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

By Jaylan Azer

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 users from Cairo and Alexandria governorates. The research adopted the quantitative approach to examine the relationship between 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...



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