



Traditional Media vs. Social Media: A Projected Shift in Expenditure

A Thesis

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Submitted to Dr. Nadine Mounzer Karam

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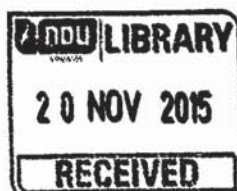
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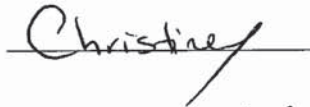
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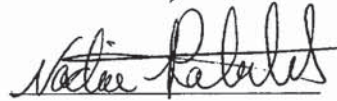
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Traditional Media vs. Social Media: A Projected Shift in Expenditure

In Lebanon

Abstract

This research studies the budget shift from traditional media to social media in advertising campaigns in Lebanon. The objective of this thesis is to highlight the impact of social media on its target audience and compare it to the traditional media's effect while taking into consideration percentage of reach, cost and interaction. In addition, the literature review covered four studies created by different researchers, (1) the new recipe in marketing strategy, (2) "Happies" campaign on social media, (3) social media marketing: the evaluation study in the wellness industry, and (4) social media and its role in marketing. The uses and gratifications, and the diffusion of innovation theories were the most suitable theories for this study, and it helped us get the right answers to the research questions related at the end. The methodology behind this research entailed two in-depth interviews (qualitative) with Mrs. Jihane Habchy; Senior Account Manager at Accelerate Online agency, and with Mr. Edward Hatem; Senior Strategic Media Planner at MediaCom. On the other hand, a questionnaire consisting of closed and open ended questions was distributed to a sample of 116 participants belonging to the target audience of this study. Data was collected, discussed, analysed and research questions were answered.

Traditional Media vs. Social Media: A Projected Shift in Expenditure

Introduction

One of the trends in advertising and media today is the shift of advertising budgets from traditional toward various forms of digital media (Forrester Research Inc., 2005). In fact, traditional media has been accused of being on its deathbed (Rust & Oliver, 1994) ;while the internet is being lauded as a better communication tool due to its versatility and superiority at targeting customers (Mohammed, Fisher, Jaworski, & Paddison, 2002).

In order to have a successful advertising campaign, the most important factors that advertisers take into consideration are: “the product, Target audience and cost efficiency”. Previously, traditional media was considered as the central engine of any campaign, and was allocated a high percentage of the budget. Recently, this percentage has decreased due to social media, which could reach a higher percentage of the target audience with a smaller budget making advertising campaigns more cost efficient.

According to a study done by “Arab Ad” magazine and “IPSOS” the global market research company (February, 2015), the average advertising expenditure for the year 2014 in Lebanon increased 1.9 per cent versus year 2013, where advertising on the internet increased 27.3 per cent 2014 versus 2013. This increase in a country like Lebanon is above the average if we take in consideration the Lebanese market mentality which is used to the television and print advertising.

Moreover, James Robinson, an economy professor at the University of Harvard, considers that by the end of the year 2015, more money will have been spent on digital advertising than on newspaper, magazine and radio advertising, where mobile advertising comparing to the year before would have increased by 8.04billion dollars. This means that the

overall ad spending on digital media will face an increase of 5.3 per cent by the end of 2015, which is considered a record (Pando Daily, 2014).

In addition to that, Jonathan Barnard, a researcher at the “Zenith Optimedia” a division of ad giant publicis, said that the global ad spending is on track to grow 5.5 per cent in the year 2015, where the internet advertising will account one-quarter of that percentage (approximately 1.4 per cent) (Jonathan Barnard,2014).

The purpose of this study is to test whether these researchers’ predictions are correct, to show whether there is a budget shift from traditional to social media and identify the reasons that may be associated with it. Therefore, the information needed to conduct this study will be taken from advertising agencies through one on one interviews, and through a survey that will be distributed to 10 clients, which will result in 150 participants. The agencies involved in this study are “MediaCom” and “Accelerate Online”. These agencies ensure they provide their clients with advice, structure and services that meet their needs. In regards to this thesis, they make sure to advise their clients to choose the appropriate media for achieving their campaign goals.

Advertising agencies are the best tools to evaluate in order to know which media are being used the most by clients and why, since the agency divides the budget according to the client’s media selection. Television, Radio, Print media were the only choices available to the client to choose from, before the introduction of the internet in 1990. This is apparent more so nowadays with social media, where more than 894 million people are active through its different forms (Facebook, Twitter, LinkedIn, etc...)

Statement of the Problem

The use of traditional media does not allow targeting precise consumers with specialized messages (Scott, 2010). For a long time, profitable media has been implemented to express messages that are planned to develop consumers' attitudes and feelings towards a certain brand or service. Today, with the introduction of social media, many of the messages are designed to provoke audiences into responding, either physically, cognitively or emotionally. (Baines, 2010).

A new medium entered the advertising field in the form of Social Media; this case will be reviewing Facebook, Twitter, LinkedIn, Blogs, Websites, and Instagram. These platforms are rapidly growing and becoming the most important medium in the media selection since it became part of our daily lives. The problem that this study is going to explore is whether there is a budget shift in advertising campaigns from traditional to social media.

“Social media are no fad; and while they are only in the infancy of their development, they are already changing the marketplace. The hallmark of all of these new media is their interactivity, where consumers and the manufacturer enter into dialogue in a way not previously possible with the traditional media. (Hoffman & Novak, 1996) “

According to Merriam-Webster a Collegiate Dictionary (2004), social media are a form of electronic communication through which users create online communities to share information, ideas, personal messages, and other content. Moreover, today, advertising flourishes in social media while it dwindles in traditional media, where the social network sites are increasingly attracting the attention of academic and industry researchers intrigued by their affordances and reach.

The concept of Social Media is top of the agenda for many business executives today. Decision makers, as well as consultants, try to identify ways in which firms can make profitable use of applications such as Wikipedia, YouTube, Facebook, Second Life, and Twitter.

Kaplan and Haenlein (2010) described social media as “a group of internet-based applications that build on the ideological and technological foundations of web 2.0 which includes websites that use technology beyond the media to market their business”. Moreover, they found that Facebook, Twitter, LinkedIn, and blogs are considered the top four social media tools utilized by marketers.

Recently, Social Media use is becoming more common in Lebanon. Blogs, Facebook profiles, twitter accounts; and other parts of social media are consumed on daily basis by organizations and individuals. These types of Social Media have become important elements in social discourse in Lebanon with 34 per cent of Lebanese saying they use social media to share their views (Naharnet, December, 2012). Naharnet survey also noted that social networking “has spread around the world with remarkable speed” in both advanced and developing countries.

Rainie (2006) considered social media as an evolving phenomenon in business marketing in Lebanon, like in many other countries. Marketers started to use social media as a component in their marketing strategy and campaigns to reach out to customers. (Rainie, 2006).

The amount of advertising placements and profitability of media is in rise and fall with the popularity of different media, and the condition of the economy. The use of social media to connect, interact, and collaborates with consumers has dramatically increased in recent years. According to Naylor, Lamberton, and West (2012), by 2011 approximately 83%

of Fortune 500 companies were using some form of social media to connect with consumers. Advances in internet, collaboration tools, and web2.0 technologies have been the key drivers of this transition, allowing firms to collaborate more easily and at a lower cost with large numbers of consumers. In particular, social media platforms (Facebook, Twitter, etc...) are increasingly being used as tools for external stakeholder engagement. The increased outreach and richness offered by these platforms facilitates many-to-many interactions and are a powerful knowledge source.

In addition to the above, social media is taking up a bigger portion of marketing budgets, where spending money on tools such as Instagram, Whatsapp, are currently representing 9 per cent of marketing budgets and is expected to increase to more than 13 per cent by the end of the year 2016, and 21 per cent in the next five years (Duke University, 2015). The study done by the Duke University is based on responses from 351 top marketing executives, who also considered that the digital marketing broadly is expected to increase 11 per cent in the next year while traditional advertising budgets are expected to decrease by 3.6 per cent, which gives us an idea about the new path that will be exhibited by advertisers and marketers in the next few years.

Weber figured two different models: Traditional media also known as old media versus the new media which is the social media. Traditional media are adopted to tell the story of the brand and stress on brand recognition. For example, Masters chips focuses in their ads on how they choose the potatoes, in order to tell the consumers that they are eating healthy chips. In addition to that, they stress on their brand awareness by mentioning how they have been winning hearts and taste buds since the first bag was sold in 1992. On the other hand, the new media seeks brand value that is determined by its customers who are grouped according to their behaviour. The communication approach is through digital media to create interactivity. Sayfco Holding, for instance, launched their campaign on social media

(Facebook) in 2009, where their aim was to reach out Lebanese people not only in Lebanon, but also who lives abroad in order to encourage them to return to their country. This campaign was successful because of the interaction between the consumers and Sayfco. Special discounts were created for their target groups, allowing Sayfco Holding to become the biggest real estate page on Facebook with more than 1 million fans, and generating 25 million dollars in sales from 2009 till 2014. Chahe Yerevanian, the CEO of Sayfco Holding, in an interview with "Alam al Tawasol" Magazine (2014), considered that social media enabled them to drive meaningful sales and return on investment (ROI) by promoting their properties to relevant people globally. The traditional media, such as television, radio, print and outdoor media are considered a one-way conversation addressed by a company to consumers which cannot react receive immediate feedback as on social media which is considered as double way communication method.

Enterprises promote their goods and services on the market in order to be recognized and appreciated by consumers. These enterprises use a variety of methods, among which the most important are: advertising, public relations, promotions, brands, selling forces, promoting sales, sponsorship. These promoting methods can be used by any organization, regardless of their field of activity or whether they are commercial or non-profit.

Traditional media has, of course, its advantages; television is considered the most powerful means of media communication due to the quality of the presentation having impact on communication efficiency, and the dynamic character given by the people involved in this process, including the expressed feelings, voices, and movements.

In addition, traditional media also has a high viewership, which makes the transmission of the message to a large number of buyers possible.

Erik Qualman points out, it touches every area of your business in much the same way your offline relationships do. Therefore you not only need to be looking at return on

investment (ROI), but return on engagement (ROE) – the benefits your business gets from being engaged in social media and of social media contacts becoming engaged with your business.

Nowadays, social media has become a necessity in consumer's daily lives, and it is easy to access through the mobile internet, where you'll always be connected to the world. Bell Beth Cooper (2013) considered that in the US, 7 per cent of marketers say they don't use social media for their business, which means 93% of marketers are involving the social media in their business strategies, therefore social media is becoming part of the marketing budget, while before no one wanted to spend time or money on it. Moreover, mobile phones allow marketers to reach their target audience anytime since they always have their phones connected to the internet, and as Belle Beth Cooper mentioned in his article titled "10 Surprising Social Media Statistics That Will Make You Rethink Your Social Strategy, in 2013", that 25 per cent of people cannot remember not having their mobile phones with them, and are probably all the time connected to the internet.

Overall, what Cooper is trying to say is that social media can reach a higher percentage of people than traditional media. In addition to that, E-marketer magazine considered in its article "Total US Ad Spending to See Largest Increase Since 2004" (July, 2014) that in 2015, mobile phones will lead the rise in total media spending in the US, and advertisers will spend 83 per cent on tablets and smart phones, where mobile phone will represent 10 per cent of all media spending and becomes for the first time the third largest advertising tool.

Based on these factors, it is obvious that Social Media is becoming a major tool in the media selection part in advertising campaigns. The question remains whether Social Media would be more efficient than the traditional media in terms of awareness, return on

investment, reach, rates, cost efficiency, and gaining customer loyalty to any service or product. This research study will help to clarify this issue.

Literature Review

There is little doubt that any organization aiming to shape or challenge the way people behave and think, needs to attend to the possibilities created by what we tend to refer to as “Social Media”, as it plays a central role in our everyday lives (Rainie, 2006). The aim of this section is to focus on the general concepts of social media in order to facilitate a better understanding of the context through examples and descriptions.

- **Social Media and Its Role in Marketing:**

A study done by Sisira Neti, Assistant Professor in the business management department in PG Centre, Lal Bahadur College (2011), stated that social media is among the best opportunities available to a brand to connect to its consumers. It is the medium used to socialize, and wins the trust of consumers through interacting with them at all levels. Marketers are implementing new social initiatives at a higher rate than before, because for businesses, it represents a marketing opportunity that transcends the traditional middleman and connects companies directly with consumers. (Kapan, Andreas M, Michael Haenlein, 2010)

The meaning of the term ‘social media’ can be derived from two words which constitute it: Media generally refers to advertising and the communication of ideas or information through publications, and social implies the interaction of individuals within a group or community. Taken together, social media refers to communication platforms which

are generated and sustained by the interpersonal interaction of individuals' through the specific medium or tool. (Lazer, W.Kelley, E.J, 1973)

Lazer and Kelly (1973) considered that social media marketing consists of the attempt to use social media to persuade consumers that one's company, products and services are worthwhile. Social media marketing is marketing using online communities' social networks, blog marketing and more.

A recent study, titled "The State of Small Business Report", sponsored by Network Solutions, and the University of Maryland's Robert H. Smith School of business, point out that the economic struggles are the catalyst for social media's rapid popularity. The results of the study showed that the social media usage by small business owners increased from 12 per cent in 2012 to 24 per cent in 2014, and almost 1 out of 5 actively uses social media as part of his or her marketing strategy.

According to the study, different industries are adopting social media marketing at different rates, and many have started using social media in their efforts to reach more customers and interact with them. In addition, three advantages are offered by the Social media marketing, (1) it provides a window to marketers to listen to customers' suggestions, (2) it makes it easy for marketers to identify various peer groups or influencers among various groups, who in turn can become brand evangelist and help in organic growth of a brand, (3) all this is done at nearly zero cost as most of the social networking sites are free. (Michael A.Stelzner, 2010)

Finally, Sisira Neti concluded that it is impossible to separate social media from the online world, either for individuals, small businesses, corporate boardrooms, and extending its reach into the nonprofits education and health sectors. Companies are diverting resources

and rethinking their traditional outreach strategies, because it is about time that every business adopts social media and takes it seriously. (Barnes & Mattson, 2008)

- **A New Recipe for Companies Marketing Strategy in Lebanon**

Nathalie Maroun Chelala, a Media Study Master Degree student at Notre Dame University Loueize (Notre Dame University-Louaize. Dept. of Mass Communication; Publication 2013) conducted a research about a new recipe in marketing strategy, which is the shift from traditional to social media. She also defined traditional media as a one-way conversation addressed by a company to consumers or to the public, whereas Social Media allows a real balanced and unconstrained two-way conversation between the company and the world. This is why it is of no surprise that some believes that using social media in the marketing strategy can be somewhat frightening. This is also why marketers, especially in Lebanon are reluctant to use social media as part of their marketing mix. The purpose of this thesis was to examine how companies in Lebanon use social media as a marketing and branding tool in consumer marketing. The methodology behind this research entailed in-depth interviews with professionals in the field of social media and marketing. The character of study was exploratory, descriptive and qualitative. It also examined two case studies to generate proofs showing the importance of social media use in the Lebanese companies. The increasing influence consumers have on each other by sharing their views on brands and products online have pushed businesses worldwide and in Lebanon to rethink and reorganize their marketing as well as their communicating strategies in order to address this "threat" to traditional ways of doing business. Companies in Lebanon are considering the implementation of social media tools in their strategy to enhance their position in the market. This tool is now the trendiest tool used in the Lebanese market. Generally companies approve

social media as an effective tool to exceed and support marketing communication. In Mrs.Chlela's methodology, the research design focused on the differences between social media and the traditional media because of the two way communicative nature of social media, and whether or not the Lebanese companies started using Social Media in their marketing strategies. In-depth interviews were done with a group of interviewees based on their knowledge of the advertising industry in Lebanon and their experience with social media campaigns. The results indicated a fast adoption rate of the new technology in Lebanon with minimal interference in adoption by marketers who point out barriers such as slow internet speed, internet connectivity of only 25 per cent of the population and hesitance on the part of many local companies dedicating appropriate budgets to implement Social Media policies and campaigns. Despite the barriers, marketers in Lebanon have shown tremendous enthusiasm for adopting Social media as a necessary part of any marketing mix. They used to advertise their campaigns using printed material and television but today, it is the era of social media whereby marketers are shifting to it noticeably for its accessibility, low cost and availability to everyone. Social media is actually a must and not just a plus. Therefore, the importance of social media is that it has become such a huge part of the communication process for a brand and it cannot be ignored. At the end, research showed that companies in Lebanon have started using social media in their marketing strategies, to reach a common objective which is to increase the brand image and support and enhance the company's reputation, where all companies stated that the social media marketing communication is based on a long term basis and the consistency of the communication within the social media platforms is an important factor in attaining the company's objective.

At the end, Mrs.Chlela concluded that the usage of social media has been rising constantly, and marketers realized that their customers spend a lot of their time on social media websites. According to the data collected from the interviews, this study supports the

statement that social media is a valuable tool to be used by companies in Lebanon to help them implement their marketing strategies. Moreover, the advantages of social media exceeded the disadvantages according to the interviewees by far.

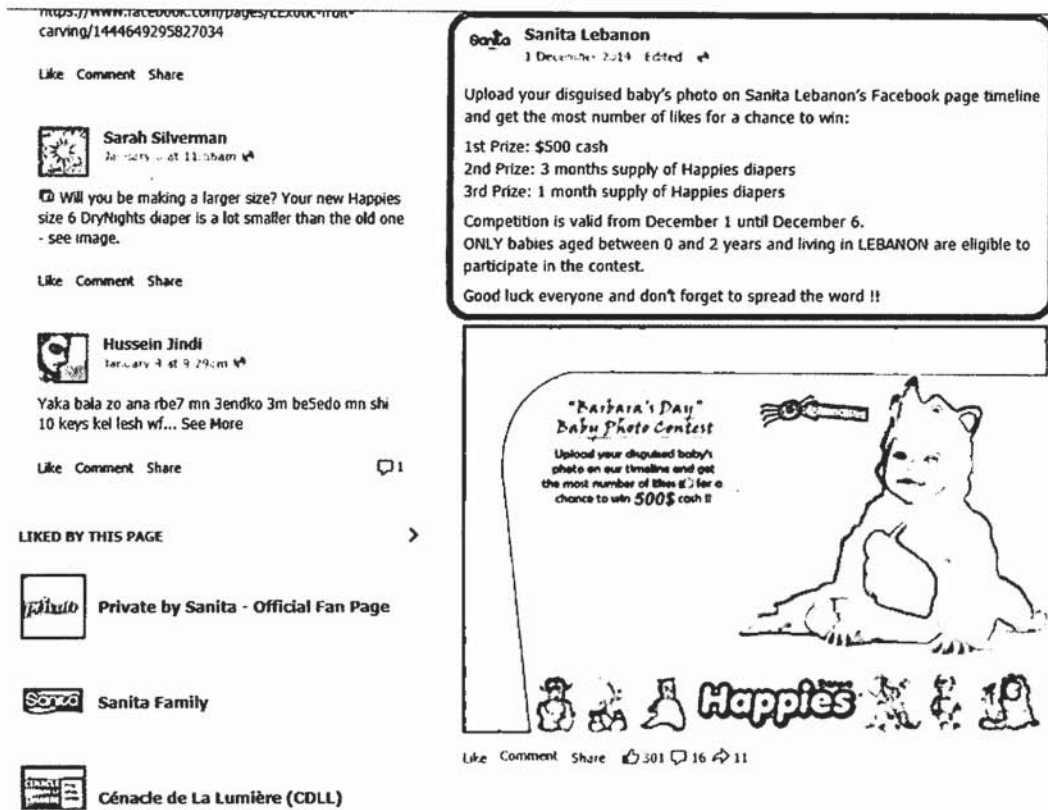
Concerning the Lebanese companies' objectives in using social media as a marketing tool, the thesis asserts that the significance for companies is crucial. The most common objective is to increase the brand image and enhance brand reputation. All companies stated that social media is an important factor in attaining the company's objectives.

- **“Happies” Campaign on Social Media**



Happies diapers was taken as an example in this study, because SANITA (Member of INDEVCO Group) used to advertise on TV, print, and outdoor only, and once a year. Now through social media, every month, SANITA promotes a product on its Facebook page, and website, the thing that allowed the company to reach a larger target audience.

Happies is a diapers brand offers a range of products for babies. They are produced by SANITA (a member of INDEVCO Group) and are usually branded with cartoon labels to be attractive for children. Every year, Happies has an online competition for the best kids 'pictures. In December 2014, Happies initiated a competition entitled “Barbara’s Day”. The company targeted all Lebanese mothers with children under the age of three, from different regions and different social classes. The strategy was to push these mothers to go online and leaving them the task to invite others and act as brands advocates.



Happies created an online Facebook campaign, during the occasion of the feast of Saint Barbara, exclusively for Lebanon to increase awareness about its range of products and to create a communication channel with consumers and engage them in the brand.

The main objective of this case is Happies' use of Social Media to encourage mothers to participate in the contest it is conducting. The concept of the campaign was to first launch the competition via social networks where a mother would take a picture of her child then enter the online contest where all her family and friends can vote to win the prize. The symbols that can be considered in this case can be comments, number of likes, unlike and sharing the page. In addition to that, even after the competition is over, the social engagement will continue since all news and future posts by Happies will show on the voter's newsfeed. Children were seen in different costumes, and this shows the excitement of the participants and how it affected their surrounding and pushed them to comment and participate.

The competition was interactive, it linked emotions to functions, but the most important thing was that the activity was driven 100 per cent via social networks. Mothers were encouraged to participate, because of the activity itself or for the prizes offered which motivated them more. The company was clever to promote the prizes on their Facebook page to encourage and stimulate people to interact more and join the competition. This helped in elevating the brand's exposure and increases its return on investment.

The campaign showed a high consumer engagement in short period of time. Knowing that the page targeted only Lebanese citizens, the number of subscribers, voters and fans showed a high level of interactivity and contribution. This indicates the success of the campaign and the involvement of the clients.

Campaign's Duration	December 1 → December 8
Total Likes	891,548
Daily New Likes	743
Daily Unlike	41
Daily Page Engaged Users (Comments)	23,579
Daily Total Reach	51,481
Daily Shares	22,296

Table 1. Happies' Campaign's Results

This table shows the results of the campaign from day one to the end.

As you can see, the total number of likes reached 891,548 likes; which proves the high consumer engagement in a short period of time. In addition to that, we can notice that new visitors are surfing the page daily, and the most noticeable number is the daily total

reach, where every day Sanita is capable of interacting with 51,481 potential consumers. The second table shows the costs of Happies campaign:

Total Post Boosts	66\$
Cash Amount Paid to winner	500\$
Total Cash Amount Spent	566\$

Table 2.Happies' Campaign's Costs

The total cost of this campaign was 566\$, proving as mentioned earlier that through social media marketers can reach a large target of audience with a small budget and in a short period of time making the campaign more cost efficient.

The most important result of this campaign was the emotional benefit that Happies was able to establish among different Lebanese mothers and the results of the Facebook page were also beneficial for Sanita brands a whole.

The discussions and posts on the wall were active via Social Media, parents even posted pictures of their child wearing Happies diaper or even holding any of Happies products as shown in the page below.



Figure 1. Happies

This shows that parents are loyal towards the product and are proud to share it with others through the picture of their child who is wearing a branded body by Happies.



Figure 2. The Competition's winner

This new media allowed mothers to share ideas and advices in addition to meeting other mothers and exchanging personal experiences. This tool generated word of mouth between them and proved the theory stating that recommendations from friends or relatives are much more influential on a consumer's decision making than that of a marketer. According to Weber (2009), people are more likely to trust and find credibility and honesty in a communication with a friend or relative or people who have previously used the product or the service than that generated by marketers.

Happies, has created an online community with mothers and their babies. It can now communicate its message with this community, and listen to its publics' needs and desires thus succeeding in implementing Social Media in its essence. The campaign left a great impact on the customers; and the main objective of any company is its customer's satisfaction.

- **Social Media Marketing: Evaluation study in the wellness industry**

Traditional marketing is based on one way communication where the advertiser or the marketer is the sender and the customer is the receiver (Katz & Lazarsfeldt, 1971). Nowadays, the traditional way is being replaced by the two way communication where a relation appears between the source (advertisers /marketers), and receiver (consumers) who can now affect the interchanged messages sent by the marketer / advertiser through the immediate feedback. This way, the marketing process becomes more predictable, and it gives marketers knowledge about the customer's preferences and values, which also has affected the marketing profession to a large extent (Strom, 2010). In addition, communication with customers through social media helps customers share their personal experiences and their opinions towards a certain product. In other words, Pierson and Heyman (2011) considered

social media like a living scrapbook. Consequently, social media is becoming increasingly important to marketing scholars who try to identify ways in which firms can make profitable use of applications such as Facebook, twitter, YouTube (Gupta, Armstrong, & Clayton, 2010). In this study, Katz and Lazarsfeldt (1971) are convinced that further research focusing on social media platform for particular brands or products, will provide valuable insights into the active negotiations of a brands' meaning.

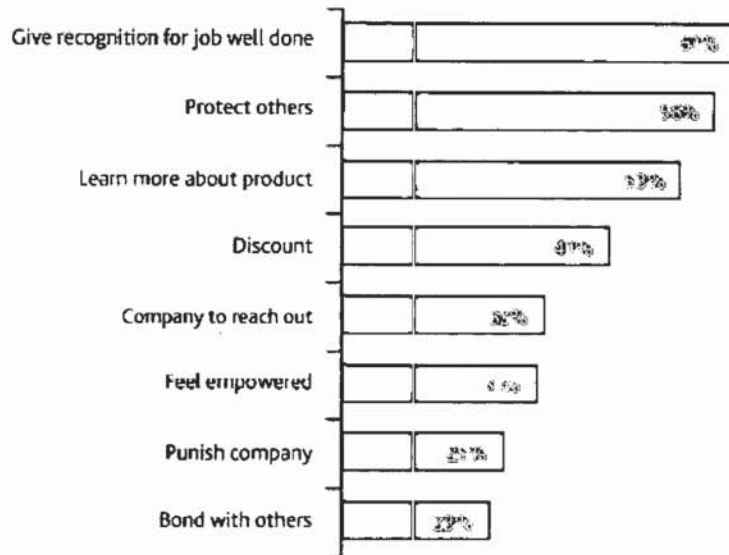
Based on a study done by the Nielsen Global Online company (2012), a digital advertising company that measures the social media reach, consumers are spending more time than ever using social media, as it plays a major role in how consumers discover, research, and share information about brands and products. The study showed that 60 percent of consumers researching products online learned about a specific brand through social media sites. Social media is increasingly a consumer platform used to express their loyalty to their preferred brands and products, and a lot of consumers seek to get benefits from the brands for helping promote products. For example, 41 per cent of the people who share their brand experiences through social media do so to receive discounts. At a later stage, social media users are likely to trust the recommendations of their friends and family, where the results showed that 2 out of 3 respondents said they were either highly or somewhat influenced by advertising with a social context.

Moreover, another trend is being adapted by consumers, where they act as ambassadors and advocates for brands through social media. The survey done in this study showed that 53 per cent of active social networkers follow brands, which means that social media brands are increasingly recruiting their fans and followers to spread word of mouth recommendations about their products and services, and most of the consumers said that they share their experiences to give recognition for a job well done by the company. However, 60 per cent of 18-34 year old consumers said that they follow the brand on social media in order

to give product improvement recommendations, and another 64 per cent said that they follow the brand on social media to be able to customize their products (Nielsen, 2012). The chart below shows us the percentage of social media users sharing their experiences online:

Why do consumers share company experiences?

% Social Media Users



Read as: 61% of social media users share their company experiences to "give recognition for a job well done"

Figure 3. Why do consumers share company experience?

This chart explains why consumers share company experiences through social media, where 61 percent of them share it to give recognition for a certain job, 58 percent to protect others, 53 percent to learn more about the product or the service, 41 percent share company experiences to have discounts, 32 percent to reach out the company, 31 percent to feel empowered, 25 percent of social media users share company experiences to criticize a product or a service, and finally, 23 percent share it to bond with others.

So the purpose of these activities is to take advantage of the customer interaction in order to take corrective actions if needed.

Social media gives the opportunity to companies to engage and interact with consumers at a low cost and high level of efficiency. However, using social media is not always as easy as it seems. It requires new ways of thinking, engagement and interaction (Kaplan & Haenlein, 2009).

The main purpose of the above mentioned studies was to summarize the role of social media as a marketing and branding tool, and how clients are focusing more on advertising on social media. Based on this literature review, the topic will be dealt upon the Lebanese market. With the new recipe for companies marketing strategy in Lebanon, Mrs. Nathalie Chelala was trying to draw attention to the shift that is happening in the market, which is the shift from traditional to social media, and how companies in Lebanon use social media as a marketing tool in consumers marketing, and if they consider it as an important tool that helps to attain the company's goals or objectives.

For the "HAPPIES" campaign, Sanita created an online Facebook page, to increase awareness about its range of products and to create a communication channel with consumers and engage them in the brand. The good thing was that the person in charge of the page was always ready to immediately reply to the posts written by the parents, the satisfied and the unsatisfied. Happies took advantage of all these comments replied to them and invited them to be part of their contest. As a result the campaign established an emotional link especially among Lebanese mothers, and created a kind of awareness about the portfolio offered by Sanita.

The social media marketing case and the social media and its role in marketing case, in a way tend to have the same idea about social media, where they consider it as a platform for brands and products that will provide valuable insights into the active negotiations of

brands' meaning. Nielsen (2012) considered through his study that consumers are spending more time than ever using social media, where social media plays a major role in how consumers discover, research, and share information about brands and products, which in a later stage they become ambassadors and advocates for brands through social media. According to the study "State of Small Business Report", different industries are adopting social media marketing at different rates, and many have started using social media in their efforts to reach more customers and interact with them. This point supports the subject of this thesis, where all the information indicates that all marketers are focusing on social media in their campaigns more than before. Therefore, supported by these previous researches this study will elaborate how the advertising budgets are shifting from traditional to social media in the Lebanese market.

Research Questions and Hypotheses

As previously mentioned, the purpose of this study is to know whether there is a budget shift from traditional to social media in advertising campaigns in Lebanon, the primary research question of this case will be: “Is There a Budget Shift from Traditional Media to Social Media in Advertising Campaign?”

When we used to say advertising, the first thing that came to mind was Television, Radio, Print, Billboards. In other words, the traditional media or the old media were considered as the central engine of the advertising campaign, where advertisers used to allocate a high budget percentage for it. For example, advertising through television was considered as one of the most modern promoting methods with a decisive role in presenting and selling new products. It has evolved due to the impact of visual media on the public and due to its rapid broadcasting of the message at different times, including the maximum audience hours. But the cost of these media is high, especially television, and is still until now the most expensive medium.

Social media has taken over our lives; it connects us to other parts of the world, and allows us to contact whoever we want with just a few clicks. Advertisers tend to use social media in their campaigns more because it allows the consumer to interact with them and know what they want from their brands. In addition to that, social media can reach a large number of people in a short period of time with a very low cost comparing to traditional media. For example, non-profits organization like “Kunhadi” are seeing the benefits of using social media such as Facebook, Twitter, Instagram, website, etc... for their awareness campaigns, since they can spread their message to their target audience (adults in general and youth in particular) who are losing their lives on the roads, with less cost.

We realise that social media can allow advertisers to reach significantly more people than traditional advertising media at a fraction of the cost, and it is ideal for businesses with a national target market and large scale distribution capabilities. Advertising on social media can also be more targeted than some traditional media, ensuring that the messages are seen by the audiences.

In addition to the primary research question, secondary questions will be examined through the study to support the primary one and to state the reasons that caused the budget shift, such as questions related to cost: Does the budget shift from traditional media to social media is related to cost?, or reach: Does social media reaches a larger target audience in a short period of time?, or with the percentage of sales: Is there a correlation between shifting to social media and increasing percentage of sales to a certain brand?, or target audiences: Does social media reach a target audience the traditional media cannot reach them?

Thus, in order to understand the impact of social media in the advertising world and to be able to answer the previous questions, the following hypotheses will be analysed:

H1 = Online advertising affects people's purchasing decisions.

H2= Agencies are focusing on online advertising because most of the time their targets are away from home.

Theoretical Framework

In this section, the theoretical framework will be discussed. Framework is defined by Merriam-Webster the Collegiate Dictionary (1983) as “a set of ideas that determine how something will be approached perceived or understood in order to provide support for something”. This part accordingly explains two theories that are suitable for this research, the first theory is the “Uses and Gratifications Theory”, and the second theory that supports the first one is “The Diffusion of Innovation Theory”.

Uses and gratifications theory will be the first theory conducted in the study. It is considered as one of the most important and popular theories in mass communication. This theory focuses on exploring the motivations for media use. It was founded in the 1940s, when researchers (Katz, Blumler, & Gurevitch, 1940) became interested in why people engaged in various forms of media behaviour such as radio listening or newspaper reading. Most theories on media explained about the effects media had on people, while uses and gratifications theory explains the other side, which is the effect that people have over the media. In other words, the question lies in “what people do to media rather than what media do to people” (Elihu Katz, 1959). Also this theory is contradictory to the magic bullet and hypodermic needle theories which state that the audience is passive, where people use the media to satisfy specific needs.

Mass media is a huge phenomenon (TV, radio, internet, etc...) that is able to reach millions of people unlike anything else. Without the media, political speeches would affect no one; local events would never reach an extensive audience. Media overcomes distances and builds a direct relationship with the audience, where they have conscious control not only over what media they want to use, but also what needs they want to satisfy. Katz, Gurevitch and Hass (1973) found that media are used by individuals to satisfy the following five needs:

cognitive needs (1), affective needs (2), personal integrative needs (3), social interactive needs (4), and tension released needs (5). Uses and gratifications theory discusses how users deliberately choose media that will satisfy their needs and allow one to enhance knowledge, relaxation, social interactions, diversion, or escape. For example, Rubin (1994) found that certain kinds of television programs are shown to relate to various human needs, including information acquisition, escape, emotional release, companionship, reality exploration, and values reinforcement.

The uses and gratifications theory consists of four major elements; active audience (1), “human perception is not a passive registering process but an active organizing and structuring process” (Carey & Kreiling, 1974). Active audience members make conscious decision about the consumption of media content (Rayburn, 2010). Perception is ultimately the key element in the uses and gratifications position (Swanson, 1979). Audience activities are divided into five modes: “selectivity, utilitarianism, intentionality, resistance to influence, and involvement (McQuail, 1998). The social and psychological origins (2), “the causes of media use are held to lie in social or psychological circumstances which are experienced as problems, and the media are used for problem solutions” (McQuail, 1998) therefore, the media is used to fulfil needs such as information seeking, social content, diversion, social learning and development (McQuail, 1998). Blumler (1979) identified three major social origins of media gratifications: “Normative influences on what individuals aim to get out of media fare; The socially distributed life chances an individual enjoys; and the subjective reaction or adjustment of the individual to his situation whatever it may be” (Blumler, 1979). Motives of media use (3) this element is related with the audience activity because the audience activity is central to uses and gratification research and these motives are key component of audience activity (Rubin, 2002) “motives are general dispositions that influence people’s actions taken to fulfil need or want” that are divided into five points:

(a) Cognitive needs which is related to strengthening of information, knowledge and understanding of the environment, (b) Affective needs that are related to emotional experiences and pleasure that can be satisfied by media, (c) Personal integrative needs that are related to credibility, confidence, stability, and status of the individual, (d) Social integrative needs that are related to the relation with family, friends, and the world, (e) Escapist needs which are related to tension release, escape and their desire of diversion. (Tan, 2010), and the final element is expectancy (4), which indicated that people behave on the basis of a perceived probability that an action will have a particular consequence and they also value that outcome in varying degrees. However, these two elements are conceptually and analytically distinct; they also as providing a way of explaining media use behavior (McQuail & Windahl, 1997).

The uses and gratifications theory will help us in this research to study people's behaviour toward the media, especially social media in this case, and to know how they interact with the online advertisements. The uses and gratifications approach have been utilized to explore the impact of the new technologies which is social media in this case, on the audience and the theory has been widely used in studies and it has been quite effective to understand motivations and concerns of any new type of communication (Jin, Cropp & Cameron, 2002).

Although uses and gratifications theory has captured the interests of many mass communication researchers, the theory has come under some criticism from a number of researchers. The most important points discussed are:

- 1- Vague conceptual framework: the nature of the conceptual framework underlying uses and gratification research is not totally clear (Swanson, 1997).

- 2- Lack of precision major concepts: “the lack of clarity of central constructs and how researchers attached different meanings to concepts such as motives, uses, gratifications, and functional alternatives”(Rubbin, 2002); there is confusion and equivalence in the meaning of major concepts and terms employed in uses and gratifications studies” (Swanson, 1977).
- 3- The methodological reliance on “self-report” data: readers may not know why they chose content to read, what they did or may not be able to explain fully (Rubbin, 2002).
- 4- Confused explanatory apparatus: a fourth conceptual difficulty is considerable confusion over the explanation of uses and gratifications theory, “it is not clear”, the issues involved here are complex, analysis of a few key problems will suffice to identify the difficulty with which we are faced (Swanson, 1977).
- 5- Failure to view perception as an active process: the nature of audiences and whether the audiences were treated as being active or rational in their behaviour (Rubbin, 2002), creating expectations of mass media, and constructing lines of action to achieve gratifications, this sort of cognitive activity is an important part of the study of what people do with the media (Swanson, 1977).
- 6- It ignores the media content: the theory fails to link the functions of mass media consumption with the symbolic content of the mass communicated materials or with the actual experience of consuming them (Carey & Kreiling, 1974).

The second theory that supports the first one is the “Diffusion of Innovation Theory”.

It was first discussed in 1903 by the French sociologist Gabriel Tarde (Toews, 2003) who plotted the original S-shaped diffusion curve, followed by Ryan Gross (1943). The

diffusion of innovation theory is often regarded as a valuable change model for guiding technological innovation where the innovation itself is modified and presented in ways that meet the needs across all levels of adopters. It states that the diffusion is “the process by which an innovation is communicated through certain channels over a period of time among the members of a social system”; an innovation is “an idea practice, or object that is perceived to be new by an individual or other unit of adoption”. Evert Rogers the founder of this theory mapped out this process (Figure 1), stressing that in most cases, few are open to the new idea and adopt its use, so he distinguished five categories of adopters of an innovation: (1) Innovators (2.5 %) who require the shortest adoption period of all the categories and understand and apply complex technical knowledge to cope with a high degree of uncertainty; (2) Early adopters (13.5%) serve as the opinion leaders and they serve as role models within their social system, respected by peers and they are successful; (3) Early majority (34%) interact frequently with peers, deliberate contact and they do not like complexity; (4) Late majority (34%) who respond to peer pressure and to economic necessity, they are also sceptical and cautious; and (5) Laggards (16%) who are isolated from opinion leaders and have the past experiences as a reference, in addition to that they think that technology is an obstacle to operations (Roger, 2003).

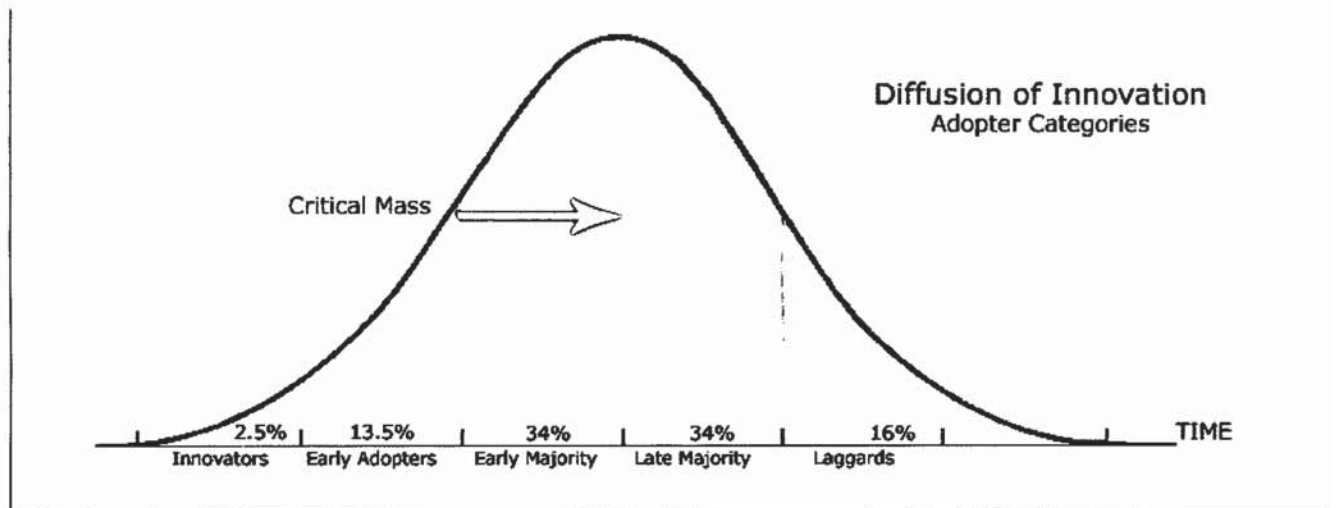


Figure 4. Diffusion of Innovation Adopter Categories

This theory will help us in this study in order to identify who are the clients who started to focus on advertising through social media rather than traditional media, and to show if the interaction with the customers is considered as an added value for the brand or the product in terms of productivity and performance.

Carlsson (2010) supported the theory by showing the importance of using social media in building brand awareness. As shown in the literature part, the social media activities can be initiated to market a product for a consumer (Carlsson, 2010).

Methodology

The aim of this study is to show whether there is a budget shift from traditional to social media and the reasons that caused that shift. This section explains the techniques used in collecting data for this study and describes how the research was conducted. The information needed to answer the research questions will be collected from different sources.

To conduct this study two methodologies are required:

First, a qualitative methodology will be applied, interviews will be conducted with two managers in the advertising field, and to avoid potential research bias, the interviews will be recorded on tape. The first interview will be conducted with Mrs. Jihane Habchy, Senior account manager at Accelerate Online Agency, which is responsible of all types of online advertising and in this case we will focus on social media in order to have facts which will help us get the right answers on the research questions. The second one will be held with Mr. Edward Hatem, the Senior strategic media planner at Mediacom agency. He is responsible of planning and buying media for some of the largest advertisers. Qualitative research will be held before the second research methodology in order to get the “whys” and the “hows” we need to formulate the right quantitative questions in order to reach a cohesive conclusion. Interviews with members of advertising agencies were conducted because they know the most about media selection in advertising campaigns, and they can provide us with precise information about the subject we are researching, the budget shift, and to know which media are used the most nowadays. These interviews will highlight the overall purpose of the study and will lead to answer the research questions through the second research methodology discussed below.

Second, a quantitative research will be conducted to answer the research questions and therefore showing us whether there is a budget shift or no. The quantitative research methodology will be carried out through a questionnaire consisting of open and closed ended questions. As known, the media targets all age groups, different social classes. However, in this case, the target audience that will be represented are the population of clients who use advertising agencies to promote their products. These clients are: “Instrument Garage, Al Jadeed TV, Hotel Dieu, Cascada Village, Sanita (Indevco), Auditax, Al Wadi Al Akhdar (Obegi), Le Charcutier, Accelerate online agency, Blom Bank, Audi Bank, and Choueiry Group”. The questionnaire will be distributed among this group and data will be collected. Data will be input to the “Statistical Package for Social Sciences SPSS “program”. It will then be analysed to get answers for our research methodologies or research questions, interpreted, and finally conclude whether the hypotheses are accepted or rejected.

Findings

▪ Interviews:

The first interview was with Mrs.Jihane Habchy, senior account manager at “Accelerate Online” agency. The interview occurred on Wednesday April 29th at 11:00am at the agency in “Furn Al Chebek”. The answers of Mrs.Habchy were as the following:

1- Can you tell us briefly about the company?

Accelerate agency started 4 years ago, the concept of the agency was created by the owner Mr.Patrick Lahoud who realized that the Arab world started to focus more on social media, and that social media became a need in people’s daily lives. So the idea started from that point, and the agency now is specialized in all digital and online marketing campaigns in Lebanon and in the Arab world.

2- Do your clients tell you what media they want to use in their campaign? Or you as an agency suggest several options and they choose?

The media chosen in any online advertising campaign depend on the product or service the client wants to promote, on the budget, and on the target audience that he wants to reach. So the agency puts a strategy relevant to the time they have to deliver the message of their clients.

3- Who is your main target audience?

We do not have a main target audience. Our target audience are all people who want to promote their products, services, using online marketing.

4- How do you divide the budget? What are the options?

The budget is divided based on the time the client wants to promote in, and the tools chosen that should be relevant to the product and to the target audience. For example, promoting a new restaurant is different than promoting a corporate business, as it is better to promote a restaurant on Facebook, Instagram, whereas it is better to promote a corporate business on LinkedIn.

5- What media is used the most nowadays? Why?

When you want to promote a new business, the media selection depends on the type of business, who is the target audience? What is the budget? So the media selection is relevant to what the clients want to sell.

6- Who are your biggest clients?

Our main big clients are located in Saudi Arabia, but in Lebanon we have several big clients such as: "Siblou, Plein Soleil, Bubbies, and Cafe Hamra".

7- What are the advantages of using social media on advertising?

When a client wants to make an outdoor campaign using billboards, it costs him 15 000USD plus 3000USD printing cost, in order to cover the area from Naher EL Kaleb to Beirut and its suburbs for only two weeks, whereas with 15 000USD the

client can cover all Lebanon using online media, for a year. So with social media, clients can have a better reach, in a short period of time, with less cost. In addition to that, advertisers have a way of liberty where they can change anything they want at any time, and it is more accurate than traditional media regarding the measurements. According to Mrs.Habchy, “Marketing is based on numbers, the more you have numbers the more you can operate”.

- 8- Did the percentage of use increase in advertising campaigns through time? Why?

Actually nowadays social media is in its declining stage, two years ago it was in its upper stage where people used to be more interactive on social media, where they were playing game, interacting through their comments, likes etc...The market now is dominated by the online news, which is consisted of empty contents that is causing this decline action.

- 9- In your opinion, will online advertising replace the traditional media in the future?

Social media is already dominating, but it will never take place of the traditional media. Regarding the future vision for social media, other tools will appear, for example the new watch from Audi Bank that you can pay through it, and we do not know what will appear later. We deal with media year by year.

Based on my interview with Mrs.Jihane Habchy, we can conclude that anyone can promote anything he wants on social media, whether it was a product or a service, and the media selection depend on the budget, target audience, the product, and the message the client wants to deliver. The budget is divided based on the period the client wants to promote in, and the tools chosen (e.g. promoting a new restaurant is different than promoting a new corporate business). According to Mrs.Habchy; social media allows clients to have better reach, in a short period of time, with less cost, which answers the second hypothesis of this study “Agencies are focusing on online advertising because most of the times their targets are away from home”, and proves the second research questions “Is the budget shift in advertising from traditional to social media is related to cost? Reach? Sales? Or target audience?”

Moreover, she stated that social media is in its declining stage comparing to the past two years, but, it is still dominating and other tools started to appear (e.g. pay watch of bank Audi). According to Mrs.Habchy, they deal with media year by year.

The second interview was with Mr.Edward Hatem, Senior Strategic Media Planner at “MediaCom” agency. The interview occurred on Wednesday April 29th at 1:30pm at the agency in “Gemayze”. The answers of Mr.Hatem were as following:

1- Can you tell us briefly about the company?

MediaCom is a multinational agency, we do media buying, media strategy, media consultancy, and we have a department consisted of 35 members specialized on digital media, such as Facebook, Twitter, Youtube, Websites, etc...

- 2- Do your clients tell you what media they want to use in their campaign? Or you as a company suggest several options and they choose?

Normally, the client comes and tells the company his communication objectives, and based on his objective, target audience and based on his budget the company choose the right media mix. But sometimes the client would be planning with his advertising agency to do a TVC ad, so we will be forced to choose the right channel in order to deliver the message in a proper way.

- 3- Who is your main target audience?

The main target audience of MediaCom agency are multinational companies, and some big chains located in Lebanon.

- 4- How do you divide the budget? What are the options?

The budget is divided based on the weight of each medium. Mainly TV in all campaigns gets the higher percentage of the budget, but sometimes if the campaign is directed to a target audience who is reachable through outdoor media, outdoor will get the highest percentage of the budget. So it depends on the weight of each medium in the communication process.

- 5- Who are your biggest clients?

Our main local clients are: “VW, Sensodyne, BLC Bank, Jammal Trust Bank, SNA insurance”.

- 6- What are the advantages of using social media on advertising?

Social media can be targeted by age, nationality, by interest, and it is measurable to a degree where the client can see who entered his page, when, how much time did they spent, did they do an action? If yes the client can know what the action was. In another word, social media allow the client to reach his target audience wherever they are, in a short period of time and with a minimal cost.

7- Did the percentage of use increase in advertising campaigns through time? Why?

The use of social media did increase, where nowadays advertising agencies have an objective, which is to put 20 to 25 percent of the budget on social media, but still it didn't reach that level, but it is scaled between 10 to 15 percent of the total campaign budget. That increase is because of the awareness that clients have now toward the digital media, and its effects.

8- In your opinion, will online advertising replace the traditional media in the future?

The question should not be "will online advertising take place of the traditional media", but rather it should be "when online advertising will take place of the traditional media", because social media started to dominate the advertising campaigns in the world, and Europe is an example, but in Lebanon we still a little bit far of the online domination, but 15 to 20 years from now, online media will dominate the advertising campaigns.

Therefore, based on the interview conducted with Mr.Edward Hatem, we can notice the importance they give to social media through their department who is consisted of 35 members specialized only in digital media. Meaning that without

knowing the strategies they use in their campaigns, we can conclude that social media has a major role in it.

MediaCom's main target audience is multinational companies such as "VW" "Sensodyne", "BLC Bank", "SNA insurance", and "Jammal Trust Bank". Based on their target audiences, objectives, and based on their budgets, the agency chooses the right media mix in order to be able to send their messages in an efficient way.

According to Mr.Hatem, the budget is divided based on the weight of each medium, but TV advertising is still getting the highest percentage of the budget.

When he was asked about the advantages of social media, he considered that social media can be targeted by age, nationality, interest, and it can be measured to an extent where the client can control his page and see who entered the page, how much time did they spend on it, etc... In other words, social media can reach its target audience wherever they are in a short period of time and with a minimal cost. This proves again research question 2 and the second hypothesis of this study. Mr.Hatem stated that the use of social media did increase, ranging between 10 to 15 per cent from the budget because clients are aware on the effects that social media have on their target audience, and their objective is to put 20 to 25 per cent of their budget on social media. This proves again our main research question of this study "Is there a budget shift in advertising from traditional to social media in Lebanon?" He ended by saying that social media will dominate the advertising campaigns 10 to 15 years from now, but it will not replace the traditional media.

▪ **Questionnaire:**

In this thesis, 116 participants were surveyed randomly from 12 different companies, and were asked to fill out a questionnaire in order to study their behaviour toward online advertising versus the traditional advertising.

Participants were selected from “AL Jadeed” TV station; “Instrument Garage”; hospital “Hotel Dieu de la France”; “Cascada Village”; “Sanita” member of INDEVCO group; “Auditax”; “AL Wadi Al Akhdar” member of Obegi group; “Le Charcutier Aoun”; “Al Mabani Contractors”; “Blom Bank”; “Bank Audi”; and “Choueiry Group”, one at a time and independently. The main characteristic of probability sampling is that the probability or chance of any element being included in the sample is known and equal for everyone to participate (Roger, D. Wimmer, & Joseph, R. Dominick, 2011).

I chose to conduct this questionnaire with employees in these companies because they have different target audiences, from different social classes, they tend to deliver different messages, and most of these companies are used to spending a lot of money in their advertising campaigns, on TV ads, outdoor, and print. Whereas according to several persons such as Mrs. Therese Murr Marketing Manager at “Mediapack INDEVCO”, Mrs. Randa Fares Head of Accounting at “Mabani Contractor”, Mr. Marc Mansour Head of communication department at “Le Charcutier”, Mr. Elie Hattab Senior Accountant manager at “AL Wadi Al Akhdar”, Mr. Abdo EL Hachem Head of Communication Department at “HDF”, and Mrs. Samar Akkou Leasing and Communication Manager at Cascada Village, businesses nowadays are relying on online advertising more in their communications because of the interactivity they get with their target audiences.

The questionnaire includes variable related to age, number of hours of internet per week, education, and networking access. It is divided into three sections. The first one is about demographics and general information of the participants (gender, age, education, etc...), the second section is about internet usage, and the third part is about participants' reactions toward the uses of online advertising.

Data analysis: Participants filled out the questionnaire during May 2015 to study their attitudes toward online advertising.

The data was collected and measured statistically, and results were linked with the literature review and the theoretical framework to find out the similarities and differences. The aim is to answer the first and the second research questions "Is there a budget shift in advertising from traditional media to social media in Lebanon?" "Is the budget shift related to cost? Reach? Sales? Or target audience?"

Participants were asked to fill the questionnaire (See Appendix III), and it was explained to them that the research is for academic objectives. They were also informed that their participation remains anonymous and their answers are confidential.

The results are collected and tabled per question and a descriptive analysis follows.

1. Section 1: General Information

The data is taken from different numbers of the two genders, which yielded $M= 1.62$, $SD= 0.50$, male 45 (38.8%) and 70 (60.3%) female (Table 1.1); which assures that the impact of online advertising has no relation to gender.

What is your gender?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	45	38.8	38.8
	Female	70	60.3	99.1
	Missing	1	.9	.9
	Total	116	100.0	100.0

Table 1.1 .Gender

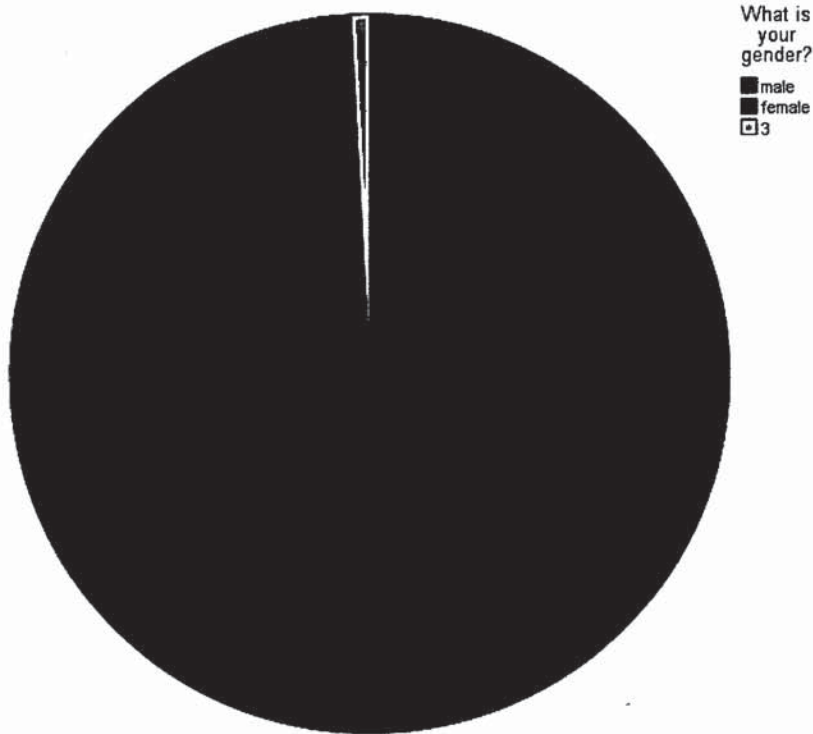


Figure 5.1 .Gender

The ages range between 15 to 21, 22 to 28, 29 to 34, and above 35 which yielded $M=2.39$, $SD= 0.65$ (Table 1.2).

What is your age?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 15-21	2	1.7	1.7	1.7
22-28	76	65.5	65.5	67.2
29-34	29	25.0	25.0	92.2
Above 35	9	7.8	7.8	100.0
Total	116	100.0	100.0	

Table 1.2. Age

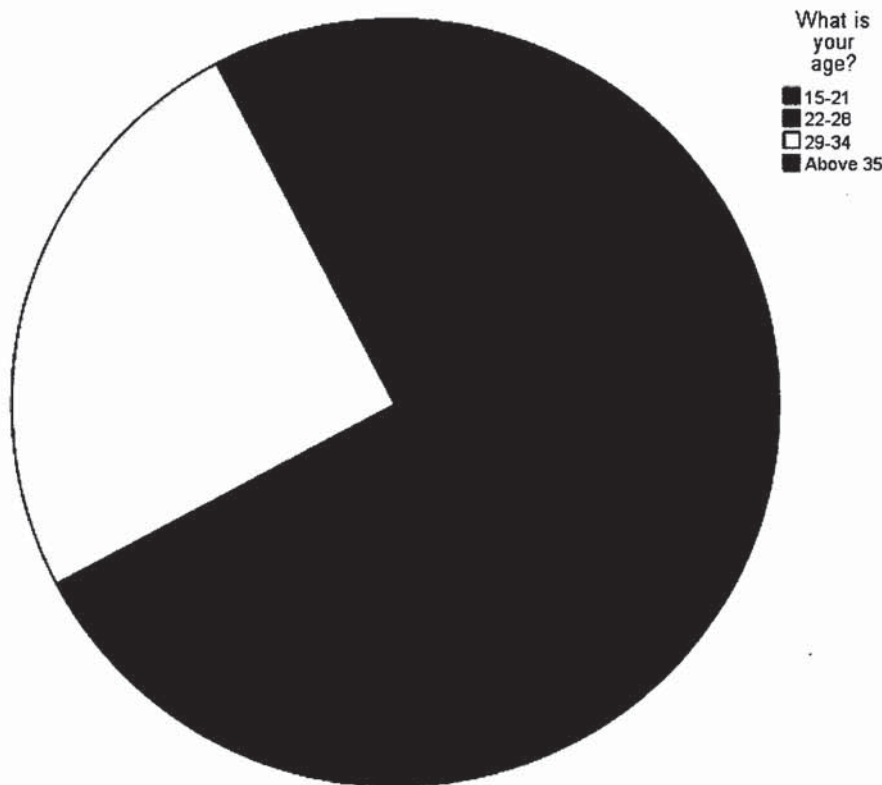


Figure 5.2. Age

81 per cent of the participants (94 participants) were single, whereas 22 were married (19 percent). The results yielded $M= 1.119$, $SD= 0.39$ (Table 1.3).

What is your social status?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Single	94	81.0	81.0	81.0
Valid Married	22	19.0	19.0	100.0
Total	116	100.0	100.0	

Table 1.3.Social Status

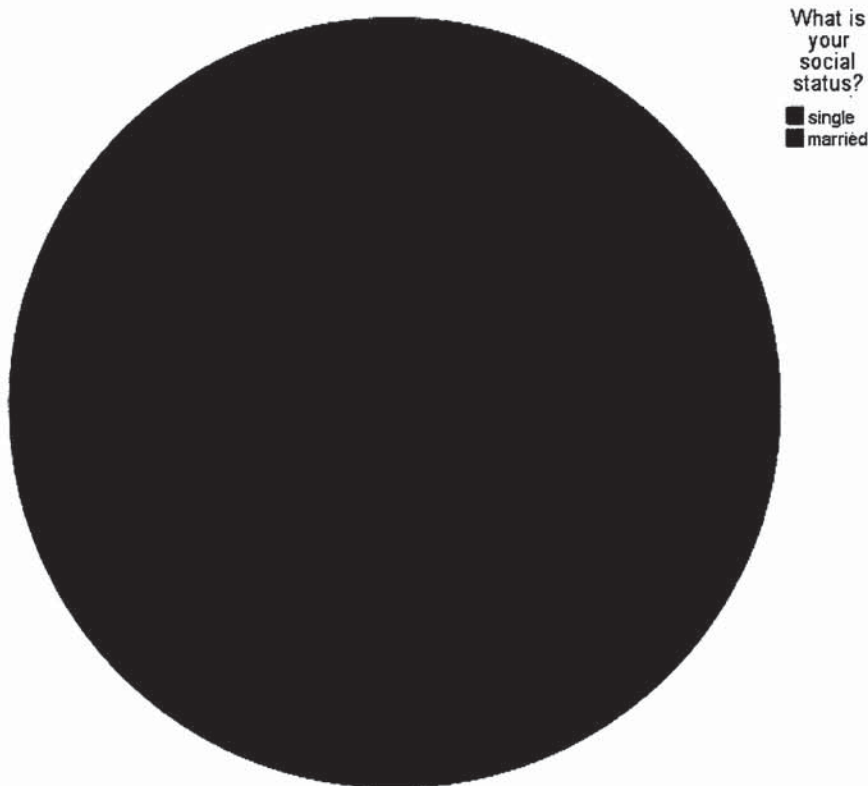


Figure 5.3.Social Status

As for participants' occupations, 2.6 per cent were student (3 participants), 107 participants were employees (92.2 per cent), 1 participant was unemployed (0.9 per cent), and

4.3 per cent owned a private business (5.3 participants). The results yielded $M= 2.07$, $SD= 0.45$ (Table 1.4).

What is your occupation?				
	Frequency	Percent	Valid Percent	Cumulative Percent
Student	3	2.6	2.6	2.6
Employee	107	92.2	92.2	94.8
Valid Unemployed	1	.9	.9	95.7
Own private business	5	4.3	4.3	100.0
Total	116	100.0	100.0	

Table 1.4.Occupation

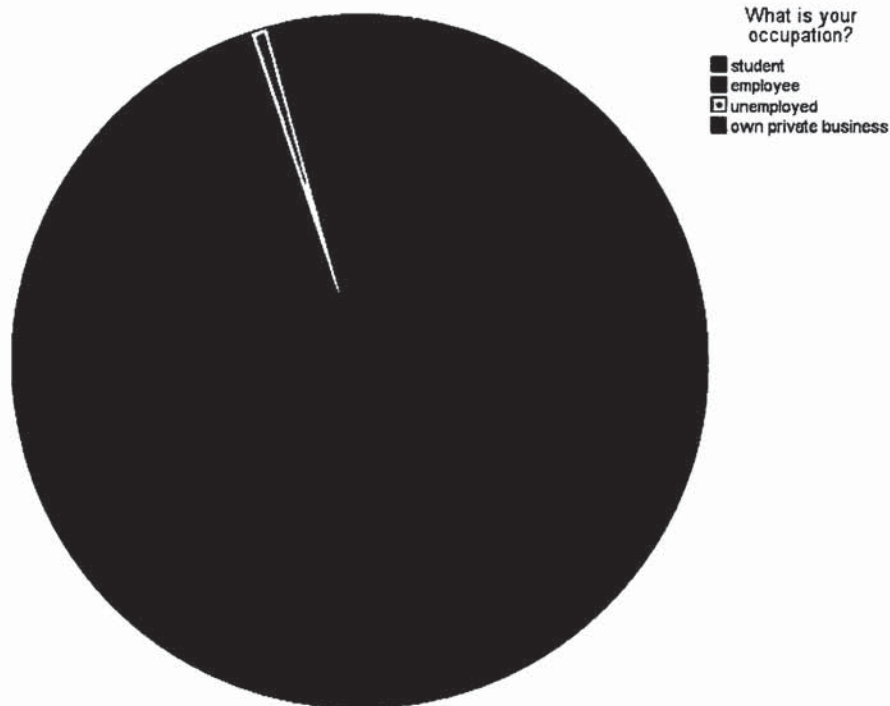


Figure 5.4.Occupation

Regarding the education level, 1 of the participants had a basic education degree (0.9 per cent), whereas 2.6 per cent (3 participants) had a high school degree, 69 participants (59.5

per cent) had a BS/BA degree, and 35.3 per cent (41 participants) had a MS/MA degree. The results yielded $M= 3.33$, $SD= 0.58$ (Table 1.5).

What is your level of education?

	Frequency	Percent	Valid Percent	Cumulative Percent
Basic education	1	.9	.9	.9
High school	3	2.6	2.6	3.5
Valid BS/BA graduate	69	59.5	60.0	63.5
MS/MA graduate	41	35.3	35.7	99.1
Others	1	.9	.9	100.0
Total	115	99.1	100.0	
Missing System	1	.9		
Total	116	100.0		

Table 1.5. Education Level

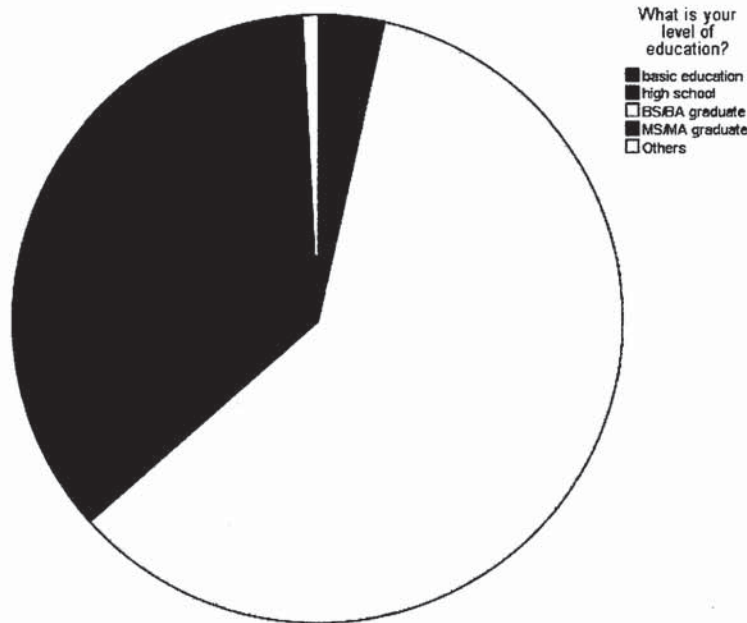


Figure 5.5. Education Level

The final question regarding the socio-demographic background of the participants, was about the average income per year, where 11.2 per cent (13 participants) have an average under 12000 USD per year, 57 participants (49.1 per cent) have a year income average

between 12 001USD and 20 000 USD, 12.1 per cent (14 participants) get yearly an income between 20 001 USD and 28 000 USD, whereas 13.8 per cent (16 participants) have an average yearly income above 28 001 USD, and 12.9 per cent (15 participants) preferred not to answer. The results yielded $M= 2.68$, $SD= 1.23$ (Table 1.6).

What is your average income per year?

	<u>Frequency</u>	<u>Percent</u>	<u>Valid Percent</u>	<u>Cumulative Percent</u>
<u>Valid</u>				
<u>under \$12 000</u>	13	11.2	11.3	11.3
<u>\$12 001 - \$ 20 000</u>	57	49.1	49.6	60.9
<u>\$20 001-28 000</u>	14	12.1	12.2	73.0
<u>\$28 001+</u>	16	13.8	13.9	87.0
<u>Prefer not to answer</u>	15	12.9	13.0	100.0
<u>Total</u>	115	99.1	100.0	
<u>Missing</u> System	1	.9		
<u>Total</u>	116	100.0		

Table 1.6. Income Average

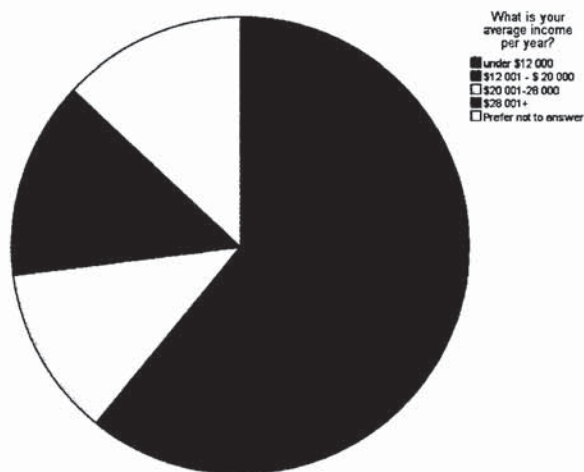


Figure 5.6. Income Average

As for the socio-demographic background, 6 different questions were asked, and as seen in the tables there is one missing variable in question 1, 5, and 6. This is because some participants forgot to answer or preferred not to answer.

Demographics questions that were included at the beginning of the questionnaire were “Gender”, “Age”, “Social status”, “Occupation”, “Education”, and “Average income per year”. The questions were presented in a random order in the questionnaire, where the first section is gender which yielded $M=1.62$, $SD= 0.50$, where 60.3 per cent of the participants were females, and 38.8 per cent were males (Table 1.1).

Regarding the age, 1.7 per cent (2 participants) were between 15-21, 65.5 (76 participants) per cent were between 22-28, 25 per cent (29 participants) were aged between 29-34, and 7.8 per cent (9 participants) were above 35. The results yielded $M=2.39$, $SD= 0.65$ (Table 1.2).

As for social status, 94 participants (81 per cent) were single, whereas 22 participants (19 per cent) were married, and the results yielded $M= 1.19$, $SD= 0.39$ (Table 1.3).

2.6 per cent (3 participants) were students, 92.2 per cent (107 participants) were employees, 0.9 per cent (1 participant) are unemployed, and 4.3 per cent (5 participants) owned a private business. The results yielded $M= 2.07$, $SD= 0.45$ (Table 1.4).

Out of 116 participants, 1 participant (0.9 per cent) have a basic education degree, 3 participants (2.6 per cent) have a high school degree, whereas 69 participants (59.5 per cent) own a BS/BA degree, and 41 participants (35.3 per cent) a MS/MA degree, 1 participant checked the others box. The results yielded $M= 3.33$, $SD= 0.58$ (Table 1.5).

For the yearly income average, 13 participants (11.2 per cent) get an income under 12 000USD, 57 participants (49.1 per cent) between 12 001USD and 20 000USD, 14 participants (12.1 per cent) between 20 001USD and 28 000USD, whereas 16 participants get an income above 28 001USD per year, and 15 participant (12.9) preferred not to answer. The results yielded $M= 2.68$, $SD= 1.23$ (Table 1.6).

2- Section 2: Internet usage

This section focus on the usage of the internet per day, place from where participants access the internet and the networking sites that is used the most. 99.1 per cent (115) of the participants answered that they use the internet, 0.9 per cent (1 participant) said that they does not use the internet, statistics generated $M= 1.01$, $SD= 0.93$ (Table 1.7)

Do you use the internet?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	115	99.1	99.1	99.1
Valid No	1	.9	.9	100.0
Total	116	100.0	100.0	

Table 1.7. Internet usage?

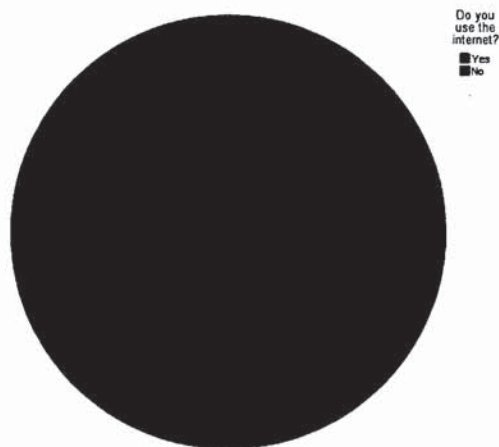


Figure 5.7. Internet usage

As for the hours they spend per week using the internet, 11 participants (9.5 per cent) said that they spend between 0-5 hours per week, 25 participants (21.6 per cent) spend between 6-10 hours per week, while 37.1 per cent (43 participants) spend between 11-20 hours per week, 19 per cent (22 participants) spend between 21-30 hours per week, and 15

participants (12.9 per cent) said that they spend more than 31 hours per week using the internet. The results yielded $M=3.04$, $SD= 1.14$ (Table 1.8).

How many hours do you spend per week surfing the internet

	Frequency	Percent	Valid Percent	Cumulative Percent
0-5	11	9.5	9.5	9.5
6-10	25	21.6	21.6	31.0
11-20	43	37.1	37.1	68.1
21-30	22	19.0	19.0	87.1
31+	15	12.9	12.9	100.0
Total	116	100.0	100.0	

Table 1.8.Hours per week using the internet

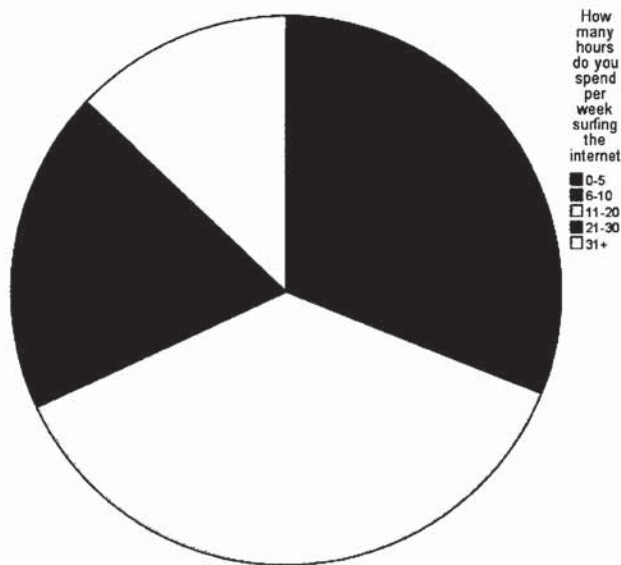


Figure 5.8 Hours per week using the internet

As for the places where participants access the internet, statistics yielded $M=1.89$, $SD=0.99$. 64 participants (55.2 per cent) use the internet from their homes, whereas 1 participant (0.9 per cent) uses the internet from school, and 44 per cent (51 participants)

access the internet from work. The data collected showed that most of the participants access the internet from home (Table 1.9).

Where do you most often access the internet?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Home	64	55.2	55.2
	School	1	.9	.9
	Work	51	44.0	44.0
	Total	116	100.0	100.0

Table 1.9. Internet access places

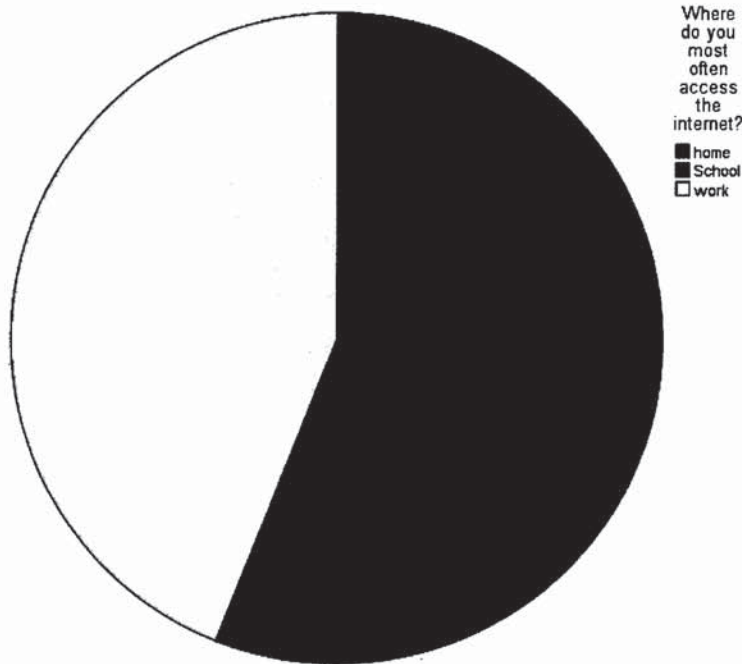


Figure 5.9. Internet access place

When they were asked about which networking sites they use the most, 78.4 per cent (91 participants) said that they use Facebook, 1.7 per cent (2 participants) use twitter, whereas 15 participants (12.9 per cent), 5 participants (4.3 per cent) and 2.6 per cent (3 participants) use other networking site such Instagram, Hotmail, etc... the result yielded $M=1.51$, $SD= 1.04$ (Table 2.1)

Which networking sites do you use mostly?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Facebook	91	78.4	78.4	78.4
Twitter	2	1.7	1.7	80.2
Youtube	15	12.9	12.9	93.1
LinkedIn	5	4.3	4.3	97.4
Others	3	2.6	2.6	100.0
Total	116	100.0	100.0	

Table 2.1. Networking sites

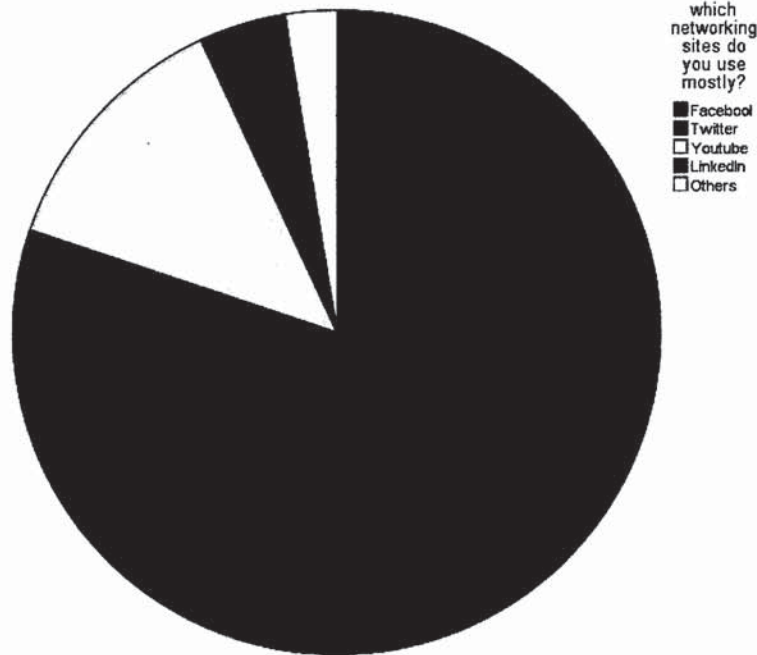


Figure 6.1. Networking sites

As for the rest of the questions in this section, 16.4 per cent (19 participants) said they use networking sites to make new friends, whereas 19 per cent (22 participants) use it to plan events, 19 participants (16.4 per cent) access the internet to make business contacts, and 54 participants (46.6 per cent) use networking sites to find information and share feedback about brands and products, while 2 participants (1.7 per cent) did not answer. The results yielded $M=2.95$, $SD=1.59$ (Table 2.2).

8 participants (6.9 per cent) out of 116 said that advertising on social networks is annoying, while 14 participants (12.1 per cent) said it is indifferent, whereas 44 per cent (51 participants) said that it is somewhat useful, and 37.1 per cent (43 participants) said it is very useful. The result yielded $M= 3.11$, $SD=0.87$ (Table 2.3)

As for if they were interested in looking for ads through the net, 62.1 per cent (72 participants) answered yes, whereas 37.1 per cent (43 participants) said no, and 1 participant did not answer (0.9 per cent). The results yielded $M= 1.40$, $SD= 0.54$ (Table 2.4)

“Where do you mostly notice ads?” 46.6 per cent (54 participants), said TV, 4.3 per cent (5 participants) said radio, whereas 32 participants (27.6 per cent) mostly notice ads outdoor, and 24 participants (20.7) said that they mostly notice ads online, and there is 1 missing values. The results yielded $M= 2.23$, $SD= 1.24$ (Table 2.5).

Why do you mostly use the sites?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Make new friends	19	16.4	16.7	16.7
	Planning events	22	19.0	19.3	36.0
	To make business contacts	19	16.4	16.7	52.6
	To find information and share Feedback about brands and products	54	46.6	47.4	100.0
	Total	114	98.3	100.0	
Missing	System	2	1.7		
Total		116	100.0		

Table 2.2.Why do you mostly use the sites?

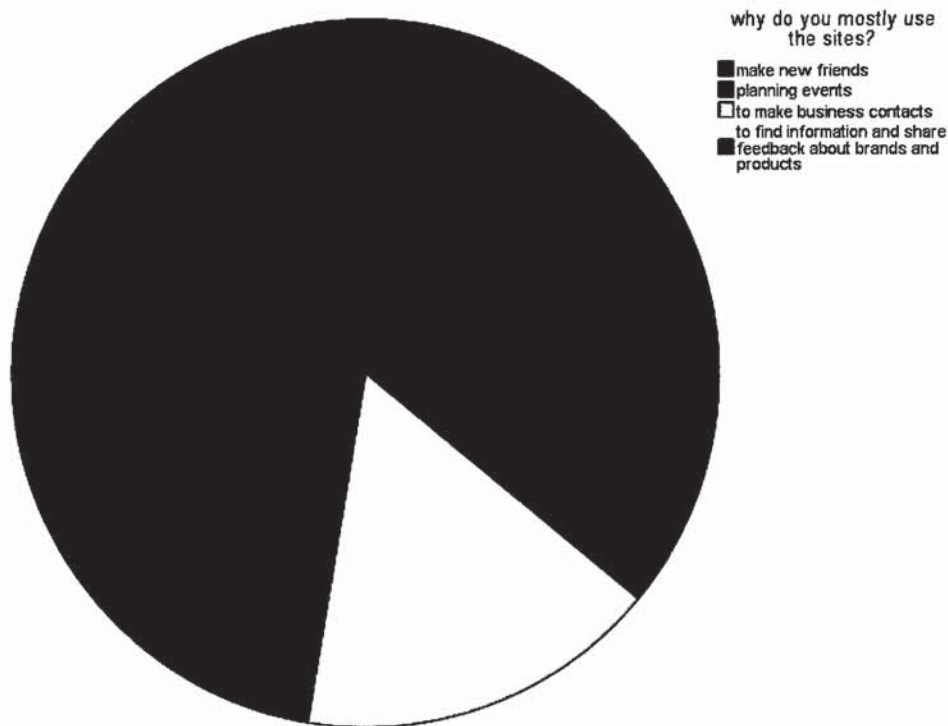


Figure 6.2. Why do you mostly use the sites?

How do you feel about advertising on social networks?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Annoying	8	6.9	6.9
	Indifferent	14	12.1	19.0
	Somewhat useful	51	44.0	62.9
	Very useful	43	37.1	100.0
	Total	116	100.0	100.0

Table 2.3. Advertising on social networks

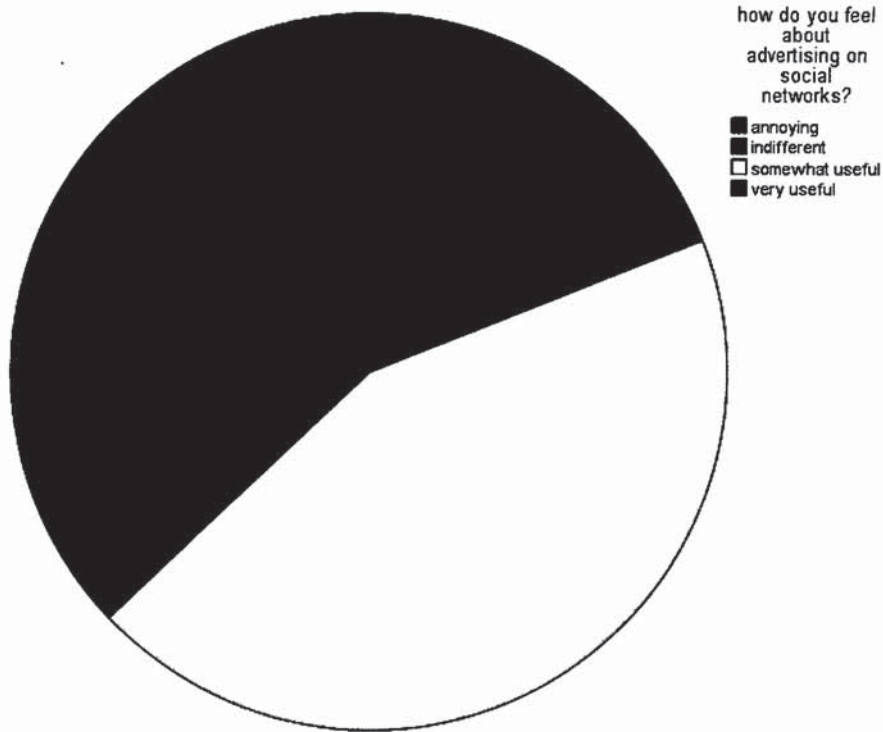


Figure 6.3. Advertising on social networks

Are you interested to look for ads via internet?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	72	62.1	62.1
	No	43	37.1	99.1
	4	1	.9	100.0
	Total	116	100.0	100.0

Table 2.4. ads via the internet.

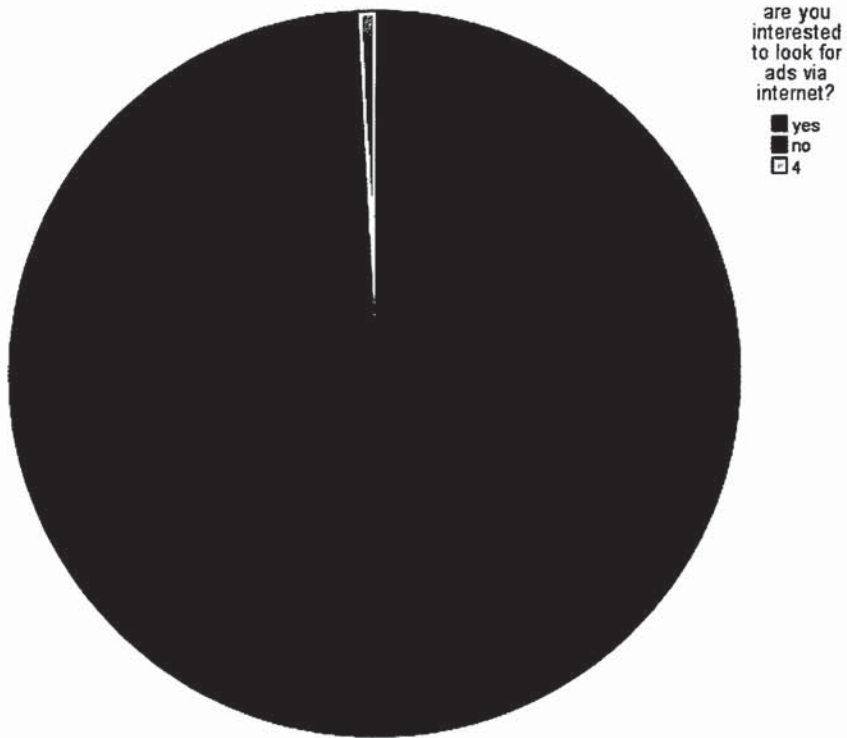


Figure 6.4. Ads via the internet.

Where do you mostly notice ads?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TV	54	46.6	47.0	47.0
	Radio	5	4.3	4.3	51.3
	Outdoor	32	27.6	27.8	79.1
	Online	24	20.7	20.9	100.0
	Total	115	99.1	100.0	
Missing	System	1	.9		
Total		116	100.0		

Table 2.5. where do you notice ads?

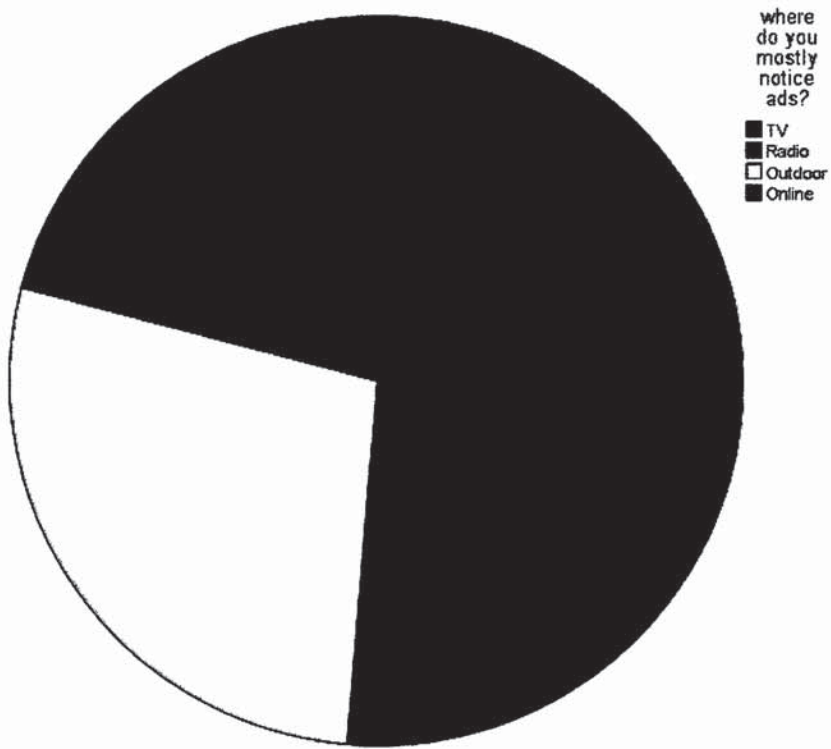


Figure 6.5 where do you notice ads?

3- Section 3: General reactions to the uses of online advertising.

In this section, the research focused on the behaviour of the participants toward online advertising, where they answered nine statements measured on a five-point Likert scale, with “1” = Strongly Disagree and “5” = Strongly Agree.

The general statements were “*I find advertising on social media more effective than advertising on TV/Radio/Outdoor/Print*” generated $M= 3.25$, $SD= 0.98$. Table 2.6 shows that 3.4 per cent of the participants (4 participants) strongly disagreed that online advertising is more effective than the traditional media, whereas 20.7 per cent (24 participants) disagreed, 34 participants (29.3 per cent) answered neutral, while 45 participants (38.8 per cent) agreed

that online advertising is more effective, and 6.9 per cent (8 participants) strongly agreed, and there is one missing values.

I find advertising on social media more effective than advertising on TV/Radio/Outdoor/Printed

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SD	4	3.4	3.5	3.5
	D	24	20.7	20.9	24.3
	N	34	29.3	29.6	53.9
	A	45	38.8	39.1	93.0
	SA	8	6.9	7.0	100.0
	Total	115	99.1	100.0	
Missing	System	1	.9		
Total		116	100.0		

Table 2.6. Online advertising's affectivity.

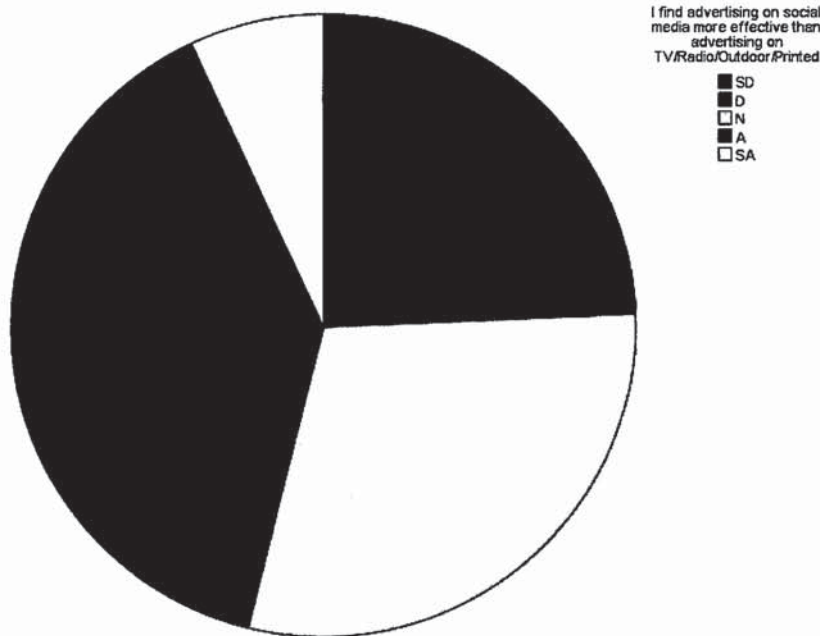


Figure 6.6. Online advertising's affectivity.

"I trust online advertising," yielded $M= 3.10$, $SD= 0.77$. Table 2.7 illustrates that 1.7 per cent (2 participants) strongly disagreed, 21 participants (18.1 per cent) disagreed, 57 participants (49.1 per cent) answered neutral, whereas 33 participants (28.4 per cent) agreed

that they trust online advertising and 2 participants (1.7 per cent) strongly agreed, and there is one missing value.

I trust online advertising

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid SD	2	1.7	1.7	1.7
D	21	18.1	18.3	20.0
N	57	49.1	49.6	69.6
A	33	28.4	28.7	98.3
SA	2	1.7	1.7	100.0
Total	115	99.1	100.0	
Missing System	1	.9		
Total	116	100.0		

Table 2.7. Online Trust.

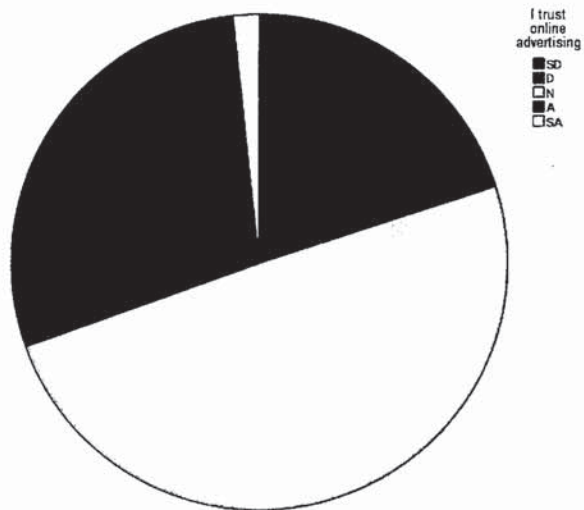


Figure 6.7. Online trust

“Social media is important in my professional life”, generated $M= 3.77$, $SD= 0.75$. Table 2.8 demonstrates that 15.5 per cent strongly agreed that social media is important in their professional life, 48.3 per cent (56 participants) agreed, 31.9 per cent (37 participants) had no opinion, and 4 participants (3.4 per cent) only disagreed, whereas no one strongly disagreed.

Social media is important in my professional life

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	D	4	3.4	3.5	3.5
	N	37	31.9	32.2	35.7
	A	56	48.3	48.7	84.3
	SA	18	15.5	15.7	100.0
	Total	115	99.1	100.0	
Missing	System	1	.9		
Total		116	100.0		

Table 2.8. Importance of social media in life

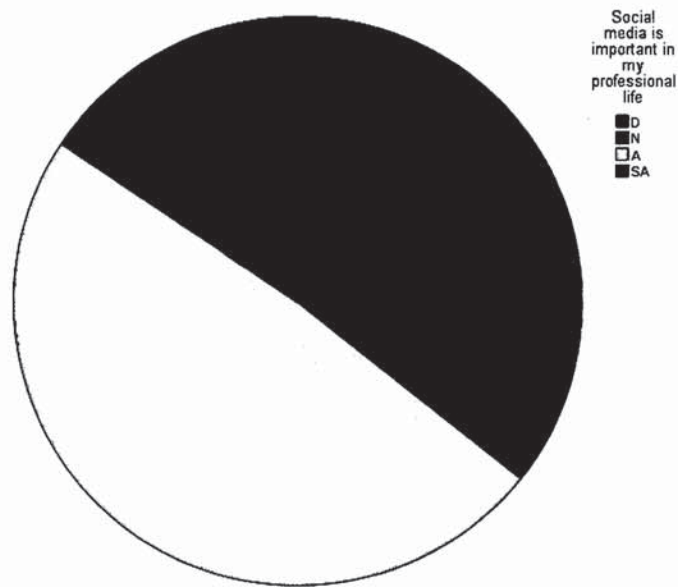


Figure 6.8. Importance of social media in life

"I surf the web because i can interact with the sender and give my feedback", yielded $M= 3.63$, $SD= 0.83$. Table 2.9 proves that 12.1 per cent of the 116 participants strongly agreed that they surf the web because they can interact with the sender and give their feedback, whereas 48.3 per cent (56 participants) agreed, 30.2 per cent neutral, 9 participants

(7.8 per cent) disagreed, and 0.9 per cent (1 participant) of the respondents strongly disagreed on this statement.

I surf the web because i can interact with the sender and give my feedback

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SD	1	.9	.9	.9
	D	9	7.8	7.8	8.7
	N	35	30.2	30.4	39.1
	A	56	48.3	48.7	87.8
	SA	14	12.1	12.2	100.0
	Total	115	99.1	100.0	
Missing	System	1	.9		
	Total	116	100.0		

Table 2.9. Online Interaction

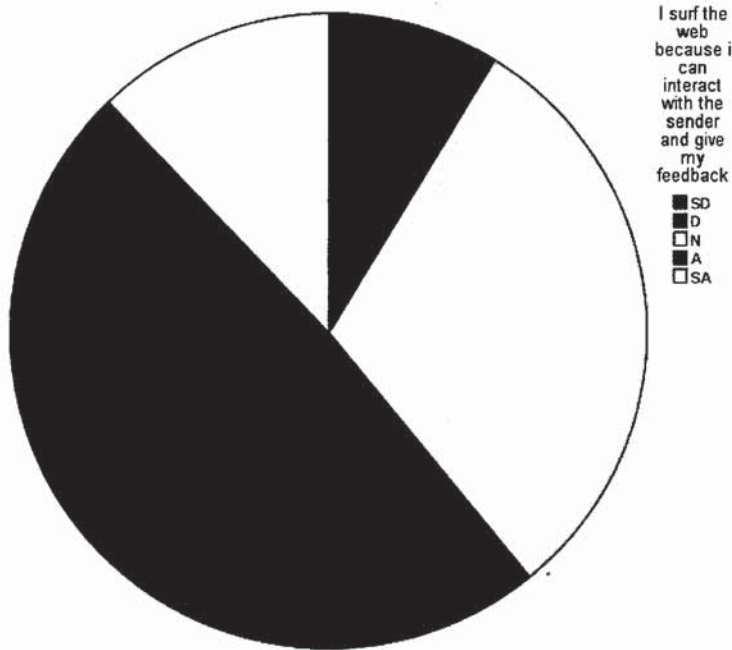


Figure 6.9. Online Interaction

The Statement “*I prefer TV ads because they are provided to me without effort*”, generated $M= 3.27$, $SD= 0.96$. Table 3.1 shows that 2.6 per cent (3 participants) strongly disagreed, 24.1 per cent (28 participants) disagreed, 24 participants (20.7 per cent) were

neutral, 47.4 per cent (55 participants) agreed on preferring TV ads because they are provided to them without effort, and 5 participants (4.3 per cent) strongly agreed.

I prefer TV ads because they are provided to me without effort

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SD	3	2.6	2.6	2.6
	D	28	24.1	24.3	27.0
	N	24	20.7	20.9	47.8
	A	55	47.4	47.8	95.7
	SA	5	4.3	4.3	100.0
	Total	115	99.1	100.0	
Missing	System	1	.9		
Total		116	100.0		

Table 3. TV advertising.

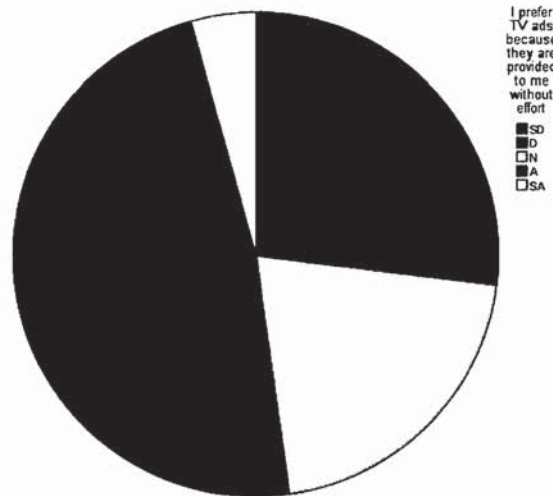


Figure 7. TV advertising.

As for the last 4 statements, they are related to the buying behaviour. 1.7 per cent (2 participants) strongly disagreed that online advertisements encourage them to buy products, while 25 participants (21.6 per cent) disagreed, 33.6 per cent (39 participants) had no opinion,

31.9 per cent agreed on this statement, and 12 participants (10.3 per cent) strongly disagreed. There is one missing value. The results yielded $M= 3.27$, $SD= 0.96$ (Table 3.2).

“Online i can explore advertisements of products or services that i am only interested in”, results yielded $M=3.71$, $SD= 0.84$. Table 3.3 shows that 14.7 per cent (17 participants) strongly agreed that online they can explore advertisements of products or services that they are only interested in, 50.9 per cent (59 participants) agreed, 29 participants (25 per cent) had no opinion, 7.8 per cent (9 participants) disagreed, and only 1 participant (0.9 per cent) strongly disagreed. There is one missing value.

As for the statement *“Online advertising affects my decision of picking one product over another”*, the results generated $M= 3.29$, $SD= 0.82$. Table 3.4 proves that 4.3 per cent (of the participants strongly agreed that online advertising affect their buying decision of picking one product over another, whereas 37.9 per cent (44 participants) agreed , 39.7 per cent (46 participants) neutral, disagree 16.4 per cent (19 participants) and 1 participant out of 116 strongly disagreed.

“Online advertisements introduce me to new products or services”, statistics yielded $M= 3.94$, $SD= 0.65$. Table 3.5 shows that 15.5 per cent (18 participants) strongly agreed that online advertisements introduce them to new products or services, 64.7 per cent (75 participants) agreed, whereas 19 participants (16.4 per cent) had no opinion, and 3 (2.6 per cent) participants disagreed, while no one disagreed, and there is one missing value.

Online advertisements encourage me to buy products

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid SD	2	1.7	1.7	1.7
D	25	21.6	21.7	23.5
N	39	33.6	33.9	57.4
A	37	31.9	32.2	89.6
SA	12	10.3	10.4	100.0
Total	115	99.1	100.0	
Missing System	1	.9		
Total	116	100.0		

Table 3.1. Online advertising encourage people to buy.

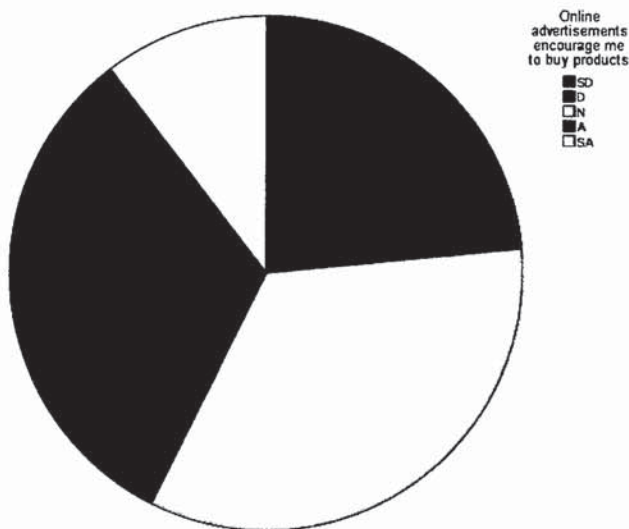


Figure 7.1. Online advertising encourage people to buy.

Online i can explore advertisements of products or services that i am only interested in

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid SD	1	.9	.9	.9
D	9	7.8	7.8	8.7
N	29	25.0	25.2	33.9
A	59	50.9	51.3	85.2
SA	17	14.7	14.8	100.0
Total	115	99.1	100.0	
Missing System	1	.9		
Total	116	100.0		

Table 3.2. Exploring new products and services online.

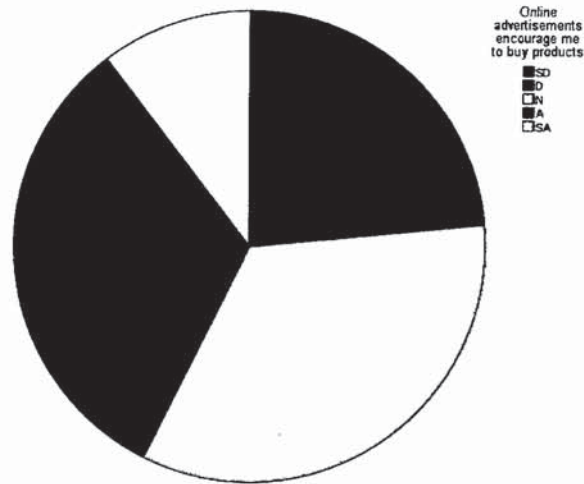


Figure 8.2. Exploring new products and services online.

Online advertisements affect my decision of picking one product over another

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid SD	1	.9	.9	.9
D	19	16.4	16.5	17.4
N	46	39.7	40.0	57.4
A	44	37.9	38.3	95.7
SA	5	4.3	4.3	100.0
Total	115	99.1	100.0	
Missing System	1	.9		
Total	116	100.0		

Table 3.3. Online Ads affecting the decision process.

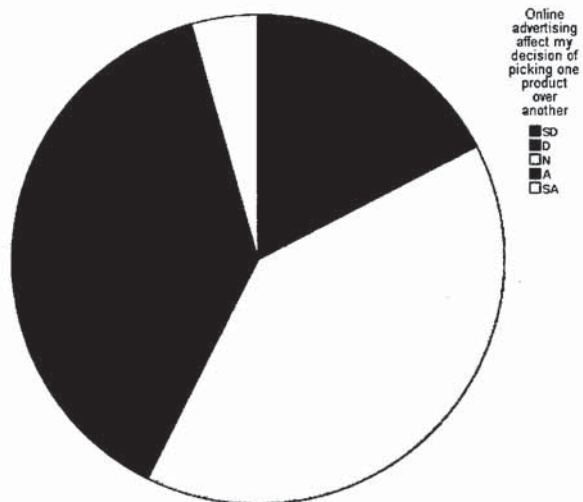


Figure 7.3. Online Ads affecting the decision process

Online advertisements introduce me to new products or services

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	D	3	2.6	2.6
	N	19	16.4	19.1
	A	75	64.7	84.3
	SA	18	15.5	100.0
	Total	115	99.1	100.0
Missing	System	1	.9	
Total		116	100.0	

Table 3.4. Online advertisements introduce me to new products or services.

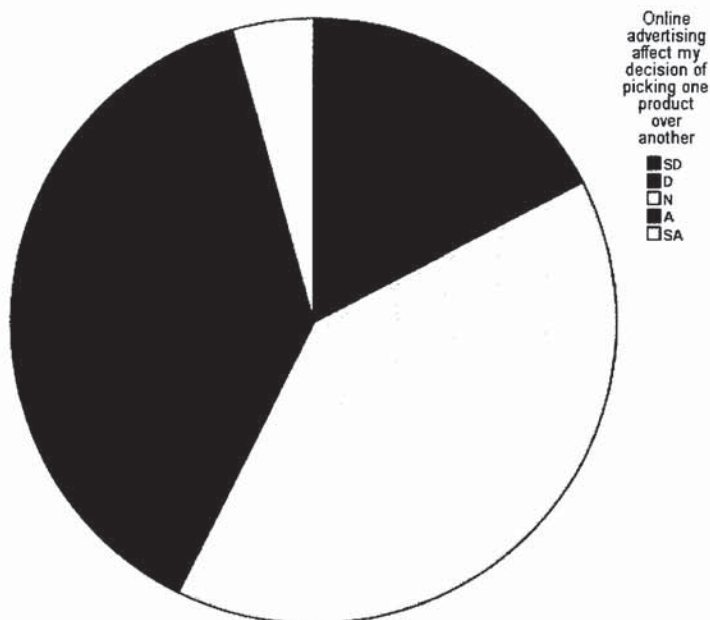


Figure 7.4. Online advertisements introduce me to new products or services

From the questionnaire that was distributed to our research targets, who are the clients that rely on advertising agencies to spread their messages to their target audiences, it can be concluded that online advertising is recognized, and they are aware that online advertising is evolving rapidly in the advertising world.

In order to test hypothesis 1 and to prove the research question 2” Does the budget shift from traditional media to social media is related to cost? Reach? Do social media reach larger target audience in a short period of time? Or is there a correlation between shifting to social media and increasing percentage of sales to a certain brand? Or do social media reach a target audience the old or the traditional media cannot reach them? A Chi-square test was used along with cross tabulation and correlation (See Appendix IV).

Hypothesis one: online advertising affect people’s purchase decisions.

The final section of the questionnaire “general reactions to the uses of online advertising”, determine the respondents evaluation and perception of online advertising. Perceptions of online advertising were stated as (effective, trust, interaction). Other questions asked participants about the importance of social media in their professional lives, or whether online advertising enables them to explore advertisements of products or services they are interested in. Analysis of the relationship between internet user’s reactions toward the online advertising and age of the participants as well as hours of internet use per day were being tested.

Analysis of positive relation between “online advertising affect my decision of picking one product over another” and age of the participants clarified N= 115 with 99.1 per cent, whereas negative consumer’s perception of skipping online advertisements resulted N= 115 with 99.1 per cent. Results of participants’ age and positive consumers’ perception of “online advertisements encourage me to buy products” showed N= 115 with 99.1 per cent, while negative consumers’ perception of trusting online advertisements and age resulted N= 115 with 99.1 per cent. The 29-34 age groups agreed that online advertising affects the buying decisions, encourage them to buy new products, but at the same time these advertisements may not be trustworthy and at a certain extent annoying among the same age group.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
What is your age? * Online advertising affect my decision of picking one product over another	115	99.1%	1	0.9%	116	100.0%
What is your age? * I skip online advertisements	115	99.1%	1	0.9%	116	100.0%
What is your age? * Online advertisements encourage me to buy products	115	99.1%	1	0.9%	116	100.0%
What is your age? * I trust online advertising	115	99.1%	1	0.9%	116	100.0%

Table 3.6

In order to measure hypothesis one, “online advertising affects people’s purchase decision” we will consider the results from question 8 in section 2 “*how many hours do you spend per week surfing the internet?*”, comparing with statement 8 of section 3 “online advertising affect my decision of picking one product over another”. Therefore, a cross tabulation for hours of internet used per week compared with if online advertising affect the buying decision process to clarify whether hypothesis one should be accepted or rejected.

Results of internet hours used per week in Table 3.7 shows that 43 participants (37.1 per cent) use the internet from 11 to 20 hours per week. Therefore, we will compare the participants’ general reactions to the uses of online advertising as related to 11-20 hours of internet use per week. Table 3.7 results indicate that 16.1 per cent of the participants who use the internet from 11 to 20 hours per week agreed that online advertising affect their buying process decision, whereas 6.9 per cent disagreed, with 13 per cent being neutral.

		Online advertising affect my decision of picking one product over another				
		SD	D	N	A	SA
How many hours do you spend per week surfing the internet	0-5	0 .1	4 1.8	6 4.4	1 4.2	0 .5
	6-10	1 .2	4 4.1	13 10.0	4 9.6	3 1.1
	11-20	0 .4	8 6.9	13 16.8	19 16.1	2 1.8
	21-30	0 .2	2 3.6	7 8.8	13 8.4	0 1.0
	31+	0 .1	1 2.5	7 6.0	7 5.7	0 .7
	Total	1	19	46	44	5
Total		1.0	19.0	46.0	44.0	5.0

Table 3.7

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	25.342 ^a	16	.064
Likelihood Ratio	27.062	16	.041
Linear-by-Linear Association	5.415	1	.020
N of Valid Cases	115		

a. 16 cells (64.0%) have expected count less than 5. The minimum expected count is .10.

Moreover, it was tested in the Chi-square statistic that yielded ($x^2=25.342$; $df=16$; $p > 0.05$) which indicated that the p-value (0.064) is greater than 0.05. Thus the notion of online advertisements affecting the buying decision process is rejected. (Table 3.7)

In addition, cross tabulation for 11-20 hours of internet use per week and skipping online advertisements (Table 3.8) illustrated that 20.5 per cent agreed on skipping online

advertisements when they pop up on the screen, whereas 1.5 per cent disagreed and 13.5 per cent neutral.

A Chi-square statistic was tested which yielded ($\chi^2=30.058$; $df= 12$; $p<0.05$) meaning that the online advertisements skipping perception has a significant relationship. Therefore, the p-value (0.003) is less than 0.05. Thus the idea of skipping online advertisements is accepted.

		I skip online advertisements			
		D	N	A	SA
How many hours do you spend per week surfing the internet	0-5	0 .4	10 3.5	0 5.4	1 1.7
	6-10	1 .9	9 8.0	10 12.2	5 3.9
	11-20	3 1.5	10 13.5	25 20.5	4 6.6
	21-30	0 .8	3 7.1	15 10.7	4 3.4
	31+	0 .5	5 4.8	6 7.3	4 2.3
	Total	4	37	56	18

Table 3.8

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	30.058 ^a	12	.003
Likelihood Ratio	33.269	12	.001
Linear-by-Linear Association	6.833	1	.009
N of Valid Cases	115		

a. 11 cells (55.0%) have expected count less than 5. The minimum expected count is .38.

As for whether online advertisements encourage consumers to buy products, Table 3.9 demonstrates that 13.5 per cent agreed, 14.2 per cent neutral and 9.1 per cent disagreed. A Chi-square was further tested that yielded ($\chi^2= 26.851$; $df= 16$; $p<0.05$) which means the notion has significant relationship. Therefor the p-value (0.043) is less than 0.5. Thus the concept that online advertising encourages people to buy is accepted.

tab

		Online advertisements encourage me to buy products					Total		
		SD	D	N	A	SA			
many hours do you spend week surfing the internet	0-5	Count	1	4	4	2	0	11	
		Expected Count	.2	2.4	3.7	3.5	1.1	11.0	
	6-10	Count	0	6	13	3	3	25	
		Expected Count	.4	5.4	8.5	8.0	2.6	25.0	
	11-20	Count	0	7	16	14	5	42	
		Expected Count	.7	9.1	14.2	13.5	4.4	42.0	
	21-30	Count	1	5	6	9	1	22	
		Expected Count	.4	4.8	7.5	7.1	2.3	22.0	
	31+	Count	0	3	0	9	3	15	
		Expected Count	.3	3.3	5.1	4.8	1.6	15.0	
			Count	2	25	39	37	12	115
			Expected Count	2.0	25.0	39.0	37.0	12.0	115.0

Table 3.9

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	26.851 ^a	16	.043
Likelihood Ratio	32.264	16	.009
Linear-by-Linear Association	6.924	1	.009
N of Valid Cases	115		

a. 16 cells (64.0%) have expected count less than 5. The minimum expected count is .19.

For the cross tabulation of hours of internet used per week and if consumers trust online advertising, Table 4.1 illustrates that 12.1 per cent of the participants who use the internet from 11-20 hours per week agreed with trusting the online advertising, whereas 7.7 per cent disagreed with 20.8 per cent neutral. A Chi-square statistic was further tested and yielded ($\chi^2 = 21.525$; $df = 16$; $p > 0.05$) which means the concept does not have a significant relationship. Therefore, p-value (0.159) is greater than 0.05. Thus the perception of trusting online advertising is rejected.

stab

		I trust online advertising					Total		
		SD	D	N	A	SA			
many hours do you spend per week surfing the internet	0-5	Count	1	4	5	1	0	11	
		Expected Count	.2	2.0	5.5	3.2	.2	11.0	
	6-10	Count	0	5	8	12	0	25	
		Expected Count	.4	4.6	12.4	7.2	.4	25.0	
	11-20	Count	0	8	24	8	2	42	
		Expected Count	.7	7.7	20.8	12.1	.7	42.0	
	21-30	Count	1	2	11	8	0	22	
		Expected Count	.4	4.0	10.9	6.3	.4	22.0	
	31+	Count	0	2	9	4	0	15	
		Expected Count	.3	2.7	7.4	4.3	.3	15.0	
			Count	2	21	57	33	2	115
			Expected Count	2.0	21.0	57.0	33.0	2.0	115.0

Table 4.1

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	21.525 ^a	16	.159
Likelihood Ratio	21.592	16	.157
Linear-by-Linear Association	1.207	1	.272
N of Valid Cases	115		

a. 16 cells (64.0%) have expected count less than 5. The minimum expected count is .19.

After the cross tabulation and the Chi-square testing, paired samples of correlation is done to show the strong positive correlation with each other (Table 4.2).

Pair 1: People who use the internet are affected by online advertising while choosing one product over the other.

Pair 2: People who find online advertising useful on social networks seek to interact with the sender and give their feedback.

Pair 3: People, who are interested in looking on ads via the internet, are motivated to be introduced to new products or services

Paired Samples Statistics

	Mean	N	Std. Deviation	Std. Error Mean
Pair 1	I trust online advertising	115	.777	.072
	Online advertising affect my decision of picking one product over another	115	.825	.077
Pair 2	How do you feel about advertising on social networks?	115	.870	.081
	I surf the web because i can interact with the sender and give my feedback	115	.831	.077
Pair 3	Are you interested to look for ads via internet?	115	.543	.051
	Online advertisements introduce me to new products or services	115	.653	.061

Table 4.2. Paired Sample T-Test, H1

Paired Samples Correlations

	N	Correlation	Sig.
Pair 1 I trust online advertising & Online advertising affect my decision of picking one product over another	115	.186	.047
Pair 2 How do you feel about advertising on social networks? & I surf the web because i can interact with the sender and give my feedback	115	.232	.013

Pair 3	Are you interested to look for ads via internet? & Online advertisements introduce me to new products or services	115	-252	.006
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Paired Samples Test

	Paired Differences					t	df	Sig. (2-tailed)	
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference					
				Lower	Upper				
Pair 1	I trust online advertising - Online advertising affect my decision of picking one product over another	-.183	1.022	.095	-.371	.006	-1.915	114	.058
Pair 2	How do you feel about advertising on social networks? - I surf the web because i can interact with the sender and give my feedback	-.513	1.054	.098	-.708	-.318	-5.218	114	.000
Pair 3	Are you interested to look for ads via internet? - Online advertisements introduce me to new products or services	-2.539	.949	.088	-2.714	-2.364	-28.706	114	.000

Results show that there is a statistically significant correlation between pair 2 and 3. That means an increase or decrease in one variable is significantly related to an increase or decrease in the second one, whereas pair 1 has no significant relationship. Consumers, who trust online advertising, are affected by choosing one product over the other. This was tested in pair 1 correlation (Table 4.2) that yielded ($x^2= 1.022$; $df= 114$; $p>0.05$). It means the hypothesis 1 “Online advertising affects people’s purchasing decision” has no significant

relationship. The Sig (2-Tailed) p-value in pair 1 (0.058) is greater than 0.05; therefore the hypothesis for pair 1 is rejected.

Moreover, consumers who find advertising on social media useful, surf the net because they can interact with the sender and give their feedback. This was tested in pair 2 correlation (Table 4.2) that yielded ($\chi^2 = 1.054$, $df = 114$, $p < 0.05$). It means the hypothesis has significant relationship. The Sig (2- Tailed) p-value in pair 2 (0.00) is less than 0.05; therefore the hypothesis for pair 2 is accepted.

In addition, consumers who are interested in looking for ads via the internet are looking for new products or services. This was tested in pair 3 correlation (Table 4.2) that yielded ($\chi^2 = 0.949$, $df = 114$, $p < 0.05$). That means the hypothesis has a significant relationship. The Sig (2-Tailed) p-value in pair 3 (0.00) is less than 0.05; therefore, the hypothesis for pair 3 is accepted.

Results determined that two pairs are with $P < 0.05$. Thus the hypothesis that online advertising encourage people to buy new product is accepted.

Hypothesis two: Agencies are focusing on online advertising because most of the times their targets are away from home.

To be able to measure the second hypothesis and to prove research question 1 “Is there a budget shift in advertising from traditional media to social media?”, we will focus on which networking sites consumers use the most, versus noticing ads on traditional media, as comparative to age.

Question 10 in the questionnaire “which networking sites do you use mostly?” offered several websites to participants. The descriptive statistics in Table 4.3 shows that the most used networking site based on 78.4 per cent (91 participants) of the participants answers was

Facebook, whereas YouTube came in the second place with 12.9 per cent (15 participants), LinkedIn 4.3 per cent, others such as Instagram, Hotmail, Gmail got 2.6 per cent (3 participants) and 2 participants out of 116 answered Twitter.

Which networking sites do you use mostly?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Facebook	91	78.4	78.4	78.4
Twitter	2	1.7	1.7	80.2
Youtube	15	12.9	12.9	93.1
LinkedIn	5	4.3	4.3	97.4
Others	3	2.6	2.6	100.0
Total	116	100.0	100.0	

Table 4.3

Statistics

Which networking sites do you use mostly?

N	Valid	116
	Missing	0
Mean		1.51
Median		1.00
Mode		1
Std. Deviation		1.043

Moreover, descriptive statistics to know from where the participants access the internet, Table 4.4 shows that 55.2 per cent (64 participants) access the internet from their home, 1 participant from school, and 44 per cent (51 participants) access the internet from work.

Where do you most often access the internet?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid home	64	55.2	55.2	55.2
School	1	.9	.9	56.0
work	51	44.0	44.0	100.0
Total	116	100.0	100.0	

Table 4.4

Statistics

Where do you most often access the internet?

N	Valid	116
	Missing	0
Mean		1.89
Median		1.00
Mode		1
Std. Deviation		.994

A cross tabulation for people who are interested in looking for ads via internet, and consumers find advertising on social media more effective than advertising on TV/Radio/Outdoor/Printed. 29.7 per cent (37 participants) of participants aged 22-28 agreed that advertising on social media is more effective than advertising on other media, 22.5 per cent being neutral and 15.9 per cent disagreed. A Chi-square statistic was tested which yielded ($\chi^2 = 20.657$; $df = 12$; $p > 0.05$) meaning that there is no significant relationship. Therefore, p-values is greater than 0.005. Thus the notion of advertising on social media is more effective than advertising on traditional media is rejected (Table 4.5)

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	20.657 ^a	12	.056
Likelihood Ratio	19.543	12	.076
Linear-by-Linear Association	1.037	1	.308
N of Valid Cases	115		

a. 13 cells (65.0%) have expected count less than 5. The minimum expected count is .07.

What is your age? * I find advertising on social media more effective than advertising on TV/Radio/Outdoor/Printed
Crosstabulation

		I find advertising on social media more effective than advertising on TV/Radio/Outdoor/Printed					Total
		SD	D	N	A	SA	
What is your age?	Count	0	2	0	0	0	2
	15-21 Expected	.1	.4	.6	.8	.1	2.0
	Count	2	13	20	37	4	76
	22-28 Expected	2.6	15.9	22.5	29.7	5.3	76.0
	Count	2	7	9	7	4	29
	29-34 Expected	1.0	6.1	8.6	11.3	2.0	29.0
	Count	0	2	5	1	0	8
	Above Expected	.3	1.7	2.4	3.1	.6	8.0
	35 Count	4	24	34	45	8	115
	Total Expected	4.0	24.0	34.0	45.0	8.0	115.0
	Count						

Table 4.5

As for people who are interested in looking for ads via the net, 47.2 per cent (51 participants) aged 22-28 said yes they are interested, whereas 28.2 per cent said no with 1 missing value. A Chi-square statistic was tested, the results yielded ($\chi^2 = 5.11$, $df = 6$, $p > 0.05$), therefore the notion of people are interested in looking for ads on the internet is rejected (Table 4.6)

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.117 ^a	6	.529
Likelihood Ratio	5.285	6	.508
Linear-by-Linear Association	1.827	1	.176
N of Valid Cases	116		

a. 7 cells (58.3%) have expected count less than 5. The minimum expected count is .02.

What is your age? * are you interested to look for ads via internet? Crosstabulation

			Are you interested to look for ads via internet?			Total
			yes	no	4	
What is your age?	15-21	Count	1	1	0	2
		Expected Count	1.2	.7	.0	2.0
	22-28	Count	51	24	1	76
		Expected Count	47.2	28.2	.7	76.0
	29-34	Count	17	12	0	29
		Expected Count	18.0	10.8	.3	29.0
	Above 35	Count	3	6	0	9
		Expected Count	5.6	3.3	.1	9.0
	Total	Count	72	43	1	116
		Expected Count	72.0	43.0	1.0	116.0

Table 4.6

Running pair samples of correlation for pair 1, (people who are interested in looking for ads via the internet, confirmed that advertising on social media is more effective than advertising on traditional media).Pair 2 (people who mostly notice ads online, trust online advertising), and pair 3 (people who use networking sites, mostly use it to be introduced to new products or services), showed that pair 1 scored N=115, with sig= 0.131. Pair 2 scored N= 115, with sig = 0.185, and pair 3 scored N= 115, with sig= .828. Results clarified that most of the people who use social networking use it to explore and to search for new products or services (pair 3). The sig (2-Tailed) value in all pairs is 0.00, which means it's less than 0.05 (Table 4.7). Therefore it can be concluded that there is a statistically significant correlation between every two variables in all the pairs which means the hypothesis has a significant relationship. In other word, any increase or decrease in one variable is related to the second variable. Thus, the second hypothesis is accepted. So agencies are focusing their advertisements to social networking to reach their target audience wherever they are, since their target are interested with online advertising, find it more effective than traditional

media. In addition to that, they trust online advertisements and they always seek to search for new products and services.

Paired Samples Statistics

	Mean	N	Std. Deviation	Std. Error Mean	
Pair 1	Are you interested to look for ads via internet?	1.40	115	.543	.051
	I find advertising on social media more effective than advertising on TV/Radio/Outdoor/Printed	3.25	115	.981	.091
Pair 2	Where do you mostly notice ads?	2.23	115	1.243	.116
	I trust online advertising	3.10	115	.777	.072
Pair 3	Which networking sites do you use mostly?	1.51	115	1.046	.098
	Online advertisements introduce me to new products or services	3.94	115	.653	.061

Paired Samples Correlations

	N	Correlation	Sig.
Pair 1 Are you interested to look for ads via internet? & I find advertising on social media more effective than advertising on TV/Radio/Outdoor/Printed	115	-.142	.131
Pair 2 Where do you mostly notice ads? & I trust online advertising	115	-.125	.185
Pair 3 Which networking sites do you use mostly? & Online advertisements introduce me to new products or services	115	.020	.828

Paired Samples Test

		Paired Differences				t	df	Sig. (2-tailed)	
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower				Upper
Pair 1	Are you interested to look for ads via internet? - I find advertising on social media more effective than advertising on TV/Radio/Outdoor/Printed	-1.852	1.186	.111	-2.071	-1.633	-16.740	114	.000
Pair 2	Where do you mostly notice ads? - I trust online advertising	-.878	1.545	.144	-1.164	-.593	-6.094	114	.000
Pair 3	Which networking sites do you use mostly? - Online advertisements introduce me to new products or services	-2.426	1.222	.114	-2.652	-2.200	-21.297	114	.000

Reliability:

To test the reliability of the questionnaire that was conducted on the 116 respondents a reliability test was conducted. The cases were 95.7 per cent valid and 4.3 per cent exclusion occurred. Thus, the questionnaire that was conducted is valid and reliable.

Case Processing Summary

		N	%
Cases	Valid	111	95.7
	Excluded ^a	5	4.3
	Total	116	100.0

a. Listwise deletion based on all variables in the procedure.

Discussion

This thesis explored online advertising and the shift that happened and still happening in the advertising world from focusing only on traditional media such as TV, Radio, Outdoor and print to focusing more on how advertisers can reach their targets wherever they are through the only medium the internet. Almost all advertising agencies started to consider online tools as a priority in their communication strategies. In this study, qualitative and quantitative methods were employed. The qualitative analysis through the two interviews done with Mrs.Jihane Habchy, Senior account manager at Accelerate Online Agency, and Mr.Edward Hatem, Senior strategic media planner at MediaCom agency, stressed that there is a budget shift from traditional media to social media, and as per Mr.Hatem's answer on the question "will online advertising take place of the traditional media in the future?", he said it should not be "will", instead you should ask "when will online advertising replace the traditional media", because in Europe, online advertising is replacing traditional media, as per Mr.Hatem.

The main question in this thesis was whether there is a budget shift from traditional media to social media in Lebanon or no. Qualitative and quantitative analysis showed that yes indeed there is a budget shift, but the traditional media is still getting the big portions of the budgets when it comes to advertising in the Lebanese market.

In the qualitative research, both of the interviewees agreed that clients are allocating budgets for advertising on social media due to its importance, as was perceived in the interviews with Mr.Hatem where MediaCom agency has a department that only deals with social media and consists of 35 employees, and with Mrs.Habchy where the accelerate online agency deals only with clients who want to promote their products or services through the internet.

Whereas, the quantitative research that was conducted with 116 respondents showed that people from different age groups and social classes uses the internet between 6 and 31 hours per week, the thing that motivates advertisers to focus more on using social media in their campaigns, because almost 100 per cent of the respondents use the internet and have access on social media networking such as Facebook 78.4 per cent as shown in the table 2.1, and YouTube 12.9 per cent, and other sites, which allows them to reach their targets wherever they are and whenever they want, through different networking sites, where they can push their target to take action toward a certain product or service, the thing that will allow customers to trust online advertising more, in order to surf the net afterward searching for new product, services, etc...

Hypothesis one: Online advertising affects people's purchasing decisions.

As mentioned in the section before, there was a significant correlation for both variables that were accepted. Therefore, we can conclude that the more people are convinced that online advertising is useful, the more they will trust it and their purchase decisions will be affected. The results showed that 77 per cent of the participants, who found that advertising via social networks is useful, surf the web because they can interact with the sender and give them their feedbacks, the thing that pushed the companies to focus on using social media in their campaigns since they considered that point as an advantage for their business. Moreover, we can notice from the results in paired 3 (Table 4.2) that 62.1 per cent of the participants who are interested in looking for ads via the internet, they do so because online advertisements introduce them to new products and services. Thus, we can conclude that advertising agencies are relying on social media because they can reach a large target audience with less cost than traditional media, and since they can reach their targets wherever they are, the percentage of sales automatically will be affected, knowing that online advertising affects people's purchasing decisions (hypothesis one).

Hypothesis two: Agencies are focusing on online advertising because most of the times their targets are away from home.

The hypothesis questions above were correlated and we can notice that 92.2 per cent of the thesis sample, meaning 107 participants out of 116 are employees, and most of their times are outside their homes, and are connected to the net through their phones, laptops, computers, etc...Table 4.7 showed that people who are interested in online ads find that advertising on social media is more effective than advertising on traditional media such as TV, radio, print, and outdoor. In addition to that, the results also showed that people, who notice ads through the net and their behaviours are affected, trust online advertising. Through the significant relationship between the variables, we can conclude that people who notice ads online, most of the time are away from home and they find advertising on social media more effective than traditional media and they always tend to explore and search for new products and services.

When it comes to why advertisers are focusing on social media, as per Mrs.Habchy, through social media, advertisers can reach a large target audience in a short period of time with a minimal cost. She gave an example related to the cost and the coverage, where a 2 weeks billboard campaign in Beirut city and its suburbs costs around 15 000 USD, while with 600 USD on social media advertisers can cover all Lebanon for a year. In addition to that, you can control every single detail (who visited the page, where did they click, etc...).

Previous studies have shown that consumers are spending more time than ever using social media, as it plays a major role in how consumers discover, research, and share information about brands and products (Nielsen, 2012), and Lazer and Kelly's (1973) considered that social media marketing consists of the attempt to use social media to persuade consumers that a product or a service is worthwhile.

Limitations

The limitations of this study include:

- 1- The sample size (N=116) was small.
- 2- Lack of personal contact with people, which could have generated different results by explaining more the questions and provide them with information if needed.
- 3- Due to companies' confidentiality in providing information such as budgeting and sales results, and their customers' contacts, specific numbers concerning the percentage of the budget shift in the companies and the sales were unavailable.
- 4- There were difficulties in finding similar studies, or studies talking about the budget shift in advertising from traditional media to social media in Lebanon.
- 5- Finally, one of the main limitations that stung along with us during these two semesters is the time limits.

Recommendations for future research

This research has shown that advertising agencies in Lebanon are considering online advertising as one of the important communication tools in their campaigns. The findings could be strengthened by surveying and interviewing a larger sample size, and adding a free open-ended questions and discussion to share experiences and information along with the questionnaire. In addition to that, this study was done on the Lebanese market, with Lebanese people and employees, so as a further research we can conduct a similar study or maybe the same study in the Arab world and compare whether social media has the same effect as Lebanon.

Finally, it is recommended the companies be more flexible in providing information and facts, in order to have more reliability and more credibility in other research studies.

Conclusion

The big question that this study focused on was “Is there a budget shift in advertising from traditional media to social media in Lebanon?” After the research phase, it can be said that the Lebanese population varying from different ages and social groups are aware of online advertising. The usage of online advertising and especially advertising on social media such as Facebook, Twitter, YouTube, Instagram, is increasing. It has become a necessity in Lebanese daily lives. A necessity that has been rising constantly in recent years, and all advertisers realized that their customers spend a lot of their time using these tools. Both interviewees stated that the advantages of social media exceed the disadvantages when used in advertising campaigns. In addition to that, the results of the questionnaire showed that 99.1 per cent of the participants use the internet approximately between 11 to 20 hours per week, which is considered enough time for advertisers to reach them whenever and wherever they want. Moreover, online advertising is simple, fast and cost efficient for companies to communicate with their customers comparing to other media such as TV, outdoor, radio and so on.

Concerning the objectives in using social media as a communication tool in advertising campaigns, this study asserts that the objectives are to increase brand awareness, be able to deliver a message in a short period of time to a large number of people with a minimal cost. Online advertising is based on a long-term basis, where Mrs.Habchy Senior Account Manager at Accelerate Online agency stated that in five years from now something new and similar to social media may appear. Whereas Mr.Hatem Senior Strategic Media Planner at MediaCom agency, considered that social media will definitely continue its growth and in 10 years from now, the Lebanese advertising and marketing market will be similar to Europe, where social media will be the dominant tool in the communication process. In the

end both of the interviewees agreed that social media will not replace traditional media, at least for the time being, especially when we talk about TV and outdoor advertising.

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Appendices (Interviews & Questionnaire)

Appendix I

The questions of the interviews with Mrs.Jihane Habchy Senior account manager at Promo advertising agency were as the following:

- 1- Can you tell us briefly about the company?
- 2- Do your clients tell you what media they want to use in their campaign? Or you as a company suggest several options and they choose?
- 3- Who are your main target audience?
- 4- How do you divide the budget? What are the options?
- 5- What media is used the most nowadays? Why?
- 6- Who are your biggest clients?
- 7- What are the advantages of using social media on advertising?
- 8- Did its % of use increased in advertising campaigns through time? Why?
- 9- In your opinion, will online advertising take place of the traditional media in the future?

Appendix II

The questions of the interviews with Mr.Edward Hatem, senior strategic media planner at MediaCom agency, were as the following:

- 1- Can you tell us briefly about the company?
- 2- Do your clients tell you what media they want to use in their campaign? Or you as a company suggest several options and they choose?
- 3- Who are your main target audience?
- 4- How do you divide the budget? What are the options?
- 5- Who are your biggest clients?
- 6- What are the advantages of using social media on advertising?
- 7- Did its % of use increased in advertising campaigns through time? Why?
- 8- In your opinion, will online advertising take place of the traditional media in the future?

Appendix III

The questions that were included in the questionnaire format were as the following:

Questionnaire

This survey is a part of an academic research project about the “Budget Shift in Advertising from Traditional to Social Media in Lebanon”. All the information you provide will be confidential and used for research purposes only. It will take around 15 minutes for you to complete this questionnaire. We would greatly appreciate your time in helping with this research project.

Thank you,

Section 1- General Information:

1) Gender

Male

Female

2) Age

15- 21

22-28

29- 34

Above 35

3) Social Status

Single

Married

Divorced

Separated

4) Occupation

Student

Employee

Unemployed

Own private

business

5) Education

Basic education

High School

BS/BA Graduate

MS/MA

Graduate

Other: _____

6) Average yearly income:

- Under \$12 000 \$12001 – \$ 20 000 \$20 001-\$28 000 \$ 28 001+
 Prefer not to answer

Section 2- Internet usage:

7) Do you use the internet?

- Yes No

8) How many hours do you spend per week surfing the Internet?

- 0-5 6-10 11-20 21-30 31+

9) Where do you most often access the Internet?

- Home School Work Public places

10) Which Networking sites do you use mostly?

- Facebook Twitter YouTube LinkedIn Others _____

11) Why do you mostly use the sites?

- Make new friends Planning events To make business contacts

 To find information and share feedback about brands and products

12) How do you feel about advertising on social networks?

- Annoying Indifferent Somewhat useful Very
Useful

13) Are you interested to look for ads via internet?

- Yes No

14) Where do you mostly notice ads?

- TV Radio Outdoor Online

Section 3- General reactions to the uses of online advertising

Circle one number (From 1= Strongly Disagree to 5=Strongly Agree) and rate your level of agreement/ disagreement for each of the following statements.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1-I find advertising on social media more effective than advertising on TV/Radio/Outdoor/ Printed	1	2	3	4	5
2- I trust online advertising	1	2	3	4	5
3- I skip online advertising	1	2	3	4	5
4- I surf the web because I can interact with the sender and give my feedback	1	2	3	4	5
5- I prefer TV ads because they are provided to me without effort	1	2	3	4	5
6- Online advertisements encourage me to buy products	1	2	3	4	5
7- Online I can explore advertisements of products or services that I am only interested in	1	2	3	4	5
8- Online advertisements affect my decision of picking one product over another	1	2	3	4	5
9- Online advertisements introduce me to new products or services	1	2	3	4	5

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