

Measuring the Saudis Intention towards Advertising and Marketing Activities in Social Networking: *Structural Equation Modeling Approach*

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Abstract

Social Networking Sites (SNS) tempted millions of users from all over the world. The SNS has made the communication methods more conventional to ones that are more sophisticated. Therefore, the use of Social Networking sites has achieved development dramatically as the users have gained friendships, new familiarities, and businesses through these new methods of communication. Utilizing the connection between attitude and behavioral intentions is the basis of this theory. This study tests some patterns that have an effect on consumer attitudes toward social networking Advertisements, consumer attitudes toward social networks, and their intention to use social networks as a marketing method. Data have been collected by distributing 500 questionnaires. Structural Equation Modeling has been used to analyze 408 valid mailing questionnaires (81.6 response rate). This study demonstrated that the Saudis attitudes toward social networking Ads and Saudis attitudes toward social networks have an important part on purposes to use social networks as a marketing tool for them. If companies seek to make a successful use of SNS as a marketing tool, they must fully comprehend the attitudes of their customers towards social networks Ads and towards social networks itself.

Keywords: Social Networking Sites (SNS), Attitudes, Social Networking Advertisements, and Marketing Tools

1. Introduction

Social Networking Sites (SNS), as indicated by Trusov *et al.*, 2010, which has become very common lately, is a platform to build relations and share information among people. According to Ellison *et al.*, 2007, SNS has gained this popularity as it enables individuals to communicate with each other, and create or maintain connections with others. Viswanath *et al.*, 2009 indicated the utilizing these useful operations, some users of SNS create many friendly relations with other users. Barnes & Ganim (2011) provided a definition to social network service as online social network promotes link among people to easily communicate with persons who are available in their sites using the web as their interface. As internet continues to develop, new practices of data communication instruments have been discovered. The business field will also benefit so much from this new device. Carter, 2006 added that social networking, from economic perspective, allows the link with new customer and extends business size as most websites permit adaptation of web page. It also provides links to individual website connected to particular business. Due to recently increased use of social network as a medium communication, the use of social network looked as if an efficient marketing method, Baker (2009) indicated.

The internet has played great role in changing the way of life of many people, especially teenagers in their shopping manners. Several studies, according to Harridge & Quinton (2012); Fisher (2009) were conducted on numerous ways people use to benefit from social networks as a marketing method. Despite the security problems, especially in purchasing goods through social network, consumers still believe that internet advertising particularly through social network is one of the optional tendency to make shopping. Several studies have comparatively concentrated on the purpose stimulating individuals to use SNS. For instance, Lampe, Ellison and Steinfield, 2006 demonstrated that individuals use social site such as Facebook generally to acquire more knowledge about friends they have met in daily life and meaningfully less generally to make new friendships online. Seven reasons have been identified by Bolar to use Social Networking Service. These were: (1) self-contemplation and image-building (i.e. expression of oneself on the SNS), (2) usefulness (i.e. using the functions and operations of the SNS), (3) collecting information and problem solving, (4) networking, (5) having fun and passing time, (6) reunion (i.e. search for old friends), and (7) peer group (i.e. a friend influence to call others to register on the SNS).

Due attention was dedicated to practical marketing problems as well. Now, SNS has become essential tool companies increasingly use for their marketing purposes. Due to comparatively inexpensive marketing activities in SNS environment, large companies benefit from it. In addition, small and medium-sized business and other organizations with restricted resources can efficiently use SNS for their marketing activities. Some studies sought to highlight on how SNS allows expansion of marketing messages. This academic discipline is very significant because of the increasing number of both commercial and non-commercial organizations using SNS to create online spoken communication. These organizations attempt to use SNS to enlarge brand consciousness, brand name, brand engagement, website traffic, and even sales of their products and services. The main query concerning this aspect is why SNS users extend marketing messages and become involved in brands. A commercial study conducted by FEED (2009) indicated that there are three reasons stimulating US internet users to follow a brand on Twitter or to add a brand on Facebook or MySpace: “exclusive bargains or offers”, “becoming a current customer of the brand” and “interesting or amusing content”. The study demonstrated that brand engagement on SNS is linked to higher likelihood of brand endorsement and purchase. Almost 60% of Facebook followers and 79% of Twitter admirers indicated that they were more likely to advocate the brands they had become involved in and 51% of Facebook followers and 67% of Twitter admirers indicated that they were more probably to buy the brands since they have become fans or follower (CMB, 2010).

All of the aforementioned studies have great practical and theoretical significance for marketing. Nevertheless, the aforementioned results are still inadequate. There are several significant questions concerning SNS still with no adequate and conclusive answer. Furthermore, the aforementioned studies are mainly derived from the US environment and their suitability into the context of the European markets is therefore limited. Thus, this study aims at identifying tendencies of social networks users in Saudi Arabia toward the activities of marketing and promotion by social networking sites; in addition, why they deal with those sites as a marketing tool. Therefore, it has relied on the connecting two parts in our model, the first model is used to measure tendencies toward accepting social networking advertising, and the second one is technology acceptance model.

2. Literature Review

2.1 Interaction in Social Networks

Social media is an essential tool in consumers' awareness of brands Baker (2009). Consumers created billions of reactions about products and services brought by social media in 2011, nearly one-quarter of the number of reactions produced through all forms of online advertising (Harridge and Quinton, 2012). Those free media reactions help people be aware of products. Some results concluded by Riegner (2011) indicated that over 50% of Facebook users are probably to remember an advertising when their friends are characterized in it. Riegner (2011) also gave an example, the consumers' rate that use assessments and reviews to tell their decisions about online purchases raised from more than 11% in 2009 to 57% in 2011. Consumers progressively seek advice from social media as they purchase.

2.2 Credibility of Social Media's online marketing

Ramaswamy (2008) defined online marketing, which has a common name as word-of-mouth (WOM), the scheme of establishing a process where curious people can market to each other.

Smith (2001) indicated that social media supplied consumers with the ways to express their opinion, as active members of brand communities who own the certainty to possess the brand. According to Murray, 1991, marketers dealing with main brands in social media propose a solution of “co-creation” where marketers embolden users to have an active involvement with a brand or product. Kotler (2003), nevertheless, added that internet relationship marketing demands the promotion of processes of the interaction, communication, conversation and estimation. Oracle, 2008, indicated that new social media instruments of marketing include real-time video training and web based seminars that provide marketers with applications more compatible with the social nature of the selling relationship by opening the relationship to a conversation.

2.3 Ad Avoidance

Identifying the reasons beyond individuals' avoidance of advertising has been still questionable for both researchers and professionals in the fields of advertising and marketing. Ad avoidance has been quoted as one of the leading hindrances for advertisers. Another definition for ad avoidance is “all activities made by media users which diversely decrease their exposure to the advertising content” (Speck and Elliott, 1997). Many researches have been conducted on ad avoidance through different media. Ad avoidance has been tested to determine its reasons and effects by several early studies which stressed traditional media such as television, radio, magazines, and newspapers. Recently conducted research has concentrated on ad avoidance on the Internet. Consumers can avoid online advertising as a result of perceived goal impediment, perceived ad clutter, and prior negative experiences (Cho and Cheon, 2004). Ad avoidance has three elements of consumer advertising reactions: cognition, influence, and behavior (Cho and Cheon, 2004).

2.4 Credibility

Credibility means the objective and nonobjective factors of the plausibility of a source or message. Moore & Rodgers (2005) defined media and advertising credibility as the range to which the consumer accepts or entrusts in the media or advertising allegations. The best predictors of online media credibility, according to Johnson and Kaye (2002) results were that dependence on conventional sources, political trust, and convenience. Earlier study on media credibility demonstrated that online sources were regarded credible and that junior people may consider online information as credible (Johnson and Kaye, 1998). The study indicated that although the internet has not governed the information flow and that the quality of information has not been subordinate to the same inspection shown to traditional media; it has still been considering a more credible source of news information. It is also indicated that although web news is seen as being credible, the internet was discovered to be the least credible media in which consumers trust to advertise (Johnson & Kaye, 1998). The consumers did not feel easy on surfing the online ads Moore & Rodgers, (2005), also indicated that consumers were indecisive when demanded to give credit card details or personal information to only purchase from sites they knew and trusted.

2.5 Privacy

Roberts (2010) clarified that the online privacy argument has appeared since the establishment of the Internet. In Social Networking sites (SNS), privacy worries have also been a problem since users shared their information and favorites such as their personal details, images, statuses, hobbies and so on. Adolescence culture has accepted online social networking and they are now dividing in public very personal information on these sites (Barnes, 2006). For example, according to Ragan 2009, Facebook offers an access to user information and creates settings that guarantee profile privacy in order to overcome the concern of privacy. While privacy policies are often disapproved as difficult or time consuming to read (Bonneau and Preibusch (2009); McDonald, Reeder, Kelley, and Cranor (2009); McDonald and Cranor (2009)). Cranor *et al.* (2000) concluded that there is a proof that if a website has a privacy policy, persons may share personal information with the website.

2.6 Perceived Interactivity

Hadija (2008) described interactivity, on the Internet shifts, as the methods in which users are aware of advertising. Because off-line advertising such as television and radio are unlike online advertising, advertisers require examining the elements that affect consumer approval toward an online advertising, which would contain social media like Facebook and tweeter. Social media have been widely recognized for having effects on every phase of the consumer decision-making process as well as affecting general views and attitude formation (Mangold and Faulds, 2009). High level of perceived interactivity is believed to acquire positive and encouraging attitudes towards the advertisement on (SNS).

Facebook and tweeter, for example, has interactive capacities such as its capacity to draw users' attraction to use text, images, videos, and links as interactive content and as strategies to follow and share new products with each other. Customers, through Facebook and tweeter, can create social media profiles and regularly update them, which help enhance the general consciousness and visually of the online business and brand. Facebook and tweeter, similar to other social media websites, have been mainly established to connect people. Hence, by establishing personal profiles, it permits marketers to create corporate pages that can supply direct information about the corporate, products and services and connects to the website, building a social media campaign for brand consciousness.

2.7 Usability

Davis, Bagozzi and Warshaw (1989) defined usability as the degree to which a user can easily use a particular technology with no effort exerted on their parts. Tung (2010) indicated that this pattern is principle to the Modified American Customer Satisfaction Model, which has been used to study technology. According to Davis, Bagozzi and Warshaw (1989), usability is also significant in the technology acceptance model. It has been used in many studies since (Awa, Nwibere & Inyang (2010); Bagozzi (2007); Thompson, Compeau & Higgins (2006); Kuo, *et al.*, (2005)).

2.8 Usefulness

Davis, Bagozzi and Warshaw (1989) defined usefulness as the subjective likelihood that using the technology would enhance the method a user could finish a granted mission. Davis, Bagozzi and Warshaw (1989) also described usefulness as the second principle pattern for the technology acceptance model. Bell (2009); Choi, Lee and Soriano (2009); Kamis, Koufaris and Stern (2008); Igbaria emphasized that it has also gotten a lot of attention in embracement literature.

2.9 Social Impact

Social impact connects to the individuals' approval or disapproval when a consumer makes a decision to embrace and use goods and services. Many different contexts have adopted the idea that people will purchase goods or services mainly to make a positive believes on other people. For example, social impact can have a significant negative influence on the opportunities of new product test as products are seen as more new (Steenkamp and Gielens, 2003). Consumers are likely to stop using a product since its usage may not depict them to others in the appropriate fashion (Trocchia and Janda, 2002). It is concluded that people having more social support for online shopping had greater purposes to purchase on line (Yoh, Damhorst, Sapp, and Laczniak, 2003). It is also concluded that a significant element in consumer adoption of banking was the approval of a friend or family member (Howcroft, Hamilton and Hewer, 2002). Social Impact supports the interpretation of internet use (Agarwal, Animesh and Prasad, 2009). The popular sites like MySpace among youths become familiar due to the "sociality" orientation (Boyd, 2008).

2.10 Attitudes and Intentions

Eagly & Chaiken (1993) defined an attitude as "a psychological trend expressed by assessing a specific entity with some degree of approval or disapproval". Eagly & Chaiken (1993) studied the relevance of attitudes and concluded that attitudes, and eventually behavioral intentions, are improved successively or hierarchically. Ajzen & Fishbein (1980); Fishbein & Ajzen (1975) widely studied the idea that attitudes influence behavioral intentions. This relationship has been well founded in the marketing literature in areas such as loyalty (Auh, Bell, McLeod, and Shih, 2007), advertising (Karson and Fisher, 2005), and technology adoption (Curran, Meuter, and Surprenant, 2003). The support is given for this attitude-behavioral intention relationship.

3. The Hypotheses Formulation and Conceptual Framework

Established upon our comprehensive survey of the literature and what we are observing in the earlier part: The research model is illustrated in Figure 1. And the related hypotheses of the model are displayed below.

H1a: interaction in social networks has a positive impact on attitudes towards the social networking advertisings.

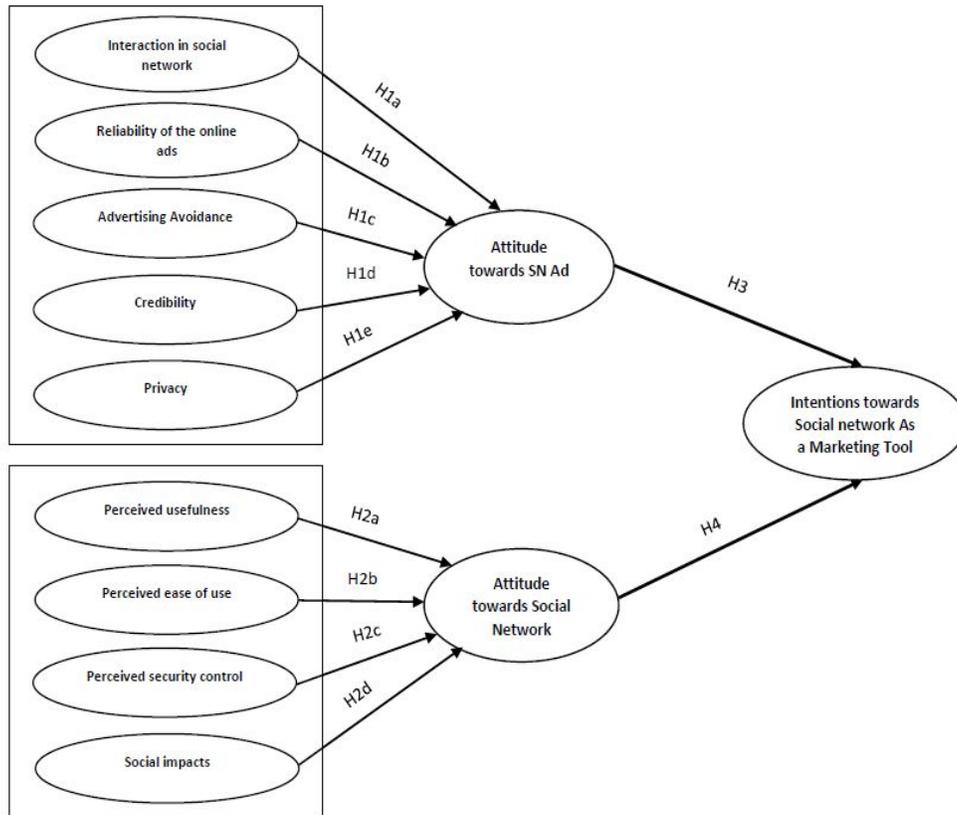
H1b: trustworthiness of social networking ads has a positive impact on attitudes towards the social networking.

H1c: Advertising Avoidance has a positive impact on attitudes towards the social networking ads.

H1d: Credibility has a positive impact on attitudes towards the social networking ads.

H1e: Privacy has a positive impact on attitudes towards the social networking ads.

- H2a: Perceived usefulness has a positive impact on attitudes towards the social networking sites.
- H2b: Perceived usability has a positive impact on attitudes towards the social networking sites.
- H2c: Perceived security control has a positive impact on attitudes towards the social networking sites.
- H2d: Social influence has a positive impact on attitudes towards the social networking sites.
- H3: Attitudes towards the social networking ads has a positive effect on the purposes of use social networks as a marketing tool.
- H4: Attitudes towards the social networking has a positive effect on the purposes of use social networks as a marketing tool.



4. Research Methods

4.1. Sample Selection and Data Collection

The study depended on Eastern Province of Saudi Arabia, and the study sample are constituted of students of University of Dammam, who are registered in the marketing and business administration electronic learning programs that aimed to inhabitants of the Eastern Province of Saudi Arabia. This sample has been chosen due to the nature of their electronic education that makes them more dealing with the Internet and social networks. Moreover, they commonly meet on the social networks to exchange information and students’ news. 500 students are selected to form the sample from the University of Dammam. But the number of surveys recovered and viable for analysis was 408 surveys with response rate of 81.6%.The study has used e-mail survey to collect data. The research sample has been subject to 25 Pilot tests. The objective of preliminary test is to revise the questionnaire and to evaluate its validity and relevance of estimating the goal it allocated for. Adaptations have been made to the questionnaire after conducting empirical tests. Statistical t-test has been conducted to avoid the possibility of non-response bias. Five hundred questionnaires have been applied for analysis in this research. Table 1 explains the demographic data of the sample studied.

Table 1: Demographic Characteristics of the Sample and Their Social Networking Practice

Age:	Number	Percentage	Elapsed time on social networks	Number	Percentage
From 18 to 21 years	122	30	Less than an hour a day	53	13
From 22 to 25 years	131	32	An hour a day	90	22
From 26 to 30 years	73	18	Two hour a day	49	12
More than 30	82	20	More than two hour a day	216	53
Gender:	Number	Percentage	Years of dealing with the Internet	Number	Percentage
Male	89	22	Less than one year	8	2
Female	319	78	One year	8	2
Owning an account on the social networking sites:			Two years	12	3
Yes	368	90	Three years	12	3
No	40	10	More than three years	368	90
social networking site used:	Number	Percentage	Years of dealing with social networking	Number	Percentage
Facebook	167	41	Less than one year	20	5
Tweeter	241	59	One year	33	8
Both	172	40	Two years	33	8
Daily usage:	Number	Percentage	Three years	73	18
Once a day	73	18	More than three years	249	61
Twice a day	29	7			
Three times a day	0	0			
More than three times a day	298	75			

4.2. Measures

Our measuring model consists of five important parts; the first part tends to measure the attitudes of Saudis with social networks about the ads in those networks. This part of the model consists of five factors. According to Sarwar et al., (2013), interaction in social networks included 8 elements, and the reliability of the social networking ads included 8 elements. The third factor, according to Madu and Madu (2002), was Ad Avoidance that includes 6 elements, the fourth was the credibility including 6 elements and the fifth was privacy including 5 elements (Hadija, 2008; Yaakop et al., 2013). The second part tends to measure the attitudes of Saudis with social networks and consists of four main factors, namely: Perceived usefulness includes 4 elements, perceived usability includes 4 elements, perceived security control includes 4 elements, and the social impact includes 3 elements. The elements of those four factors were acquired from (Cheung and Lee, 2001; Koufaris, 2002; Koufaris and Hampton-Sosa, 2003, Curran and Lennon (2011)). The third Part of the questionnaire aimed at measuring the attitudes toward advertising on social network and included three elements acquired from Yaakop et al., (2013). The fourth part of the questionnaire aimed at measuring attitudes toward Social Networking sites itself and included three elements acquired from (Chu and Yuan ,2013; Suh and Han ,2003). The fifth part, which was designed to measure Saudis attitudes towards social networks as a marketing tool, included three elements adopted by the authors' dependent upon literature. That means that the survey included 12 factors, including 57 measuring elements, in addition to a specific part of the demographic data of the respondents. Fifth Likert Scale has been adopted to identify the replies of the items of first five sections, so that (1) = Strongly Disagree and (5) = Strongly Agree. The questionnaire has been examined and corrected before being displayed to the respondents, through two of marketing and business administration professors at the University of Dammam to enhance the ability of respondents to realize the questionnaire questions and the probability of correct reading.

5. Procedures

5.1. Factor Analysis and Scale Reliabilities

To examine the standardized validity of the measure used in the study, confirmatory factor analysis (CFA) that uses (AMOS.16) has been conducted. The use of confirmatory factor analysis through exploratory factor analysis has been recommended because of its hypothetical base to illustrate the measure mistakes; in addition, to test uni-dimensional model (Byrne, 2001).

12 items representing the first group have been eliminated of 57 items to get the last group of items for each pattern. This was based on item total correlations, and the standardized remaining values. That process was adopted based upon what concluded by Byrne, (2001). The excluded items have been examined and assimilated to original notional definitions of the patterns. In each case, factors with important alterations on the construction field connected to them have not been excluded. As they have been mainly understood, remaining factors have subjected to confirmatory factor analysis. Completely standardized solution caused by Amos 16, using the maximum likelihood estimation resulted in that all 44 remaining items loaded highly with their parallel factors, which approved the uni-dimensional patterns. They also provided efficient empirical evidence of their validity. Also *t*-values of loads have been high, which indicates sufficient convergent validity. The results of the measure model are as follows: ($X^2_{500} = 291.483$; $p = 0.000$; (GFI) = 0.92; (AGFI) = 0.88; (CFI) = 0.95; (IFI) = 0.96; (RMSEA) = 0.08).

This indicates a positive adaptation. Table 2 indicates the measure model and the standardized loads; as well as the critical ratios (Byrne, 2001; Hair, Jr., Anderson, Tatham, & Black, 1998). Cronbach's alpha coefficients have been computed to identify the level of credibility of the different patterns of the study. The level of credibility has been 0.90 (interaction in social networks), 0.88 (Reliability of the social networking ads), 0.92 (Advertising Avoidance), 0.86 (credibility), 0.89 (privacy), 0.89 (social impact), 0.92 (Perceived usefulness), 0.91(perceived ease of use), 0.90 (Perceived security control), 0.86 (attitudes toward advertising on social network), 0.84 (attitudes toward social networking sites) and 0.81 (intentions to use social networks as a marketing tool). According to Nunnally (1978), the credibility ranged between 0.86 - 0.92, which supplied more support to make certain that all measures used in this research are acceptable and reliable. Table 3 indicates that the internal correlation, median, and the standard deviations of the patterns have been used in the research.

Table 2: The Measurement Model

Constructs		SCR	VE	SL	(CR)
Interaction in social networks (ISN)		0.89	0.77		
ISN1:	I own a profile in social networking service.			0.91	15.96
ISN2:	I am enthusiastic about using social networking service.			0.89	15.72
ISN3:	I utilize social networking sites for advertising purposes.			0.88	15.61
ISN4:	Social networking sites are pertinent, effective, and fascinating.			0.86	15.52
ISN5:	This will make me updated with the latest news.			0.84	14.44
ISN6:	I think this will assist me getting functional relations.			0.83	14.23
ISN7:	I daily check social networks for updates.			0.80	13.88
ISN8:	I have membership in numerous groups.			0.79	Fixed
Reliability of the online Ads(ROA)		0.87	0.76		
ROA1:	I receive information about definite products/services through social networking service.			0.94	13.02
ROA2:	The information I receive from the sites convinces me to purchase the product/service.			0.91	12.77
ROA3:	I believe in the ad made on social networks.			0.90	12.01
ROA4:	I've been cheated through the social networks.			0.87	12.82
ROA5:	I'm pleased with the product that I've ordered through the social networks.			0.84	12.46
ROA6:	I agree that social networks have an effect on people, at the present time, to purchase products/services			0.82	12.01
ROA7:	I become a member in social networks for different updates.			0.79	11.88
ROA8:	I enjoy purchasing products through social network service.			0.74	Fixed
Advertising Avoidance(ADA)		0.94	0.89		
ADA1 :	I visit social websites with a few plans about what I am going to do.			0.93	16.79
ADA2:	I can make a list of the ads that I can recall when seeing on social networks.			0.91	16.54
ADA3:	Ads on social networks give me the chance to know about persons who are buying or using product/service.			0.90	16.27
ADA4:	I was afraid that I was in danger of receiving a virus by clicking onto a link in social network advertising.			0.88	15.91
ADA5:	The location of ad is the most important element that stops me from looking at ads on social networking sites.			0.84	15.75
ADA6:	I am the follower of at least one corporation or brand in social networks advertising.			0.80	Fixed
Credibility(CRD)		0.85	0.76		
CRD1:	Advertising on social networks provides precise information about products/services.			0.87	14.00

CRD2:	Social networks advertising offend the intellectual ability of the regular consumer.			0.79	10.74
CRD3:	Social networks advertising guides me about brands' characteristics I am looking for.			0.83	13.06
CRD4:	Overstatements are the dominant feature in social networks advertising.			0.80	11.91
CRD5:	Social network service should be used for advertising commercial products/ services.			0.82	12.76
CRD6:	Because of social networks advertising, people purchase many things that they do not really need.			0.80	Fixed
Privacy (PRV)		0.94	0.84		
PRV1:	Social networks advertising falsifies the values our youths have.			0.91	17.63
PRV2:	Advertisements established on social networks are especially designed to cope with my interests.			0.96	19.51
PRV3:	Social network advertising updates me with the latest products/services available in the markets.			0.93	18.21
PRV4:	Ads on social networks are interfering.			0.90	16.67
PRV5:	Users of social network sites will be compelled to see the ad every time they log in.			0.84	Fixed
Attitude toward Social Network Ads (ATSNA)		0.88	0.82		
ATSNA1:	Overall, I'm satisfied with my social network Advertisements.			0.91	16.37
ATSNA2:	I'm satisfied with my social network Ads.			0.88	14.77
ATSNA3:	I'm happy about the time I spend using this social network Ads.			0.81	Fixed
Perceived usefulness (USEFUL)		0.86	0.79		
USEFUL1:	My shopping performance can be improved by using this social network site.			0.77	12.69
USEFUL2:	My shopping efficiency can be increased by using this social network site.			0.81	13.01
USEFUL3:	My shopping usefulness can be increased by using this social network site.			0.89	15.12
USEFUL4:	I discover that using this social network site is practical.			0.82	Fixed
Perceived ease of use (EASE)		0.84	0.75		
EASE1:	The use of this social network site would be very easy.			0.82	13.68
EASE2:	Clarity and understandability would be the main features when I interact with this social network site.			0.89	15.44
EASE3:	Utilizing this social network service would be very easy for me.			0.84	14.72
EASE4:	I find out that this social network site is easy to use.			0.80	Fixed
Perceived security control (SECURE)		0.87	0.78		
SECURE1:	The social networking service executes security means to protect its online customers.			0.86	14.17
SECURE2:	The social network service is able to prove online customers' identity for security goals.			0.82	13.31
SECURE3:	The social network service usually emphasizes that transactional information is saved from being incidentally changed or damaged during transmission on the Internet.			0.77	12.34
SECURE4:	The electronic payment system of the social network sites is very secure.			0.83	Fixed
Social Influence (SINF)		0.84	0.76		
SINF1:	I take part in social networking site because someone recommends it to me.			0.81	14.18
SINF2:	I've joined a social networking site to be in a harmony with a group of people.			0.88	15.91
SINF3:	I've joined a social networking site to keep my friendship with the others.			0.84	Fixed
Attitude toward Social Network (ATSN)		0.89	0.87		
ATSN1:	Overall, I am satisfied with social networking service.			0.79	14.01
ATSN2:	I like my social networking service.			0.86	16.80
ATSN3:	I'm happy about the time I spend using this social networking service.			0.82	Fixed
Intentions to Use Social Network AS A Marketing Tool (ASMT)		0.79	0.74		
ASMT1	In general, I am satisfied with marketing performance of this social networking site.			0.74	12.83
ASMT2	In general, I will recommend my friends using this social networking site when they do shopping			0.81	15.87
ASMT3	In general, I will consider this social networking site as a very special marketing tool.			0.77	Fixed

Table 3: Construct Inter-Correlation Matrix

<i>Constructs</i>	ASMT	ATSNA	ISN	ROA	ADA	CRD	PRV	ATSN	USEFUL	EASE	SECURE	SIMP
Intentions to Use Social Network AS A Marketing Tool (ASMT)	1											
Attitude toward Social Network Ads (ATSNA)	0.837	1										
Interaction in social networks (ISN)	0.623	0.876	1									
Reliability of the online Ads(ROA)	0.577	0.481	0.880	1								
Advertising Avoidance (ADA)	0.598	0.823	0.686	0.881	1							
Credibility (CRD)	0.379	0.465	0.430	0.515	0.846	1						
Privacy (PRV)	0.440	0.412	0.586	0.514	0.548	0.952	1					
Attitude toward Social Network (ATSN)	0.585	0.413	0.649	0.524	0.542	0.871	0.937	1				
Perceived usefulness (USEFUL)	0.396	0.514	0.412	0.530	0.571	0.712	0.650	0.971	1			
Perceived ease of use (EASE)	0.422	0.455	0.473	0.516	0.619	0.764	0.743	0.812	0.975	1		
Perceived security control (SECURE)	0.465	0.456	0.513	0.457	0.493	0.737	0.752	0.635	0.686	0.946	1	
Social impact (SIMP)	0.451	0.466	0.471	0.537	0.412	0.477	0.743	0.731	0.622	0.681	0.939	1
<i>Mean</i>	4.89	4.32	3.86	3.91	3.83	3.66	4.11	4.15	4.39	4.12	4.50	4.55
<i>Standard deviation</i>	1.22	1.34	1.40	1.33	1.38	1.29	1.33	1.42	1.38	1.34	1.17	1.11

5.2. Hypothesized Model

Structural equations modeling (SEM) has been used to assess the parameters of the hypothesized, determining that: The first five factors included by the first part of our model have a positive connection to Saudis attitudes towards the social networking ads. The four factors included by the second part of our model have a positive connection with Saudis attitudes towards the social networks themselves. The results also demonstrated that the Saudis attitudes toward social networks and also their attitudes towards social networks Ads have a positive and strong relation to their intentions to use social networking as a marketing tool. The statistics of our model of conformity validity indicated an extensive reliability level of the analysis of hypothesized model.

All have been accepted as follows: $\chi^2/500 = 296.641$; $p = 0.000$; degrees of freedom = 55; GFI = 0.90; AGFI = 0.87; CFI = 0.93; IFI = 0.94; RMSEA = 0.08. Table 4 indicates the results of SEM. The convergent validity becomes obtainable at the critical ratio (CR) of the calculated variables against their analogous latent variables (Anderson and Gerbing, 1988). If the critical ratio is more than 1.96 at the significant level of 0.05. Table II indicates that the scale composite reliability and the average variance concluded from each pattern have been very satisfactory.

Scale Composite reliability, a measure of internal consistency reliability, has been a further proof of convergent validity, computed from the solutions of AMOS.16 program. It has ranged between 0.71 and 0.93. The results emphasized that the average variance extracted (EVA) has ranged between 0.64 and 0.84. It is more than the satisfactory level with earlier studies such as (Hair *et al.*, 1998). Table 4 also demonstrated that the critical ratios of the different patterns of implications accomplish these standards. Thus, convergent validity of used scales; as well as, the suggested relations among various scales have been verified.

As it has been hypothesized, Saudis attitudes towards the social networking ads is comprised of five patterns that are interaction in social networks (t -value = 4.441, parameter estimation = 0.317), Credibility of the social networking ads (t -value = 4.114, parameter estimation = 0.361), Advertising Avoidance (t -value = 4.176, parameter estimation = 0.373), credibility (t -value = 4.558, parameter estimation = 0.382), and finally, privacy (t -value = 4.719, parameter estimation = 0.364). They all have important and positive connections. Therefore, the hypotheses H1a, H1b, H1c, H1d and H1e have been verified. As it has been hypothesized too, Saudis attitudes towards the social networking is comprised of four patterns that are Perceived usefulness (t -value = 4.112, parameter estimation = 0.377), perceived usability (t -value = 4.228, parameter estimation = 0.381), Perceived security control (t -value = 3.993, parameter estimation = 0.296), and finally, social influences (t -value = 4.501, parameter estimation = 0.315). They all have important and positive connections. Therefore, the hypotheses H2a, H2b, H2c and H2d have been verified. As it has been hypothesized, attitudes toward advertising on social network had an important and positive connection with intentions to use social network service as a marketing tool (parameter estimate = 0.514, t -value = 5.690), therefore, hypotheses H3 have been verified. As it has been hypothesized, attitudes toward social network service had a positive connection with intentions to use social network service as a marketing tool (parameter estimate = 0.527, t -value = 5.578), thus, hypotheses H4 have also been verified.

Table 4: Structural Model Estimates

RELATION	Estimates	Standard error	Critical ratio	P <	Standardize d estimates
Interaction in social networks (ISN) → Attitude toward Social Network Ads (ATSNA)	0.484	0.079	6.794	0.000	0.556
Reliability of the online Ads (ROA) → Attitude toward Social Network Ads (ATSNA)	0.332	0.075	3.754	0.000	0.274
Advertising Avoidance (ADA) → Attitude toward Social Network Ads (ATSNA)	0.596	0.092	6.961	0.000	0.580
Credibility (CRD) → Attitude toward Social Network Ads (ATSNA)	0.617	0.097	6.932	0.000	0.561
Privacy (PRV) → Attitude toward Social Network Ads (ATSNA)	0.492	0.081	5.478	0.000	0.439
Attitude toward Social Network Ads (ATSNA) → Intentions to Use Social Network AS A Marketing Tool (ASMT)	0.342	0.073	3.401	0.000	0.258
Perceived usefulness (USEFUL) → Attitude toward Social Network (ATSN)	0.326	0.084	3.981	0.000	0.308
Perceived ease of use (EASE) → Attitude toward Social Network (ATSN)	0.244	0.068	3.787	0.000	0.254
Perceived security control (SECURE) → Attitude toward Social Network (ATSN)	0.484	0.092	6.711	0.000	0.557
Social impact (SIMP) → Attitude toward Social Network (ATSN)	0.255	0.074	3.568	0.000	0.273
Attitude toward Social Network (ATSN) → Intentions to Use Social Network AS A Marketing Tool (ASMT)	0.596	0.098	6.974	0.000	0.585
Interaction in social networks (ISN) → ISN1	0.972	0.094	14.821	0.000	0.856
Interaction in social networks (ISN) → ISN2	0.956	0.089	14.389	0.000	0.821
Interaction in social networks (ISN) → ISN3	0.969	0.093	14.830	0.000	0.857
Interaction in social networks (ISN) → ISN4	0.953	0.087	14.297	0.000	0.831
Interaction in social networks (ISN) → ISN5	0.949	0.086	13.978	0.000	0.812
Interaction in social networks (ISN) → ISN6	0.933	0.082	13.446	0.000	0.811
Interaction in social networks (ISN) → ISN8	1.000			0.000	0.861
Reliability of the online Ads (ROA) → ROA1	0.891	0.087	11.493	0.000	0.847
Reliability of the online Ads (ROA) → ROA2	0.913	0.089	11.890	0.000	0.894

Reliability of the online Ads (ROA) → ROA3	0.883	0.084	11.479	0.000	0.833
Reliability of the online Ads (ROA) → ROA4	0.902	0.086	11.882	0.000	0.883
Reliability of the online Ads (ROA) → ROA5	0.945	0.089	12.007	0.000	0.894
Reliability of the online Ads (ROA) → ROA6	1.048	0.091	14.993	0.000	0.917
Reliability of the online Ads (ROA) → ROA7	1.000			0.000	0.931
Advertising Avoidance (ADA) → ADA1	0.971	0.091	22.743	0.000	0.907
Advertising Avoidance (ADA) → ADA2	0.973	0.093	22.756	0.000	0.923
Advertising Avoidance (ADA) → ADA4	0.932	0.078	19.832	0.000	0.893
Advertising Avoidance (ADA) → ADA5	0.882	0.070	18.730	0.000	0.878
Advertising Avoidance (ADA) → ADA6	1.000			0.000	0.916
Credibility (CRD) → CRD 1	0.762	0.065	12.714	0.000	0.813
Credibility (CRD) → CRD 2	0.903	0.078	13.707	0.000	0.833
Credibility (CRD) → CRD5	1.000			0.000	0.912
Privacy (PRV) → PRV1	0.754	0.046	19.771	0.000	0.901
Privacy (PRV) → PRV3	0.826	0.067	21.659	0.000	0.917
Privacy (PRV) → PRV4	0.921	0.084	13.672	0.000	0.926
Privacy (PRV) → PRV5	1.000			0.000	0.948
Attitude toward Social Network Ads (ATSNA) → ATSNA1	0.951	0.082	12.019	0.000	0.814
Attitude toward Social Network Ads (ATSNA) → ATSNA2	0.967	0.086	12.739	0.000	0.881
Attitude toward Social Network Ads (ATSNA) → ATSNA3	1.000			0.000	0.894
Perceived usefulness (USEFUL) → USEFUL1	0.878	0.073	19.872	0.000	0.836
Perceived usefulness (USEFUL) → USEFUL2	0.894	0.078	21.341	0.000	0.877
Perceived usefulness (USEFUL) → USEFUL3	0.941	0.082	21.877	0.000	0.902
Perceived usefulness (USEFUL) → USEFUL4	1.000			0.000	0.922
Perceived ease of use (EASE) → EASE1	0.861	0.069	19.851	0.000	0.821
Perceived ease of use (EASE) → EASE2	0.877	0.074	21.329	0.000	0.855
Perceived ease of use (EASE) → EASE3	0.902	0.070	15.749	0.000	0.712
Perceived ease of use (EASE) → EASE4	1.000			0.000	0.802
Perceived security control (SECURE) → SECURE1	0.811	0.068	14.743	0.000	0.726
Perceived security control (SECURE) → SECURE2	0.778	0.064	12.672	0.000	0.697
Perceived security control (SECURE) → SECURE3	0.806	0.067	14.738	0.000	0.719
Perceived security control (SECURE) → SECURE4	1.000			0.000	0.811
Social impact (SIMP) → SIMP1	0.866	0.076	17.507	0.000	0.831
Social impact (SIMP) → SIMP2	0.912	0.082	21.001	0.000	0.903
Social impact (SIMP) → SIMP3	1.000			0.000	0.939
Attitude toward Social Network (ATSN) → ATSN1	0.852	0.077	12.321	0.000	0.704
Attitude toward Social Network (ATSN) → ATSN2	0.863	0.078	12.402	0.000	0.873
Attitude toward Social Network (ATSN) → ATSN3	1.000			0.000	0.786
Intentions to Use Social Network AS A Marketing Tool (ASMT) → ASMT1	0.785	0.065	12.668	0.000	0.785
Intentions to Use Social Network AS A Marketing Tool (ASMT) → ASMT2	0.934	0.078	13.707	0.000	0.808
Intentions to Use Social Network AS A Marketing Tool (ASMT) → ASMT3	1.000			0.000	0.891

5. Debate, Deduction, and Managerial Implications

Social Network Service suggests new methods to people to construct and support social networks, establish relationships, divide information, produce and revise content, and take part in social activities through the internet. It also permits the situating of individuals sharing of the same settings and interests established upon the features published in personal profiles.

Besides the significance of SNS as a social phenomenon, it is a field of interesting marketing opportunities for businesses involved in internet marketing. Park *et al.* (2010) indicated that realizing the people's incentives to make use of SNS and identifying the parameters influencing the embracement of these applications are necessary for marketers keen to employ these environments as part of their marketing strategy.

This study aims at contributing in this viewpoint by determining the elements that influence the attitudes of Saudis towards SNS Ads and their attitudes towards the SNS technology. As anticipated, the interaction in social networks, reliability of online Ads, credibility, privacy and advertising avoidance (five parts) were discovered to have a positive correlation with the aspect of attitude towards the advertisement on SNS. It is necessary to comprehend how Internet users see advertising on SNS and what elements would influence their intentions towards Internet advertising.

SEM results have supported this assumption, that is, there is relationship between attitude towards the ad on social networks and intentions towards SNS as a marketing tool. Established upon those results, it can be concluded that Saudis consumers utilize social networking sites such as Facebook and Twitter to communicate with others. They also prefer using social networking sites for buying goods online, which is a trustworthy source to them. Furthermore, most of the respondents have been convinced to purchase a product through the ad made by using this SNS. Most of them think that they are likely more safe while purchasing online from the ads made in social network sites. Established upon the results, although the respondents believe that Social Networking sites makes a significant success in advertising products, services, and events, this study shows that Social Networking sites needs to execute more security steps to evade fraudulency. This will make the users to be more confident to purchase or order products/services since the products or services are secured enough to buy. Nevertheless, according to the concluded results, it can be assumed that in the future Social Networking sites will be appropriate for advertising aims as the numbers of users who use the social sites are expanding occasionally. Therefore, it can be concluded that Social Networking sites is a useful tool for marketers for advertising their products. Copeland (2012) indicated that a web portal of Read-Write also increased the problem of SNS credibility on the ground of its email examination exercise, despite explanation by SNS indicating a completely various issue of privacy. It is, thus, very important to emphasize that resources should be more precisely assigned to the media. In addition, sources must be obviously proved after identifying that users have worried about the credibility problem in connection to some promotion media particularly interactive ones, such as Facebook and tweeter.

An expanded TAM has been improved, including two kinds of interior patterns (perceived security control and social impact), in order to illustrate the variables that affect the level of approval of SNS by users. Our model shows that perceived usability, perceived usefulness, perceived security control, and social impact of SNS directly affect attitude towards social networking. Social impact and perceived security control has an important positive impact on attitudes to continue using Social Networks. The explanation of those phenomena is that social network users have a positive feeling about being part of the network and liking the stress, they may experience due to using it beyond their level of coziness. This research considers a significant development in comprehending the incentives and elements influencing the embracement of SNS by internet users and its usefulness for practitioners' attitude to adopt SNS as a part of their marketing strategy. The results confirm that the attitudes of SNS users are significant for forecasting what attitude to use. Web businesses and SNS suppliers have to adopt strategies to produce positive attitudes towards the use of SNS to tempt the involvement in the SNS. Thompson and Hunt (1996) demonstrated that altering the attitudes of users is not more complicated than altering feelings about usefulness or perceived usability. Several theories and programs have been conducted to create positive attitudes, such as the direct impact of individuals, upgrading context clues or the consideration of convincing messages (Yang and Yoo, 2004).

Thompson and Hunt (1996) concluded that despite people's attitudes changing, continual attempts should also be granted to sustain the positive attitude, which is impermanent, unsteady, and flexible. Incentives, abilities, experience, and education are all elements that affect the evolution and maintenance of attitudes. Yang and Yoo (2004), thus, suggested that maintenance and alteration of attitude should act as an integral tool to technical skills that can be used to enhance user approval of new technologies. Problems in large fields of promotion must be dealt with an intensive comprehending of consumers' connections with advertising and the media (Hirschman and Thompson, 1997). According to this study, consumers' communication in social networks, credibility of web Ads, trustworthiness, privacy, and advertising avoidance greatly affect the attitudes towards the advertising in SNS.

It can be concluded from the results of this study that the marketers and advertising designers can also comprehend and be more attentive to the way the users of SNS perceive the advertisement on which they decide.

6. Restrictions and Recommendations for Future Research

Nevertheless, this study has also some restrictions. A principal restriction of this research is that the survey has been limited to one Arabian country, Saudi Arabia. To achieve the generalization of this research results, the study should be repeated using more extensive sample with other ethnic or cultural backgrounds. The sample should particularly portray a large variety of nationalities so that it can shape a more extensive notion, such as the embracement of SNS in Asia, Africa or in other geographical areas. Future research must concentrate on the examination of data through multi-group studies so that it can determine the varieties and similarities among various nationalities. To achieve this goal, a cross-cultural study among countries will be greatly required.

7. References

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