact of their campaigns.

Additionally, the survey results underscored the importance of cultural sensitivity in social media ads, as well as varying levels of trust in influencer recommendations and concerns about privacy. Understanding these nuances in consumer attitudes is crucial for advertisers to develop strategies that build trust, resonate with audiences, and address privacy concerns effectively.

Lastly, respondents provided valuable suggestions for improving the effectiveness of social media advertising, such as increasing transparency and improving ad targeting. Advertisers should heed these recommendations to enhance the relevance and impact of their ad campaigns, ultimately fostering stronger connections with their target audience.

##### 4.1.2 **Recommendations:**

Based on the insights gathered from the survey results, several recommendations can be made to enhance the effectiveness of social media advertising:

**Invest in Video Content:** Given the high appeal of video ads among respondents, advertisers should prioritize the creation of dynamic and visually engaging video content. This format tends to capture users' attention effectively and can convey information in a compelling manner. Allocating resources towards video production can yield greater engagement and interaction with social media ads.

**Tailor Ad Strategies:** Recognize the diversity in engagement attitudes among users and tailor ad strategies accordingly. Segment the audience based on their likelihood of engagement and develop targeted campaigns that resonate with each segment. This approach allows advertisers to maximize the impact of their ads by catering to the preferences and behaviors of different user groups.

**Cultural Sensitivity:** Pay attention to cultural elements in social media ads to ensure they resonate with diverse audiences. Advertisers should strive to create content that is culturally relevant and sensitive, taking into account the cultural backgrounds and preferences of their target audience. This can help build trust and rapport with users and avoid potential cultural missteps.

**Enhance Transparency:** Address concerns about privacy and trust by increasing transparency in advertising practices. Clearly communicate how user data is used for ad targeting purposes and provide options for users to control their ad preferences. Transparency builds trust and confidence among users, leading to more positive interactions with social media ads.

**Improve Ad Targeting:** Enhance ad targeting capabilities to deliver more relevant and personalized content to users. Leverage data analytics and audience insights to better understand user preferences and behavior, allowing for more precise ad targeting. By serving users with ads that align closely with their interests and needs, advertisers can increase the effectiveness of their campaigns and drive higher engagement rates.

**Incorporate User Feedback:** Actively solicit and incorporate user feedback to refine ad strategies and improve the relevance of ad content. Conduct regular surveys or polls to gauge user sentiment and preferences regarding social media ads. Use this feedback to iterate on ad creatives, messaging, and targeting parameters, ensuring that ads remain compelling and resonant with users over time.

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