## Facebook from Socializing to Advertising. An Empirical Study on the Effect of Facebook as Advertising Tool in Egypt



Filesize: 4.45 MB

## Reviews

*Extremely helpful to any or all category of individuals. It really is rally fascinating throgh studying time period. I am just quickly could possibly get a pleasure of reading a composed ebook. (Lawrence Keeling)* 

## FACEBOOK FROM SOCIALIZING TO ADVERTISING. AN EMPIRICAL STUDY ON THE EFFECT OF FACEBOOK AS ADVERTISING TOOL IN EGYPT



To save Facebook from Socializing to Advertising. An Empirical Study on the Effect of Facebook as Advertising Tool in Egypt PDF, you should refer to the link listed below and download the ebook or gain access to additional information which are related to FACEBOOK FROM SOCIALIZING TO ADVERTISING. AN EMPIRICAL STUDY ON THE EFFECT OF FACEBOOK AS ADVERTISING TOOL IN EGYPT ebook.

GRIN Verlag. Taschenbuch. Condition: Neu. Neuware - Master's Thesis from the year 2014 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: Distinction, University Of Wales Institute, Cardiff, course: Master of Business Administration - Marketing Management, language: English, abstract: The focus of this research is in the area of the effect of Facebook as an advertising tool in Egypt. Such a study is important in order to maximize the benefits that marketers can get from the successful use of Facebook as a tool of advertising for their products or services, being of high popularity recently in Egypt among younger and older ages with no restrictions of use to a certain demographic class. The research methods consisted of a wide review of relevant literature coupled with collection and analysis of empirical data. The latter is based on a survey of 400 Facebook and advertising. To achieve the research objectives and verify the proposed hypothesis, descriptive analysis used to test the feel of data, Cronbach's alpha to ensure reliability of data, factor analysis for the reduction of variables and regression analysis for testing hypothesis. The research provided evidence that Facebook has a significant effect as a tool of advertising as it can stimulate consumption of products and services advertised through it. The main conclusion drawn from this study is that Facebook in Egypt has a significant effect as an advertising tool regarding the power it has to stimulate its users to consume the products or services advertised through it using the socialization and interaction features of Facebook. This dissertation recommends that Marketers in Egypt must concentrate on the powerful effect of Facebook as a consumption stimulation as a...

- 🗏 Read Facebook from Socializing to Advertising. An Empirical Study on the Effect of Facebook as Advertising Tool in Egypt Online
- Download PDF Facebook from Socializing to Advertising. An Empirical Study on the Effect of Facebook as Advertising Tool in Egypt
- Download ePUB Facebook from Socializing to Advertising. An Empirical Study on the Effect of Facebook as Advertising Tool in Egypt

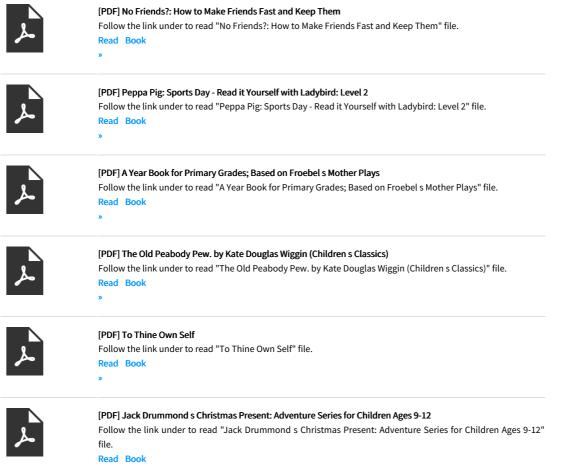
Relevant eBooks	
	[PDF] My Life as a Third Grade Zombie: Plus Free Online Access (Hardback) Follow the hyperlink listed below to download and read "My Life as a Third Grade Zombie: Plus Free Online Access (Hardback)" PDF file. Download PDF »
	[PDF] Bully, the Bullied, and the Not-So Innocent Bystander: From Preschool to High School and Beyond: Breaking the Cycle of Violence and Creating More Deeply Caring Communities Follow the hyperlink listed below to download and read "Bully, the Bullied, and the Not-So Innocent Bystander: From Preschool to High School and Beyond: Breaking the Cycle of Violence and Creating More Deeply Caring Communities" PDF file. Download PDF
	[PDF] From Kristallnacht to Israel: A Holocaust Survivor s Journey Follow the hyperlink listed below to download and read "From Kristallnacht to Israel: A Holocaust Survivor s Journey" PDF file. Download PDF »
	[PDF] Crochet: Learn How to Make Money with Crochet and Create 10 Most Popular Crochet Patterns for Sale: (Learn to Read Crochet Patterns, Charts, and Graphs, Beginner s Crochet Guide with Pictures) Follow the hyperlink listed below to download and read "Crochet: Learn How to Make Money with Crochet and Create 10 Most Popular Crochet Patterns for Sale: (Learn to Read Crochet Patterns, Charts, and Graphs, Beginner s Crochet Guide with Pictures)" PDF file. Download PDF
	[PDF] Would It Kill You to Stop Doing That? Follow the hyperlink listed below to download and read "Would It Kill You to Stop Doing That?" PDF file. Download PDF »

	_
ſ	

»

## [PDF] A Parent s Guide to STEM

Follow the hyperlink listed below to download and read "A Parent's Guide to STEM" PDF file.



.