

A Proposed Factors of Social Media Advertisements Influencing Young Customers Brands Preference: Empirical Study

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Abstract

This study aims to investigate and testing the proposed factors of social media advertisements influencing young customers brand preferences. A number of e. marketing contributions to marketing management to understand these factors in order to redesign its online advertisements by social media to influence young customers for selecting their preferred products brands, .A number of proposed factors concerning social media advertisements namely privacy, creditability, entertainment, advertisements values, and reachability. Study sample consist of (400) young customers of both gender in private universities in Amman District. The study results show that the entertainment, privacy, creditability, entertainment, values and reachability are a major social media advertisements factors influencing young customer's products brands preferences.

Keyword: Social Media Advertisements, Branding, Customer Preferences, and Young Customers.

Introduction

Social media considered nowadays one of the most efficient marketing communication tools used by business firms to promote its products brands and features to potential customers. Social media define as internet applications build by an technological foundations which allow the creation and exchange of users(Kaplan and Haenlein,2010).Social media is important communication media Marketers today keep thinking by way or another of how to communicate with potential customers directly without cost and less time, and at the same to grab the attention of customers for building a product brand image, and create brand profile. Social media platforms like twitter, Facebook, Instagram, You tube, Google it help business firms to understand the behavior of youth and their buying decisions(Chaturvedi,Gupta, and Hada,2014).

Social media able to increase brand awareness among customers and business will always be connecting potential customers to change their preferences, lifestyle and interest (Kanna, 2018). Social media is becoming a daily communication tool used by potential customers for a number of benefits as far as products brands, quality, and features (Almutairi & Bennett, 2016). Social media able engage potential customers directly and help marketers to start dialogue directly with customers to made sales transaction of purchasing preferred product brand(Hanlon &Hawkins,2008).Social media today as internet communication application is the most rapidly growing media used were people worldwide can share their ideas toward certain product brand(Anthony,2013).

Social media sites has a large number of potential customers are searching an information regarding products brands based on customers preferences (Derikson, 2013).

.Furthermore, this study have focused on a number of a proposed factors of social media that influencing young customers brand preferences to be understood by researchers and marketing management.

Related Literature Reviews and Studies

Social media it gives customers more attention toward promoted products and services (Lee, 2012). Social media sites having a high degree of influence customers opinions, attitudes and buying decisions (Mangold and Faulds,2009).Business firms can generate a number of advantages from utilizing social media for marketing activities as far as categorizing customers

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demographical factors in terms of gender, age, income, and educational level(Weisman, 2013). Social media as technological communication has provided a number of values for customers in terms of information regarding products brands and products features to help customers of building up their buying decisions (Jackson, 2011). Social media as a marketing medium has a direct values such as customers engagement, customers experiences and improving trust and loyalty (Edward, 2011). Social media sites shows a power of influencing customers opinion and behaviors toward such preferred product or service to be purchased (Chu and Kim, 2011).The use of social media for marketing purposes it help business firms of gathering data and knowledge and awareness concerning customers' needs and preferences (Sam and Cai, 2014).

Social media able to increase the number of customers who are willing to share their experiences and excitement with others (Woodall and Colby, 2011). Social media considered as an effective technique for business firms to inform customers regarding business strategies and customers feedback to develop business products (Fuchs and Schreier, 2011). Social media has the ability of building up brand recognition, brand reputation, new product development, customer's knowledge and managing customer's relationship (Kaplan and Haenlein, 2010). Social media has the ability of creating new customer knowledge as an assets key for competitive advantages (Zhang, 2011). Social media enable business firms to manage customer's knowledge for a better understanding and changing customer's preferences (Davenport, Harris and Kholi, 2001).

Nowadays customers preferences by social media to select such product brands has been influenced by customers each other to effect repurchasing process while they exchange information for adopting their buying decisions (Ramsunder,2011). Young customers are the most users of social media tool for a number of reasons such as age, better education, computer literate and interested of shopping online (Levin and Weller, 2005).Social media help customers of purchasing different products and services by sharing information and comments among customers (Miller and Lammis, 2010). Social media become a creditable source for users to recommend a product brand or service to their friends (Kunkel, 2013).

Study Objectives

This study aims to achieve the following objectives:

1. To investigate and to test the encountered independent and dependent factors of the study were being Independent variables of social media advertisements namely privacy, creditability, entertainment, advertisements values, and reachability. Dependent variables namely young customers brand preferences.
2. To know the factors of social media influencing young customers brands preference by social media advertisements in private universities in Amman District.
3. To provide effective recommendations to marketing managers who used social media as an online medium to communicate potential customers effectively.

Study Problems

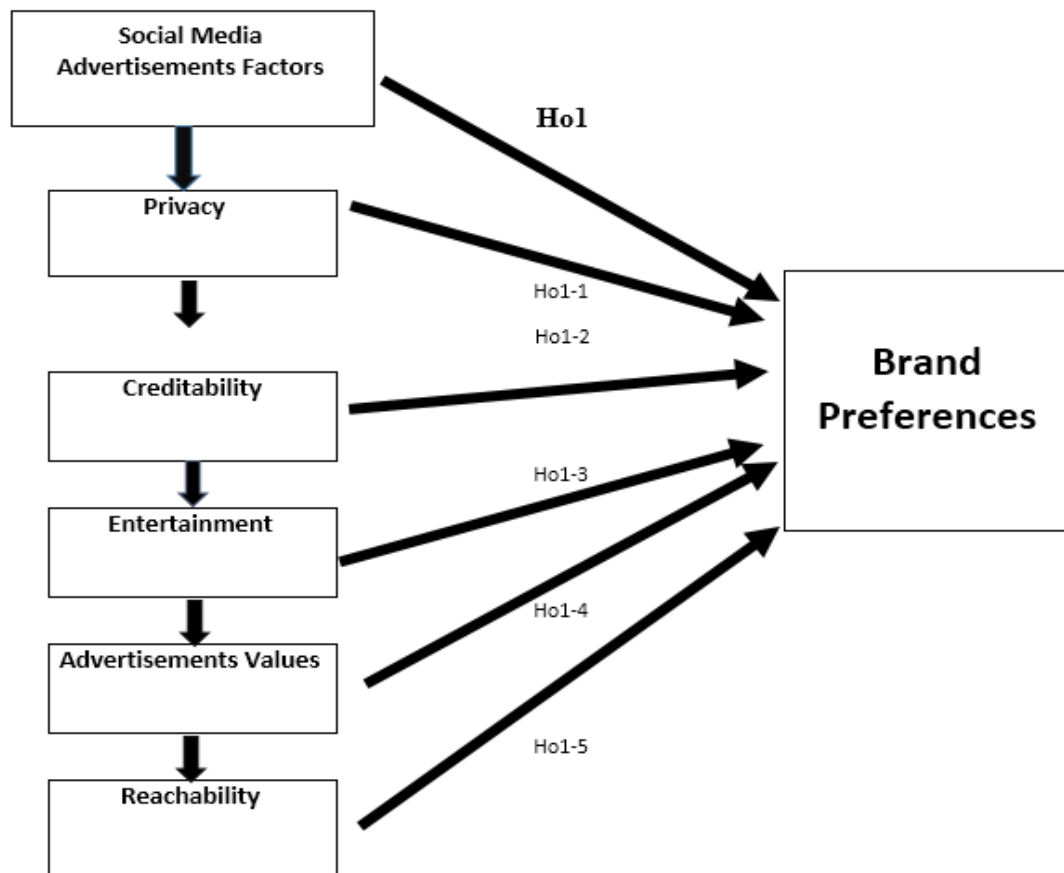
This study seeks to answer the following questions:

1. Is there any effect of social media advertisements factors: privacy, creditability, entertainment, advertisements values, and reachability on young customers brand preferences in private university in Amman- Jordan?
2. Is there any effect of social media advertisements factors: privacy, creditability, entertainment, advertisements values, and reachability on young customers brand preferences refer to gender, academic level, and residence area?

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Study Model

Figure 1: A Model of A Proposed Factors Social Media Advertisements Influencing Young Customers Brands Preference



The researchers designed the study model.

Study Hypotheses

Based on study objectives and study problems factors, the researchers designs a number of hypotheses to be tested:

Ho1: There is no significant influence of the overall social media advertisements factors: privacy, credibility, entertainment, advertisements values, and reachability on young customers brand preferences. A Sub-hypothesis was driven out of the main hypotheses were as:

Ho1-1: There is no significant influence of privacy on young customer brand preferences.

Ho1-2: There is no significant influence of creditability on young customer brand preferences t.

Ho1-3: There is no significant influence of entertainment on young customer brand preferences

Ho1-4: There is no significant influence of advertisements values on young customer brand preferences.

Ho1-5: There is no significant influence of reachability on young customer brand preferences.

Study Methodology

Study Population and Sampling

The target population of the study consisted all private university where located in Amman District with an overall (). A random sample of (400) students were selected from both gender equally.

Measuring Instrument

A pre-tested self-administered questionnaire was used. A five-point Likert-type scale, labelled with scored from (1) strongly disagree, (2) disagree, (3) undecided, (4) agree, (5) strongly agree.

Study Statistical Analysis

Study Factors Reliability

To examine the reliability of the study variables a Cronbach's alpha method used, and table (1) shows the reliability values of each variable were as:

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Table (1). Cronbach's alpha values of the study factors

Study Variables	Cronbach's alpha
Privacy	0.88
credibility	0.86
entertainment	0.83
Advertisements values	0.82
reachability	0.80
Overall	0.84
Brands Preferences	0.85
Overall	0.845

As can be seen in table (1) that all values of Cronbach's alpha test are higher than the acceptable level of internal consistency (0.70).

Sample Demographical Data

The following data of the study sample were as:

Table (2) Type of working sector

Type of Sector	No. of Respondents	%
Male	200	50%
Female	200	50%
Overall	400	100%

Table (3) Academic Level

Academic Level	Male	%	Female	%
First year	26	13%	34	17%
Second year	52	26%	44	22%
Third year	66	33%	58	29%
Fourth year	31	16%	42	21%
Fifth year	24	12%	22	11%
Overall	200	100%	200	100%

Table (4) Residence Area

Residence Area	Male	%	Female	%
West of Amman	64	32%	48	24%
East of Amman	52	26%	62	31%
South of Amman	34	17%	26	13%
North of Amman	18	9%	24	12%
Outside of Amman	32	16%	40	20%
Overall	200	100%	200	

Hypotheses Tests

The researchers used correlation. Test to investigate the gathered data based on students answers toward the study questions whether or not there is a significant influence between male and female of the overall factors of social media advertisements on their brand preferences. Spearman's correlation test was used at level of confidence 95% and the p-value ($p < 0.001$) can be accepted which is less than 0.05%.

H1: There is no Impact of the Overall Social Media Advertisements Factors on Brand Preferences of Young Customers.

Table 5: Results of Spearman's Correlation test of the Overall Social Media Advertisements Factors on Young Customers Brand Preferences

F-value	t.value	Sig.t	R	R2
93.1	3.87	0.00	1.96	0.00

P-value ($p < 0.001$)

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Table 5: The results of the main hypothesis which shows that the p-value ($p < 0.001$) is less than 0.05 which mean that there is a significant correlation between male and female universities students perceptions toward the values of the overall social media advertisements factors on brand preferences which means that young customers brand preferences are influenced by social media advertisements factors. So, the young customers believe that their age and education require them to use a helpful new medium of marketing medium with privacy to search about their needs products offered by marketers on the bases of a creditable medium to meet their personality, and excitement entertainment of advertisements message, and valuable benefits to generate, and reachable medium at any time without any paid costs. Which mean that the hypothesis is accepted?

H1-1: There is no Influence of Privacy on Young Customers Brand Preferences:

Table 6: Results of Spearman's Correlation test of the Privacy on Young Customers Brand Preferences

F-value	t.value	Sig.t	R	R2
91.2	3.92	0.00	1.96	0.00

P-value ($p < 0.001$)

Table 6: The results of the (1-1) hypothesis which shows that the p-value ($p < 0.001$) is less than 0.05 which mean that there is a significant correlation between male and female young customers toward social media advertisements privacy on brand preferences which means that young customers brand preferences are influenced by privacy. So, the young customers believes that privacy which is a major personal, social and legal condition to ensure customers protection and to build up a self confidence for purchasing their products brands personally and freely. Which mean that the hypothesis is accepted?

H1-2: There is no Influence of Creditability on Young Customers Brand Preferences:

Table 7: Results of Spearman's Correlation test of Creditability on Young Customers Brand Preferences

F-value	t.value	Sig.t	R	R2
90.5	3.89	0.00	1.96	0.00

P-value ($p < 0.001$)

Table 7: The results of the (1-2) hypothesis which shows that the p-value ($p < 0.001$) is less than 0.05 which mean that there is a significant correlation between male and female universities students toward the creditability of social media as an online medium on young customers brand preferences which means that young customers are influenced by social media advertisements used personally on the bases of trust and creditable media to help customers for searching their needed products brands. Which mean that the hypothesis is accepted?

H1-3: There is no Influence of Entertainment on Young Customers Brand Preferences:

Table 8: Results of Spearman's Correlation test of Entertainment on Young Customers Brand Preferences

F-value	t.value	Sig.t	R	R2
90.7	3.84	0.01	1.96	0.01

P-value ($p < 0.001$)

Table 8: The results of the (1-3) hypothesis which shows that the p-value ($p < 0.001$) is less than 0.05 which mean that there is a significant correlation between male and female universities students toward the entertainment of social media advertisements as an online medium on young customers brand preferences which means that young customers are influenced by social media advertisements in terms of advertisements art production design, pictures, colors, words, language, music, celebrities, excitements, enjoyment to help young customers of enjoying watching and reviewing the content of the advertisements with more attention and interest while they are searching about their needed products brands. Which mean that the hypothesis is accepted?

H1-4: There is no Influence of Advertisements Values on Young Customers Brand Preferences:

Table 9: Results of Spearman's Correlation test of Advertisements Values on Young Customers Brand Preferences

F-value	t.value	Sig.t	R	R2
90.4	3.79	0.01	1.96	0.01

P-value ($p < 0.001$)

Table 9: The results of the (1-4) hypothesis which shows that the p-value ($p < 0.001$) is less than 0.05 which mean that there is a significant correlation between male and female universities students toward the advertisements values of social media as an online medium on young customers brand preferences which means that young customers are influenced by social media advertisements values in terms of products brand awareness, quality, origin of country, pricing and payment policies, purchasing guideline to help young customers of the advertisements content to build more attention, interest and purchasing willingness while they are searching about their needed products brands. Which mean that the hypothesis is accepted?

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H1-5: There is no Influence of Reachability on Young Customers Brand Preferences:

Table 10: Results of Spearman's Correlation test of Reachability on Young Customers Brand Preferences

F-value	t.value	Sig.t	R	R2
91.2	3.42	0.00	1.96	0.02

P-value ($p < 0.001$)

Table 10: The results of the (1-5) hypothesis which shows that the p-value ($p < 0.001$) is less than 0.05 which mean that there is a significant correlation between male and female universities students toward the reachability of social media as an online medium on young customers brand preferences which means that young customers are influenced by social media reachability in terms of time and place to help young customers of start using social media freely at any time during the day hours and anywhere the stay all over the world while they are willing to search about their needed products brands by online advertisements. Which mean that the hypothesis is accepted?

Findings

Based on the study hypotheses results, which found that, social media advertisements factors: privacy, creditability, entertainment, advertisements values, and reachability influencing positively the young customers brand preferences. The study findings agrees with the results of studies of (Sam and Cai, 2014),(Kunkel, 2013), (Lee, 2012), (Zhang, 2011), (Fuchs and Schreier, 2011), (Edward, 2011), (Jackson, 2011).

Conclusion

Marketing managers require understanding carefully the young customers brand preferences by social media advertisements on the bases of: privacy, creditability, entertainment, advertisements values, and reachability. Furthermore, social media advertisements should be related to the personality and favorites of young customer's brand preferences and needs.

Implication to Research and Practices

Based on the study results and findings, the researchers recommended that marketing managers require a better understanding for young customers in terms of privacy, creditability, entertainment, advertisements values and reachability to help young customers of searching about their preferences of products brands. Furthermore, to send appropriate advertisements related to the favorite products brands of young customers. Marketing managers require to set up a number of advertising strategies to deal with young customers as a large segment targeted by business firms and its preferences products brands to convince them to purchase their products brands by social media as an online medium.

Future Research

Conducting several future studies that will address other dimensions of Social Media Advertisements as far as advertisement applications, retail online advertising, online advertisements trust in different environments with different population and samples.

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