



UNIVERSITY OF AGDER

Factors Influencing Social Media Marketing In Different Culture Context.

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This master's thesis is carried out as a part of the education at the University of Agder and is therefore approved as a part of this education. However, this does not imply that the University answers for the methods that are used or the conclusions that are drawn.

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Abstract

Social media has gained precedence in today's business environment, and consumers themselves are more receptive to this marketing media. This study aims to identify the factors affecting users' attitudes towards social media marketing. From the literature review, a conceptual model was proposed, and five hypotheses were developed. The model studies the effect of several independent variables on attitude towards social media marketing. A questionnaire was completed by students from Norway and Saudi Arabia. Descriptive statistics, *t*-test, factor analysis, and regression analysis were used for data analysis. We found that three factors affect users' attitudes towards social media marketing in Saudi Arabia, and one factor has an impact on users' attitude towards social media marketing in Norway.

Keywords: users' attitudes, social media, social media marketing

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1. Introduction:

As several businesses have started to use internet in order to promote themselves internationally, they are also viewing the worth of better quality localization of website through method of adapting culturally and translating a website suitable for various cultures and languages. Nowadays ,social media marketing is being applied widely by marketers all across the globe. With around 600 million Facebook users and another 200 million twitter users not to state several business related LinkedIn and different local or small based competitors, the social media interaction sheer scale is phenomenal. Several businesses are using the platforms of social media for marketing, developing customer service and brand awareness, but only few are integrating the two localization areas and social media marketing (JustinParks, 2011). According to Walter (2013) culture is regarded as one of the biggest components of how people interact not just how they say something but how they select the components they use to acquire a message across. Most of the people related with social media and race or usage of internet become less distinct when they initiate regarding how similar socioeconomic level groups of varied races compare. King (2012) has mentioned one example of how cultural variations influence social media is to have a view at several platforms of social media. Although most of these familiar platforms are American they are also familiar outside of America. But if people listen closely they can view varied cultures using similar platform of social media variedly and they can hear friction of culture between varied cultures. This friction of culture is not only between nonnative English and English speakers ,but it is also amongst native English speakers from varied countries. Thus, cultural background always has an influence on people’s interactions on social media. Thus, this study aimed to identify factors influencing social media marketing in two different culture contexts.

1.1 Problem Statement and Research Questions

The principle of every marketing activity is to first understand the needs and behavior of the targeted consumer. Therefore, social media marketing presents a new challenge for marketers as a new consumer segment has emerged. There is a need to understand what factors influence social media marketing in different cultural contexts.

This study attempts to find answers to the following research questions:

1. What factors influence social media marketing in both Norway and Saudi Arabia? Do these factors have different effects in different countries?

2. What attitudes do end users have towards social media marketing?
3. What are the main factors that influence these attitudes?

1.2 Main Research Objectives

The main aim of this research is to identify the different factors that have an influence on users' attitudes toward social media marketing. Also, it tries to present which factors are important and which ones are not concerning users' attitudes toward marketing with social media. Social media marketing can be simply defined as the process of seeking to increase website traffic or consumer attention by use of social media website such as Facebook and Twitter. Culture on the other hand revolves around the behavior, beliefs or the way of life for an individual or a group of individuals.

1.3 Significance of the study

This study provides a broad framework about factors influencing social media marketing in two different countries. There are a number of studies about use of social media marketing, and attitude toward marketing with social media, but most of these studies concentrated just on one country. This study goes further and compare between two different countries.

Social media marketing plays an important role in contemporary marketing, so this study will benefit both researcher in the field of social media marketing and business community.

1.4 Structure of Study

This study structured as follows:

Chapter 2:

This chapter presents a literature review on the history of social media, and social media marketing. Also, this section presents theories that are relevant for this study.

Chapter 3:

This chapter presents the conceptual framework and hypotheses.

Chapter 4:

This chapter presents the research design, procedures and methods used in this study together with the reasons for selecting these procedures and methods.

Chapter 5:

This chapter focuses on the descriptive analysis, factor analysis, t-test and regression analysis of the data to test the hypotheses.

Chapter 6:

This chapter present the discussion on the analysis made in previous chapter. There will be a discussion for each concept that was measured.

Chapter 7:

This chapter present the conclusions of the research findings, the implications of the results and limitations of the study.

2. Literature and Theoretical Review

2.0. Introduction

This chapter presents a literature review on the history of social media, and social media marketing. Also, the section presents theories that are relevant for this study.

2.1 Social Media

Social Media began when the Internet came into being. Back in 1979, UseNet's were used to post articles to newsgroups. Later on, there was the Bulletin Board System (BBS) that was accessible on personal computers though only one person could use it to interact with another individual. After the BBS, there was the CompuServe and Prodigy that were online services that corporations used to access the Internet and chat. The Internet Relay Chat and Instant Messaging were invented and were used to share files and keep in touch. They opened the world of dating sites, whereby the first social networking sites came up and enabled people to create profiles with pictures and contact other users. Sites such as Google, Wikipedia, and Friendster among others were then created. At the moment, they are many with the most popular being Facebook, Twitter, YouTube, LinkedIn, Wikipedia, and Flickr among many others ("History and Evolution of Social Media",2009).

Social media is an avenue in which people interact in an effort to create, share, and exchange information in virtual social networks though internet-based applications. Social media takes a variety of forms such as social networking sites, content communities, blogs, digital storytelling, image and video sharing, podcast portals, and virtual gaming world.

There are differences between social media and other forms of media such as Television, Newspapers, and Film. This is in terms of quality, reach, usability, and frequency among others. Social media information quality varies whereby in some cases it is of high quality and in other instances of low quality with abusive or degrading information. This is unlike traditional media which quality is never abusive since it has to be screened before reaching out to people. In terms of reach, social media reaches a wider variety of people as opposed to traditional media that reaches fewer people and is centralized to one place or region. Using social media to advertise, the frequency of the advertisements are high unlike in traditional media. Accessibility to information via social media is easier with less or no cost unlike newspapers where one has to buy. Traditional media, especially newspapers and magazines, once printed and distributed, that information cannot be altered unlike social media which is easy to alter information. Lastly, social media is interactive, occurs in real-time, and more effective than other forms of media (Kaplan & Haenlein 2010).

2.1.1 Types of Social Media

There are different kinds of social media.

2.1.1.1 Social net work

Social network allows people to develop web-pages and then connects with their communities, share content and to develop communication. Social networks are Myspace, LinkedIn and bebo.

2.1.1.2 Blogs

Blogs are not the unknown forms of social media; blogs are online archives, in with entries appearing as ascending order.

2.1.1.3 Podcast

In Podcast different type of media are available via subscription, through services like apple iTunes.

2.1.1.4 Forums

Forums are junction of online discussion, that are about any specific topics and interests. Forums were created before the term social media and are a powerful and popular part of online communities.

2.1.1.5 Content Communities

Online Communities is also the part of social networking that provide the features of organization and sharing of different kinds of discussion and/or content. There are lots of these types of online content communities (Rognerud, 2008).

2.1.1.6 Microblogging

The bite-sized blogging in Social networking is called micro-blogging, where different types of tiny but specific content are posted and/or uploaded via the different types of network. With the unprecedented innovation that has taken place in the internet world, in terms of the commercial practices that are conducted through this medium for its effectiveness and timely reach to the required target audience. (Konstantina, Athanasia, et al. 2002).

2.2 Social media marketing

Social media allows companies to talk to their clientele, and at the same time, it allows regulars to talk to one another. Shaping customers' discussions to ensure they are aligned to the organization's goals is the firm's best importance. Companies have started providing that their consumers with networking platforms, and have occupied them during blogs and other

social media tools. Social media is seen by Marketers today as a great opportunity to boost market share figures. Marketers are only too happy to view the social web as a new set of channels through which to market their goods or services (Scotti, Marco and Vedres 2002). Social media marketing has gained precedence in today's business environment, and consumers themselves are more receptive to this marketing media. In fact, this marketing avenue is considered to be more interactive, where the consumers can discuss among themselves or with the company, the product being advertised and they are in a position to endorse the product to other people within their circle of friends (Bashar & Wasiq, 2012).

2.3 Attitude towards Social Media Marketing

Attitude refers to the way someone thinks or feels about something and also to the manner, and disposition on the subject (Oxford Dictionaries, 2013). Attitude influences the mental position that the person will take on a certain matter and the behavior that follows it. Essentially, one's state of mind and the behavior that arises because of this state is what is referred to as their attitude.

Since the invention of the Internet, consumers have changed their perception towards online shopping greatly. The majority of the potential consumers make use of the Internet on a daily basis, following their membership to one or more online socializing tools (Vinerean, Cetina, Dumitrescu, & Tichindelean, 2013). It means that there is a huge online audience made of potential consumers. Marketing is largely based on numbers. As such, all marketers seek to promote their products in platforms that guarantee them a potential audience. Traditional forms like the mass media through televised, radio and print media have enjoyed popularity and wide usage in marketing. According to (Zarella, 2009, p12) emergence of social media and the large usage it enjoys worldwide has made it the preference marketing platform for a majority of commercial and non commercial entities.

2.3.1 Factors influencing attitude toward social media marketing

Social media has numerous advantages compared to other forms of advertising (Nadaraja & Yazdanifard, 2013, p4). First, it enjoys a very wide fan base and usage that no other form of media does. Over one billion people worldwide use the social media. It is projected that the one in every four people in the immediate future will be using the social media. This provides the necessary numbers to reach out to with information on new and existing products.

Secondly, the social media is cheap and cost effective. There is reduced time consumption and finances used in paying for advertising. The cost of promoting ads in social sites like Facebook is relatively cheaper compared to the large audience guaranteed.

However, before a commercial entity decides to use the social media in advertising, there are a number of factors that are considered. These factors largely reflect on the nature of the social site to be used.

First, there has to be trust in the information that is disseminated and consequently trust in the social site to be used (Buskens, 2002, p16). Consumers are wary of propaganda that is spread in the social media. Some social media sites are therefore regarded unreliable and advertising in such sites will not achieve the marketing rationale or objective that is sought. The reputation of the social media company/site is therefore instrumental in influencing marketers to post ads in social media. The logical conclusion is that reputable sites attract more trust and credibility for information channelled through them.

Secondly, privacy concerns play a major role in determining whether people advertise in social media or not. Of great importance are issues like identity theft and storage of data. Studies on privacy and security in social media (Dhami, 2013) have shown that people disguise themselves in the social media. Commercial entities and especially renowned business corporations often find themselves in social media whilst actually they have not contemplated joining social media. Existing pages in social media sites of major commercial entities run by persons other the company is enormous and can cause major setbacks especially to the reputation of the companies. This is coupled by the level of information that can be accessed by others. This is often influenced by the modes of data storage employed by social media sites. Some terms and policy agreements that are mandatory to consent before joining social media sites require permission for information about the user to be shared to third parties.

Thirdly, Cyber crimes such as hacking have increased and created a fear among potential users in registering and using social media (Santanam & Sethumadhavan, 2011, p36). The levels of security offered vary with the technical capacities of various social media sites. Some enjoy very high levels of security while some are vulnerable. Users would ideally be comfortable with secured sites. This will enable their accounts to be safe and prevent

wrongful dissemination of unwanted or malicious information as well as protect private communications.

Fourthly, it is equally important to create a perception that will boost the credibility of online advertising. A majority of users perceive the social media as a pool of idle persons who do not pose as serious consumers to their products. But the reality is that the social media consist of persons of all kinds with different motives. A good number of people are in social media for business connections and therefore pose as the ideal target audience.

Besides, social media use is one of the most critical factors that determine whether advertisers choose the social media. Social media usage covers a number of aspects including the number of people in a social site, the average time spent on the social media daily and the reasons as to why such people are in the social media. Therefore, sites which are solely dedicated to dating are seldom used in these regards. However, multipurpose sites such as Facebook and Twitter often, which enjoy wide usage have been found ideal for advertising.

In conclusion, research has shown that no single form of media earns close to 45% of consumption worldwide (Cocotas, 2013). However, the reception that the social media has received has prompted marketers to seek alternative forms or reaching to consumers through them. Leading social media sites like Facebook have created special advertising features for instance promoted posts and video ads. It is an innovative whose benefits cuts both ways and as such, marketers should be thinking of how to widen the scope of such platforms.

2.4 Traditional Communication model VS. New communication model

Communication in marketing is intended to relay a standardized customer-focused message in order to increase sales in the firm. According to Castronovo and Huang (2012), traditional communication process was aimed at covering all the elements of the promotion mix although the method of relay was dependent on agents who were paid by the business and collaborated with the marketing team of the firm. The flow of information was mainly dependent on face to face and word of mouth communication among individual customers. Traditional communication had various limitations. First, it was costly to the firm. The marketing agents such as, advertising agencies, marketing research firms and public relations consultants were expensive and made the organization direct more funds on product promotion, which could

otherwise be used to increase production. In addition, the traditional communication model had minimal impact on the market because information dissemination was limited to a small area (Castronovo & Huang, 2012).

Modern communication in marketing is geared towards creating a common platform between consumers, the product and the company. Although modern communication still uses the aspects of the promotion mix, it is cost effective and market oriented because of the direct link between managers and consumers. Traditional methods of face to face and word of mouth communication are still used, but the difference is that it uses multiple avenues instead of the traditional one-way traffic.

Social media is one of the modern marketing strategies. It has been successful in product promotion because it fosters a social relationship between consumers and companies. It incorporates marketing tools like chat rooms, blogs, Facebook, YouTube, twitter, among others (Mangold, 2009). Such tools enable organizations to communicate with thousands of customers quickly, and with relatively little effort. Therefore, social media is perceived by consumers as more trust worthy in the content of information regarding products and services than the traditional methods of marketing communication.

2-5 Hofstede, Geert Cultural Model Dimensions (*Model used in this study*)

Culture is defined as “the collective programming of the mind that distinguishes the members of one category of people from those of another” (Hofstede, 2001, p. 9).

The Geert Hofstede model is used to study the difference in cultural among nations. The model focuses on the most intimate level of values by comparing cultural disparities exhibited by different organizations. The Hofstede culture model has several dimensions. They include:-

2.5.1 Power Distance Dimension

According to this the level at which people who the society deem as less recognize and suppose that there unequal distribution of power. The basic concern in this dimension is how people deal with inequalities in the society. There is no need for justification in societies with high degree of power while people demand for justification in societies with low authority distance.

2.5.2 Uncertainty Avoidance Dimension

This dimension focuses on the level of discomfort, indecision and doubt expressed by society members. The basic concern here how the society responds to uncertainty of the future. The basic question here is whether the society should try to take command of the future or let things just happen

2.5.3 Individualism -Collectivism Dimension

The Individualism is defined as an inclination in favor of loose social ties. Individualism means that individuals mainly look out only for themselves and their immediate relations. On the other hand, collectivism refers to partiality for a closely-knit social network. In collectivism, individuals expect their relations or those close to them to unconditionally have their backs covered incontestably. This dimension is a matter of “I” or “we.”

2.5.4 Masculinity-Femininity Dimension

Masculinity occurs in circumstances where the society prefers success, boldness, insolence and success is measured materially due to the competitive nature of the society. However, femininity, symbolizes call for teamwork, reservation and caring for the lesser people in the society. Society at large is more consensus-oriented.

2.5.5 Long term Vs Short term orientation

Short term orientation advocates for persistence, organizing relationships by order as well as receiving by order, prudence and acknowledging shame. On the contrary short-term orientation refers to private control and steadiness, protection of one's image, expressing high opinion for conventions as well as returning of favors and assistance (Hofstede, 2001).

2.6 Norway and Saudi Arabia (Comparison of Hofstede dimensions)

The power distance index by Hofstede measures extent of which less powerful associate of institutions or organization (like a family) expect and accept power is distributed unevenly. It signifies inequality and suggests that in the society is endorsed by followers as well as the leaders. For instance, the power distance in Saudi Arabia is 80 according to Hofstede analysis while that of Norway stands at 31.

Individualism versus collectivism, Norway has a reasonably high score 69 on a scale according to Hofstede while Saudi Arabia has a score of 25 which translates to a strong collectivism.

Masculinity versus femininity, this is the distribution of roles between genders that are a crucial issue in coming up with solutions. The men's values are quite competitive and assertive and totally dissimilar to women values on one side, to caring and modest and same to women's value on the other side. Saudi Arabia has masculine culture of 60 while Norway has 8, so in terms of masculinity these two cultures have no similar conditions.

Uncertainty avoidance acts on society's tolerance on ambiguity and uncertainty, man's search for the truth. The uncertainty avoiding cultures works on minimizing possibilities of situations happenings using rules and strict laws, security measures and on religious and philosophical level by believing in absolute truth. Saudi Arabia scores 80 while Norway scores 50 meaning uncertainty avoidance in Saudi Arabia is high compared to Norway.

Long term Orientation is a fifth dimension that Hofstede added to original four and included 23 countries trying to differentiate thinking between west and east. It resulted to short term vs. the long term. The long term characteristics are thrift, sense of shame and persistence; short term is protecting your "face," tradition or respect, reciprocation of favors, gifts. Norway scored 20; Saudi Arabia was not covered (the hofstede centre, 2014).

2.6.1 Social Media in Norway and Saudi Arabia

The Kingdom of Saudi Arabia ranks among countries with the highest digital media usage rates. For instance, it has over three million Twitter users and records a 300% growth rate, making it the fastest growing Twitter country in the world (Bennett, 2013). The percentage of active users is at 57% of adult citizens, with the youth and young people being the most active (Ministry of Culture and Information, 2014). This rapid rise is due to the last decade's internet boom, and promises immense opportunities for entrepreneurs and business persons (Dubai School of Government, 2014).

Innovative entrepreneurs in Saudi Arabia harness social media to conduct brisk business. It is cheaper to sell via social media than through traditional methods. Businesses in Saudi Arabia find it convenient to reach potential customers through social media because of the Kingdom's conservative society. The Kingdom has a high rate of growth of social media use, an indication that there is potential for an increase of e-business. In Norway, over 95% of the population has Internet access, with close to 80% being online every day, of which 30% use social networks (Vågan, 2012). This is slightly higher than the average across Europe. Of the

social media users, younger Norwegians are the most active, with over 66% of young people between 16-24 visiting social media sites daily (Vågan, 2012). On average, Norwegians spend 1hr 46 minutes on the internet daily, with over 50% using Facebook (ECCO, 2014). In Norway, most companies use social media to market their products. Customers who get to know or buy new products on social media share the information with a circle of their acquaintances, this increases awareness about the product. It is an effective way of marketing and carrying out research, and companies in Norway utilize it to the utmost.

2.7 Social media marketing and culture

Social media is used as one part of an overall strategy in any business, but it has been given the familiarity of social networks and their capability to span cultures and borders can be invaluable when it comes to attain foreign territories and markets (Justin Parks, 2011). The speed of adopting social media marketing vary between countries . Being the first has benefits over later. Being first gives people the chance to dominates the market and attempt new things which could be far reaching successfully. The benefit of being later is that people can avoid the obstacles which one has made before. Generally, adoption speed of social media hinges largely on uncertainty avoidance. Low ranking nations adapts rapidly to new techniques than greater ranking cultures (Smit, 2012). In Addition, the organizations must show up in proper places. Within cities varied cultures always comprise their own communities. It is not varied online. People target to move where they feel comfortable and can predict people like them. If a network does not apply with their identity of culture they will predict another network which matches their cultural identity. The access of mobile plays important role in social media marketing. In some cultures such as Africa and Middle East social media is used for many frequently on mobile appliances. In fact, most of the users in the world of social media are using it through mobile. Social media networks have less bandwidth; friendly versions of smart-phone provide larger possibilities for attaining their users (Owen Clark, 2012).

2.8 General overview of previous studies

Table 1: Summary of Previous Studies

AUTHOR	Dependent variable	Independent variable	Sample/size	Methodology measurement	Finding
(Simona, Iuliana, Luigi, & Mihai, 2013)	positive reactions to online ads.	Trust in information from personal sources. -Trust in information from foreign sources. continuous variables - Concern for privacy. -Importance of social media. categorical variables - Experience using social media. - Clicking the ad, Log in pattern. - Time spent per login	236 students of Lucian Blaga University of Sibiu, Romania.	SPSS, and Factor Analysis method.	There is a significant interaction between clicking the ad, experience using social media, networkers, watchers and listeners, concern for privacy, and log in pattern and the respondents' positive reactions towards ads displayed on social media websites.

		session.			
(BASHAR, AHMAD, & WASIQ, 2012)	individual s' motivation to join brand page or followed a brand page.	To get information about product/Service. advertising followed by a friend invitation. consumers' perception. Timely and adequately of the information. Brand's values.	150 social networkers users in Delhi & NCR.	regression analysis.	<ul style="list-style-type: none"> - users go to the brand pages in order to learn more about the product and services - to get information about the limited offers. - to find their friends' reaction on particular brand . - The affectivity of social media as a marketing tool depend on timely of the information. - the main way fans come to

					follow a brand page on social media websites is through advertising and friends invitation.
(Mohammadian & Mohammadreza, 2012)	Succeed social media.	Interaction and communication. Information content. the characters of social media . Reputation. Security in social media . success of social media.	Allameh Tabatabai university students in Tehran, Iran.	Descriptive statistics	security, attractive content, reputation, interaction and communication positive impact on social media success.

(Akar & Topçu, 2011)	the attitudes of consumers toward marketing with social media'	-use of social media. -social media knowledge. -being affected from Internet and social media. -following social media. -foresight about marketing with social media. -fears about marketing with social media.	400 undergraduate students from eight faculties at Afyon Kocatepe University in Turkey	t-test, ANOVA, factor analysis, and regression analysis were used for data analysis.	The use of social media, knowledge of social media, following of social media, and fears about marketing with social media all have an effect on attitudes toward marketing with social media.
(Sarwar, Haque, & Yasmin, 2013)	Buyers' opinion of using social networks as a marketing tool.	- Interaction in social network . - the perception on the reliability of the online advertise	residents of Kuala Lumpur city	SPSS	interaction in social network , time spend on social networking sites, perception of reliability of online ads and

		nt.			security play the most important role on the buying preferences for Muslim consumers.
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The table above summarizes the important literature for this research. These studies have tried to give details about the factors influence social media marketing , and factors influencing users' attitudes toward social media marketing . There are view studies from Asian, for example Bashar,Ahmad et al((2012) study about networkers users in Delhi in India, , and Iranian based study by Mohammadian and mohammadreza ((2012) .

Sawar ,Haque et al. (2013)

The main aim of this study was to identify the attitude of Muslim consumers’ in implementing social networks as marketing tool . The population study involved people of Kuala Lumpur City specifically the Muslim consumers. The method of study was through 300 copies of questionnaires and 278 were received back and they were used for further analysis. The finding of the study was that interaction in social network, time spend on social networking sites, perception of reliability of online ads and security play the most important role on the buying preferences for Muslim consumers.

Simona ,Tuliana et al (2013)

This study based in Romania. The aim of the study was to identify the people who interact online and also to know they engage in online activities. The population of the study was the students from the Lucian Blaga University of Sibiu undertaking PHD, masters, or bachelor degree. The method of study was through the use of online survey. The finding of the study was that there is a significant interaction between clicking the ad, experience using social media, networkers, watchers and listeners, concern for privacy, and log in pattern and the respondents’ positive reactions towards ads displayed on social media websites.

Akar & Topçu (2011).

The main aim of this study was to identify the factors that usually affect the attitude of the consumers towards embracing marketing through the social media. The population of the

study was 18-24 years undergraduate students at Afyon Kocatepe University in Turkey. The method of study was through the use of questionnaires that were prepared for the purpose of gathering data, and 400 students in the university were studied. The researchers used statistical software SPSS version 15.0. The findings of the research were that use of social media, knowledge of social media, following of social media, and fears about marketing with social media all have an effect on attitudes toward marketing with social media.

3. Conceptual Framework and Hypotheses

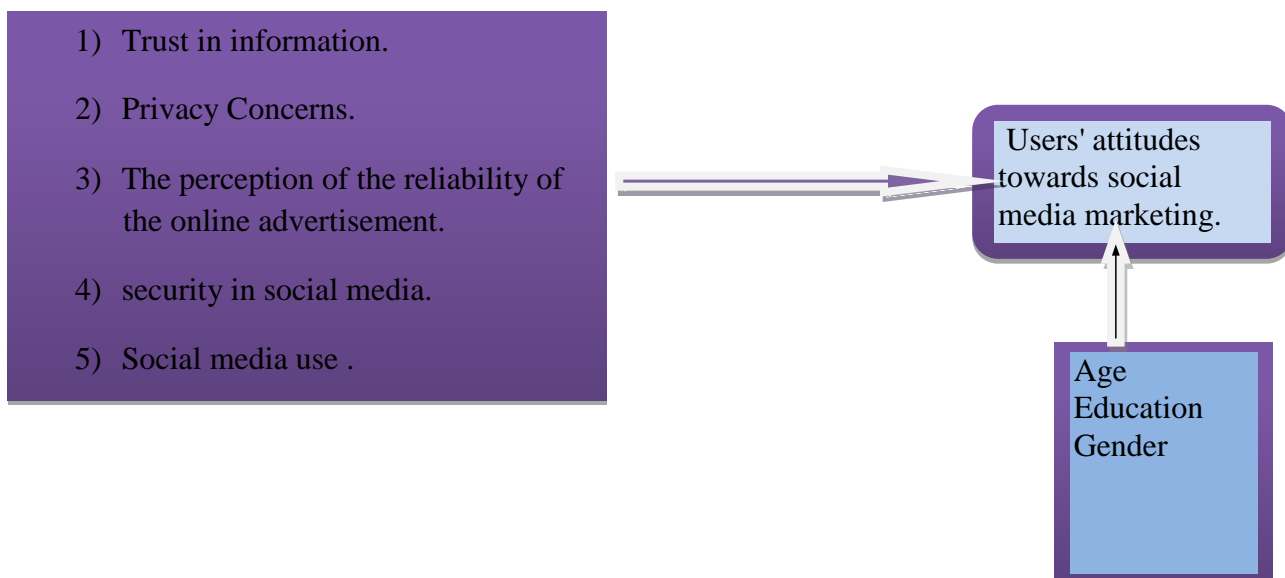
3.0 Introduction

This chapter presents the conceptual framework and hypotheses

3.1 Conceptual framework

From the table above of previous studies several variables were taken under consideration .In this study, users' attitude toward social media marketing is the dependent variable and trust in information , concern for privacy , the perception on the reliability of the online advertisement, security in social media, and security in social media are the independent variable. Below is the conceptual framework.

Figure 1: Conceptual Framework:



3.2 Research hypotheses

Several factors are influencing the attitudes people have towards social media marketing. These include trust, privacy, security, perception on the reliability of online advertisement, and use of social media. Trust necessitates dependability or trustworthiness that exists between a marketer and his or her follower and between followers. Because of its importance in all social interactions, trust is indispensable in the context of social media marketing as it is the foundation of all human social interactions. Therefore, without trust, consumers will not transaction on social media marketing platforms (Abdul-Rahman&Hailes, 2000 as cited in Klaver, 2013, p.2). For example, if the consumers have trust in information on social media , then they will be more and more attracted towards company's social media marketing campaigns . The first hypothesis:

H1: Trust in information on social media websites positively correlate with users' attitudes towards social media marketing .

The second factor is privacy and privacy concerns, which affect users' trust in social media marketing. Privacy is the state of feeling that one is without unauthorized intrusion. Privacy concerns are thus the feelings of fear that social media consumers may have regarding certain online activities and transactions they would like to participate in. A perception or feeling that the medium is intruding into their privacy perhaps via the information they have to share online plays a great role on whether they should go ahead and consume social media products or services (Banerjee & Banerjee, 2012, p.56).Therefore ,

H2: Privacy concerns have negative impact on users' attitudes towards social media marketing.

A study done by market research company Chadwick Martin Bailey and iModerate Research Technologies found that “consumers engaged through social media such as Facebook and Twitter are over 50% more likely to buy and recommend than before they were engaged” . Moreover, There is an important relationship between use of social media as a primary source for news and positive attitude towards social media as a communication tool (Akar&Topcu,2011,p.51).Therefore ,

H3: users' uses of social media positively affect their attitudes towards social media marketing.

Reliability of the online advertisement influences the perception of users (Cha, 2010; Crosby, 1990). Social media provide excellent online advertisement which is reliable and can cover

wider area (global). The reliability of most social media has boosted users trust and believe hence positive attitude towards social media marketing.

H4: The perception of the reliability of the online advertisement positively associated with on users' attitudes towards social media marketing.

The other factor is security, which is the safeguarding against crime, loss or danger that might result from social media interactions in the context of marketing. When social media consumers have perceptions that there are no potential risks on social media marketing because the merchant they want to transaction with will not compromise their privacy concerns and security, their risk perceptions reduce giving room for possible transactions online (Mohammadian&Mohammadreza, 2012, p.61).Therefore ,

H5: Security in social media websites has a positive influence on users' attitudes towards social media marketing .

4. Research Design and Data Collection Method.

4.0. Introduction

This chapter presents the research design, procedures and methods used in this study together with the reasons for selecting these procedures and methods.

4.1.1 Research method

This study is a descriptive research because we tend to know about the users' attitudes towards social media marketing both in Norway and Saudi Arabia, and what factors influence that attitude. Generally, there are two types of research methods, quantitative and qualitative. In this research, we use quantitative because it is faster and more accurate than qualitative research (Lewis&Thornhil, 2000). Research projects usually done for academic reasons are limited to time as our research is also being done for academic purpose, and it is limited to time for that reason we prefer to use a quantitative approach.

4.1.2 Data collection

There are two methods to collect data, primary and secondary method. The primary data includes observation method, Interview, questionnaire method, case study, and projective techniques while secondary data is data that already been collected for specific study or research. In this study, self-administered questionnaires are used in the data collection process. The questionnaire was put in Google docs and the link was sent to respondents to fill the questionnaire through social network sites like Facebook, and some were handed out .The questionnaire consists of several parts that include demographic information and a five point Likert scale.

4.1.3 Sampling

Population

Population is the “entire group of people, events, or things of interest that researcher wish to investigate” (Sekaran, 1992, p. 225). In this study, population is students at Agder university in Norway and, and Saudi students at university of Omaha in US, and it is not specified to a specific academic discipline. There are two types of sampling techniques probability sampling and non-probability sampling. In Probability sample, there is a non-zero equal chance for each population element to be selected (Bryman & Bell, 2007). Probability sampling includes simple random sample, systematic sample, stratified random sampling and multi stage cluster sampling while non- probability sampling include convenience Sampling, snowball

sampling and quota sampling. In non-probability sampling there is no random sampling (Bryman & Bell, 2007). Convenience sample is easy, available, and accessible to the researcher. The problem facing non - probability sampling is that it is difficult to generalize its results (Bryman & Bell, 2007). However, in business field and management field non-probability technique is more valuable than probability sampling because of the limited time, and resources. In this research, the researcher has decided to apply convenience sampling technique for the purpose of collecting empirical data. The researcher has decided to distribute the questionnaire among Agder university students in Norway and, Saudi students at university of Omaha. Convenience sampling enables the writer to approach the respondents and collect the data on time.

4.1.4 Sample design

Sampling design refers to the procedure that researcher follow to select a sampling unit (Kent, 2007).The procedure that is being followed by the researcher to select a sampling unit is online survey. The population selected by the writer for the study is mostly students of Agder University in Norway, and Saudi students at university of Omaha in US. As mentioned before writer has selected convenience sampling technique so sample is designed accordingly by approaching the students online by sending the questionnaire in Google docs through social networking site like Facebook.

4.1.5 Sample size

In non- probability sampling, there is no rule for sample size. Sampling size depends on the research questions and objectives (Saunders et al., 2009). Additional, researcher has to consider about time, money and other factors when choosing the sample size. Our sample consists of 250 students equally divided between Norway and Saudi Arabia. Questionnaire is written in simple language in order to reduce the risk of ambiguity.

4.1.6 Questionnaire design

The questionnaire is an “efficient data collection mechanism when researcher knows exactly what is required and how to measure the variables of interest” (Sekaran, 1992, p. 200). There are two types of questionnaire , self-administered questionnaire and interviewer – administrated questionnaire (Saunders et al., 2009). Also, there are two types of questions, open ended questions and closed questions. Open ended questions allow respondents to answer independently, but in closed questions, respondents have to make a choice according to the alternatives given by the writer (Sekaran, 1992). In this study, self-administered

questionnaires been used in the data collection , and the questionnaire is specially designed to meet the requirements of the research. The questions are taken from previous literature on social media marketing, and some of the questions are self-structured. The questionnaire has of three parts. The first part is about internet and social media usability and frequency of use. The second part includes questions related to factors influencing user's attitude towards social media marketing. A category scales and Likert type scale questions been used where respondents had to make their level of agreement such as; Strongly Disagree, Disagree, Neither agree nor Disagree, Agree and Strongly Agree. Scores of 1, 2,3, 4, and 5 were assigned respectively for above mentioned categories. The last part includes demographic information.

4.2. Measurement and Operationalization of Variables

Measurement is “the assignment of numerals to objects or events according to rules” (Steven, 1946, p. 677). The researcher can measure some of the variables in a simple way such as age, but some variables are abstract concepts. In quantitative research, researcher has to change variables into numerical figures. When assigning the values researcher has to decide the properties of scale. Typically, there are four levels of measurements, namely nominal, ordinal, interval and ratio scales (Zikmund et al, 2013).

4.2.1 Dependent variable (Users' attitude towards social media marketing)

The dependent variable is “the variable of primary interest to the researcher. The researcher's goal is to explain or predict the variability in the dependent variable” (Sekaran, 1992, p. 65). Dependent variable responds to the changes in independent variable (Saunders et al.,2009). In this study, “users' attitude towards social media marketing ” is the dependent variable and in order to measure it, we used measurement developed by Akar&Topcu (2011) on 5 point Likert type scale. Respondents had to rank how much they agreed with these statements.

4.2.2 Independent variable

The independent variable is one that predict, and it supposed to explain the dependent variable (Hair, 2006). Trust in information, concern for privacy, the perception of the reliability of the online advertisement, security in social media, and social media use are the independent variable. The independent variables were derived from prior studies and was measured by using scales developed by Sarwar, Haque, & Yasmin(2013), Simona, Iuliana, Luigi, &

Mihai,(2013), (Akar and Topçu 2011),and new measures. Below each variable is explained one by one

Trust in information

In this study, *trust* refers to users' trust in information on social media websites. Trust has been described broadly over the past decades in different fields of study. It is the base for every human interaction, and it is important in marketing transactions (Abdul-Rahman & Hailes, 2000). In order to measure trust in information, we adopted the measurement used by Sarwar and Haque et al.(2013) and new measure. The respondents will be asked to indicate to what extent they trust the information, advertisement, and promotion they see on social media websites on a five-point Likert scale, ranging from “strongly disagree” (1) to “strongly agree” (5).

Concern for privacy

Privacy concern can be defined as “a concern for controlling the acquisition and subsequent use of information about him or her” (Quin & Hsu, 2011, p. 4). With privacy concern, the concentration is on the concerns that people have about who have access to their private information and how it will be used. In order to measure the concern for privacy, we adopted the measurement used by Simona, Iuliana, Luigi, and Mihai (2013) and a new measure. *Privacy concern* is measured by presenting two items, and these items are rated on 5 point scale, ranging from “strongly disagree” (1) to “strongly agree” (5).

Social media use

In this study, *social media use* refers to the frequent use of social media and how often social media applications are used. Thus, in order to measure the effect of social media use on users' attitudes towards social media marketing, we adopted the measurement used by Akar and Topcu (2011). The respondents will be asked to indicate how frequent they use social media, such as Facebook, on a six-point scale, ranging from 1=every day , 6= never. In addition, we will ask the respondents to indicate how often they use applications, such as YouTube and Facebook, on a five-point scale, 1=very rarely, 5=very often.

Security in social media

Security in social media refers to the measurement of risk that users feel in job processes with a social media, and it is one of the most important factors in social media (Mohammadian & Mohammadreza, 2012). Therefore, social media sites need to implement more stringent security measures in order to avoid fraudulent dealings (Sarwar, Haque, & Yasmin, 2013). Security in social media is measured by presenting three items. These items were rated on 5

point scale, ranging from “strongly disagree” (1) to “strongly agree” (5). These items were adopted from Akar and Topcu (2011) and Sarwar, Haque, and Yasmin(2013) .

The perception on the reliability of online advertisement

The perception on the reliability of online advertisement was evaluated by presenting three items as follows: “I get information about certain product/services through social networking site,” “The information I get from the sites persuades me to buy the product/service,” and “I’m satisfied with the service/product that I ordered through the social network.” These items were rated on a scale, ranging from “strongly disagree” (1) to “strongly agree” (5). These items were adopted from Sarwar and Haque et al. (2013).

4.2.3 Control variables

Users' attitude towards social media marketing can be affected by factors such as age, education, and gender and those variables were used as controlled variables.

Table 2: Variables Measurement and Sources

Variables (Items)	Source
<p>Attitudes towards social media marketing</p> <p>:</p> <ol style="list-style-type: none"> 1. It is necessary for companies to use social media sites such as Facebook for the purposes of marketing. 2. I like marketing with applications such as YouTube, Facebook, and blogs, generally known as social media. 3. I think that marketing with social media is the future of marketing. 4. I believe that marketing with applications such as youtube , facebook , and blogs ,generally known as social media ,will be amusing. 	<p>Adopted from Akar&Topcu(2011)</p>

<p>5. I think that companies should take part in social networking sites such as Facebook.</p> <p>6. Marketing with applications such as YouTube, Facebook, and blogs, generally known as social media, is very interesting.</p>	
<p>Social media use:</p> <p>1. I use social networking sites such as Facebook regularly.</p> <p>2. I use applications such as YouTube, Facebook, and blogs, generally known as social media.</p>	<p>Adopted from Akar&Topcu(2011)</p>
<p>Security in social media.</p> <p>1. Social media websites are very secure.</p> <p>2. I think that marketing with applications such as YouTube, Facebook, and blogs, generally known as social media, is worrisome.</p> <p>3. I've been fraud through the social network.</p>	<p>Adopted from Akar&Topcu(2011)</p>
<p>Trust in information:</p> <p>1. I feel that social media advertising is a good source for timely information</p> <p>2. The content provided by social media is credible.</p> <p>3. I trust the promotion made on social networks.</p> <p>4. I trust the information which I see on social networking sites.</p>	<p>(Sarwar, Haque et al. 2013)</p> <p>New measures</p>

<ol style="list-style-type: none"> 5. I rely on a friend/family/colleague's recommendation whether to trust a site. 6. I find the advertising and promotions on social media trustworthy. 7. I feel that information on social media is misleading . 	
<p>Concern for privacy:</p> <ol style="list-style-type: none"> 1. I do experience concern regarding the confidentiality and privacy of my personal information. 2. Social media does not endanger my privacy. 	<p>Adopted from Simona, Iuliana, Luigi, & Mihai, (2013) New measure.</p>
<p>The perception on the reliability of the online advertisement:</p> <ol style="list-style-type: none"> 1. I get information about certain product/services through social networking sites. 2. The information I get from the sites persuades me to buy the product/service. 3. I'm satisfied with the service/product that I ordered through the social network. 	<p>(Sarwar, Haque et al. 2013)</p>

4.3 Reliability

Reliability defined as "the extent to which [measurements] are repeatable and that any random influence which tends to make measurements different from occasion to occasion is a source of measurement error" (Cortina, 1993, p.98). It is necessary to test the reliability of selected items one by one before going further into the research. We conducted reliability tests repeatedly ,and some of the items have been removed from the list .These items were , two from **Trust in information** "I rely on a friend/family/colleague's recommendation whether to trust a site", and" I feel that social media advertising is a good source for timely information"; two items of **Users' attitude towards social media marketing** , "It is necessary for companies to use social media sites such as Facebook for the purposes of marketing", "I think that marketing with social media is the future of marketing" ,and one item of **Security in social media websites** "Social media websites are very secure". According to Nunnally (1967), reliability between 0.5 and 0.6 considered appropriate (Glynn, 2009).However, some of the variables have alpha less than 0.5 such as use of social media and security in social media websites , and we retained them in the analysis because they are in part of conceptual framework described previously in Akar&Topcu(2011). Therefore ,we use one of the items as *representative*.

Table 3: Reliability for all variables

Constructs	Items
Independent Variables : 1- Trust in information (alpha= .781)	I trust the information which I see on social networking sites. I find the advertising and promotions on social media trustworthy. The content provided by social media is credible. I trust the promotion made on social networks. I feel that information on social media is misleading.
2- Concern for privacy (alpha=.502)	Social media does not endanger my privacy.

	I do experience concern regarding the confidentiality and privacy of my personal information
1- The perception on the reliability of the online advertisements (alpha =.564)	I get information about certain product/services through social networking sites. The information I get from the sites persuades me to buy the product/service. I'm satisfied with the service/product that I ordered through the social network.
1- Security in social media websites (alpha =.404)	I've been fraud through the social network. I think that marketing with applications such as YouTube, Facebook, and blogs, generally known as social media, is worrisome.
2- Use of social media (alpha = .448)	I use social networking sites such as facebook regularly. I use applications such as Youtube ,facebook,and blogs ,generally known as social media.
Dependent variables : Attitudes towards social media marketing(alpha = .628)	I believe that marketing with applications such as YouTube, Facebook, and blogs, generally known as social media, will be amusing. I like marketing with applications such as YouTube, Facebook, and blogs, generally known as social media. I think that companies should take part in social networking sites such as Facebook. Marketing with applications such as YouTube, Facebook, and blogs, generally known as social media, is very interesting.

5. DATA ANALYSIS

5.0 Introduction

This chapter focuses on the descriptive analysis, factor analysis , t-test and regression analysis of the data to test the hypotheses.

5.1. Descriptive Statistics

Descriptive statistics were used to present the general information about the respondents. They are the basis for every quantitative analysis of data. In this study, we send out 250 questionnaires and got 200 back, the response rate was 80% .The sample consisted of 142 female and 58 male. Moreover, 66.0 percent of the respondents are between 18-24 years old, and 33.5 percent are between 25-35 years old. Total 140 respondents have bachelor degree , whereas, 57 respondents have master's degree , and 3 respondents are high school graduate, or diploma.

Table 4: The Demographic Profile of Respondents

Variable	Description	Frequency	Percent
Gender	Male	58	29.0
	Female	142	71.0
Education	high school graduate, diploma	3	1.5
	Bachelor	140	70.0
	Master's degree	57	28.5
Age	Under 18 years old	1	.5
	18-24 years old	132	66.0
	25-35 years old	67	33.5

The below table represents the main purpose of using the internet. According to the below Table, 98.5 percent of the respondents use internet for email , 94.5 percent use it for news , 96.5 percent for looking information ,and 93 percent for studying .

Table 5: MAIN PURPOSE FOR USING THE INTERNET

	Frequency	Percent
For email	197	98.5
For News	189	94.5
For shopping	176	88
For studying and professional	186	93
Looking for job and opportunities	124	62
Looking for information	193	96.5
Relaxation	150	75

5.2 Factor Analysis: Identifying Key Factor Influencing Attitude towards social media marketing

Factor analysis is a “prototypical multivariate interdependence technique that statistically identifies a reduced number of factors from a large number of measured variables” (Zikmund, Babin, Carr, & Griffin, 2010, p 593). In this study , factor analysis is used to reduce the number of variables and to find the relationships between variables. The variables that are highly correlated are expected to be members of the same a common set of factors (Hair, 2006). Factor analysis is selected according to the Kaiser-Meyer-Olken (KMO) measure, which examines the sampling adequacy. If the KMO values are between 0.5 and 0.7, they are moderate, and between 0.7 and 0.8 are good, and values greater than 0.9 are classified as superb for factor analysis. Moreover, any value less than 0.5 to 0 means that the factor may not be appropriate and needs more data collection for correct predictions (Field, 2009).

Bartlett test of sphericity is “statistical test for the overall significance of all correlations within a correlation matrix factors” (Hair, 2006, p 102).

The Table below shows the results of the factor analysis test for the variables. The KMO value was found to be ,696 suggesting that the data were generally appropriate for factor

analysis. The results of the Bartlett's Test of Sphericity were significant, meaning that factors form the variable is adequate.

Table 6: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,696
Bartlett's Test of Sphericity	Approx. Chi-Square of df	422,552 105
	Sig.	,000

After considering the normality of the data, twelve variables were extracted under five factors. Two items did not load to any factor “Social media websites are very secure.”, and “I find the advertising and promotions on social media trustworthy”. Four items loaded onto first factor “I trust the information which I see on social networking sites”, “I trust the promotion made on social networks” “I feel that social media advertising is a good source for timely information, and “The content provided by social media is credible”. These items relate to Trust in information. Therefore, This factor was labeled, “Trust in information”. Three items loaded onto second factor “I feel that information on social media is misleading”, “I think that marketing with applications such as YouTube, Facebook and blogs, generally known as social media, is worrisome”, and “I’ve been fraud through the social network”. This factor was labeled, “security in social media”.

On the third factor, three items were loaded “I get information about certain product/services through social networking sites”, “The information I get from the sites persuades me to buy the product/service”, and “I’m satisfied with the service/product that I ordered through the social network”. This factor was labeled, “The perception on the reliability of online advertisement” because these items relate to it. Two items loaded onto Factor four “Social media does not endanger my privacy”, and “I do experience concern regarding the confidentiality and privacy of my personal information”. This factor was labeled “privacy concerns”. On factor five, one item loaded “I rely on a friend/family/colleague’s recommendation whether to trust a site”, and it was labeled “relying on friends and family”

Table 7:Output of Factor Analysis

Rotated Component Matrix^a					
	Component				
	1	2	3	4	5
1. I trust the information which I see on social networking sites.	,672	-,067	,162	-,273	,200
2. The content provided by social media is credible.	,658	-,026	,178	,010	,057
3. I trust the promotion made on social networks.	,636	,205	-,014	,211	-,078
4. I feel that social media advertising is a good source for timely information	,631	-,327	,068	-,279	-,058
5. Social media websites are very secure.	,372	,197	,107	-,370	-,333
6. I've been fraud through the social network	-,166	,716	-,064	-,033	-,018

7. I think that marketing with applications such as YouTube, Facebook, and blogs, generally known as social media, is worrisome.	,027	,636	,095	-,261	,009
8. I feel that information on social media is misleading .	,416	,576	,248	,035	,119
9. I get information about certain product/services through social networking sites.	-,052	,014	,767	-,003	,263
10. The information I get from the sites persuades me to buy the product/service.	,147	,020	,750	,030	-,116

11. I'm satisfied with the service/product that I ordered through the social network .	,259	,090	,569	-,115	-,188
12. Social media does not endanger my privacy.	-,091	,011	-,028	,787	-,023
13. I do experience concern regarding the confidentiality and privacy of my personal information	,050	-,182	,010	,722	,033
14. I rely on a friend/family/colleague's recommendation on whether to trust a site.	,045	,024	,003	-,031	,832
15. I find the advertising and promotions on social media trustworthy.	,441	,392	-,079	,143	,480

5.2.2 Validity

Validity is not a single, or comprehensive concept, but “rather a contingent construct, inescapably grounded in the processes and intentions of particular research methodologies and projects” (Winter, 2000, p.1 in Golafshani, 2003). There are several methods of assessing validity such as criterion validity, construct validity, face and content validity. Face validity can be achieved through literature review, while construct validity can be established through factor analysis even though factor analysis is computationally complex (Kline, 2014). Convergent validity is reached if the factor loading is above 0.50. Discriminant validity is “the degree to which measurement of different concept distinct” (Bagozzi, 1994, p.20). However, “the establishment of discriminant validity is not always present in articles across the marketing literature” (Farrell, 2010, p.324).

It is necessary to understand that the measurement of any phenomenon always has amount of error. The error-free measurement is never reached in any area of scientific research (Whichard, 2006).

5.3 T-test

A t-test was performed to compare results between Saudi Arabia and Norway. All variables were tested.

Table 8: What do you use the Internet for ?

	Country	Mean	Std.dev	Mean Difference	t	p
looking for a job and opportunities	Norway	.95	219	.660	13.045	.000
	Saudi Arabia	.29	456			
Relaxation	Norway	.89	314	.280	4.808	.000
	Saudi Arabia	.61	490			

The results indicate that there is a statistically significant difference between the two groups ($t = 13.045$, $p < .001$), and the results indicate that Norwegian students use the Internet for job searching more than Saudi students. When it comes to using the Internet for relaxation, there is a statistically significant difference between Norway and Saudi Arabia ($t = 4.808$, $p < .001$), and Norway has the higher mean compared with Saudi Arabia. Moreover, the results show no

statistically significant difference between the mean e-mail score for the two, and also, there is no statistically significant difference between the mean news score. Similarly, there is no statistically significant difference between the mean shopping score for Norway and Saudi Arabia, and there is no significant difference between the mean “using the Internet for studying and professional networking” score for the two.

Table 9: Which of the social networking sites do you use ?

	Country	Mean	Std.dev	Mean differences	<i>t</i>	<i>P</i>
Twitter	Norway	.95	.219	-.050	-2.283	.025
	Saudi Arabia	1.00	.000			
LinkedIn	Norway	.99	100	.300	6.310	.000
	Saudi Arabia	.69	465			
Instagram	Norway	.81	394	-.190	-4.819	.000
	Saudi Arabia	1.00	.000			
Other	Norway	.21	409	-.790	-19.298	.000
	Saudi Arabia	1.00	.000			

According to the table above, there is a significant difference between the mean “using Twitter” score for Norway and Saudi Arabia ($t = -2.283, p = .025$). Saudi students ($m = .95$) use Twitter more than Norwegian students ($m = 1.00$). In relation to LinkedIn, the test revealed a statistically significant difference between the two groups ($t = 6.310, p < .001$), and Norwegian students ($m = .99$) use LinkedIn more than Saudi students ($m = .69$). Moreover, the results indicate that there is a significant difference between the mean Instagram score for Norway and Saudi Arabia ($t = -4.819, p < .001$), and Saudis ($m = 1.00$) use Instagram more than Norwegians, which has the largest mean ($m = .81$). The results indicate that there is a significant difference between the mean “using other applications” score for Norway and Saudi Arabia ($t = -19.298, p < .001$), and it seems Saudi students use more social network applications compared with Norwegian students. When it comes to using Facebook and Google+, there is no significant difference between the two groups.

Table 10: What do you use social network sites for?

	Country	Mean	Std.dev	Mean differences	t	P
meet new people	Norway	.27	.446	-.310	-4.646	.000
	Saudi Arabia	.58	.496			
reading news	Norway	.22	.416	-.490	-7.935	.000
	Saudi Arabia	.71	.456			
posting and browsing	Norway	.17	.378	-.710	-14.223	.000
	Saudi Arabia	.88	.327			

The test revealed a statistically significant difference between Norway and Saudi Arabia ($t = -4.646, p < .001$). Thus, Saudi students ($m = .58$) use social network sites to meet new people more than Norwegian students ($m = .27$). Similarly, the results indicate that there is a significant difference between the two groups when it comes to using social networks for reading news ($t = -7.935, p < .001$), and Saudi students ($m = .71$) read news through social media more than Norwegian students ($m = .22$). The results indicate that there is a statistically significant difference between the mean “posting and browsing” score for Norway and Saudi Arabia ($t = -14.223, p < .001$), and from the results, we see that Saudi students post and browse more than Norwegian students based on the mean ($m = .88, m = .17$). However, the results show no significant difference between the mean “socializing with old friends” score for Norway and Saudi Arabia.

Table 11: Frequency of using applications such as Facebook

Country	Mean	Std.dev	Mean differences	t	P
Norway	1.067	.473	-.130	-2.095	.037
Saudi Arabia	1.80	.402			

The results show that there is a significant difference between Saudi Arabia and Norway ($t = -2.095$, $p = .037$). Saudi students ($m = 1.80$) spend more time on applications such as Facebook than Norwegian students.

Table 12: How often do you recognize Ads on social media websites?

Country	Mean	Std.dev	Mean differences	t	P
Norway	2.44	.608	-.270	= -3.097	.002
Saudi Arabia	2.71	.624			

The results suggest that there is a statistically significant difference between scores for how often the two groups recognize ads on social media websites ($t = -3.097$, $p = .002$). Saudi students ($m = 2.71$) are more likely to recognize ads on social media websites than Norwegian students ($m = 2.44$).

Table 13: I rely on a friend/family/colleague's recommendation

Country	Mean	Std.dev	Mean differences	t	P
Norway	3.5300	.89279	-.4600	-3.321	.001
Saudi Arabia	3.9900	1.05883			

The results indicate that there is significant difference between Norway and Saudi Arabia when it comes to relying on a friend/family/colleague for recommendations as to whether to trust a site ($t = -3.321$, $p < .001$). According to the mean score, Saudi students ($m = 3.9900$) rely on their friend's/family's/colleague's recommendation more than Norwegian students ($m = 3.5300$).

Table 14: I find the advertising and promotions on social media trustworthy

Country	Mean	Std.dev	Mean differences	t	p-value
Norway	2.5500	.97830	-.6000	4.248	.000

Saudi Arabia	3.1500	1.01876			
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The test revealed statistically a significant difference between the two countries ($t = -4.248$, $p < .001$). Saudi students ($m = 3.1500$) find the advertising and promotions on social media trustworthy unlike Norwegian students ($m = 2.55$).

Table 15: I feel that social media advertising is a good source

Country	Mean	Std.dev	Mean differences	T	<i>p</i>
Norway	3.6300	1.02154	-.3200	2.360	.019
Saudi Arabia	3.9500	.89188			

The results show that there is a significant difference between the two groups ($t = -2.360$, $p = .019$). It seems that Saudis ($m = 3.9$) feel that social media advertising is a good source for timely information more than Norwegian students ($m = 3.63$).

Table 16: I trust the promotion made on social networks

Country	Mean	Std.dev	Mean differences	t	<i>p</i>
Norway	2.8700	1.06983	.3400	-2.455	.015
Saudi Arabia	3.1200	.94580			

The results revealed a significant difference between the two groups ($t = -2.455$, $p = .015$), and the results indicate that Saudi students ($m = 3.12$) tend to have trust in promotions made on social networks in comparison with Norwegian students ($m = 2.87$).

Table 17: The information I get from the sites persuades me to buy the product/service score

Country	Mean	Std.dev	Mean differences	t	<i>P</i>
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Norway	3.0900	.90671	.3400	3.192	.002
Saudi Arabia	4.0300	.55877			

According to the t-test results, there is a statistically significant difference between the two groups ($t = 3.192$, $p = .002$), and Saudi students ($m = 4.03$) are persuaded by the information they get from the sites unlike Norwegian students ($m = 3.0900$).

Table 18: I'm satisfied with the service/product that i ordered through the social network

Country	Mean	Std.dev	Mean differences	t	p
Norway	3.7100	.57375	.3600	3.668	.000
Saudi Arabia	3.3500	.79614			

The results suggest that there is a significant difference between Norway and Saudi Arabia ($t = 3.668$, $p < .001$), and Norwegian students are more satisfied with the service/product that they ordered through the social network than Saudi students.

Table 19: It is necessary to use social media sites such as Facebook for the purpose of marketing

Country	Mean	Std.dev	Mean differences	t	P
Norway	3.7300	.73656	.24000	-2.106	.037
Saudi Arabia	3.9700	.86987			

According to the t-test results, there is a statistically significant difference between the two groups ($t = -2.106$, $p = .037$). Saudi Arabia has the largest mean ($m = 3.97$), which means that Saudis think that it is necessary to use social media sites such as Facebook for the purpose of marketing.

Table 20: I think that companies should take part in social networking sites such as Facebook

Country	Mean	Std.dev	Mean differences	t	p
Norway	3.1300	1.03138	-.62000	-4.236	.000
Saudi Arabia	3.7500	1.03840			

The results indicate that there is a statistically significant difference between the two groups ($t = -4.236, p < .001$), and it seems that Saudi students think that companies should take part in social networking sites unlike Norwegian students ($m = 3.75, m = 3.13$).

Table 21: I like marketing with applications such as YouTube, Facebook

Country	Mean	Std.dev	Mean differences	t	p
Norway	3.7900	.75605	.3500	2.851	.005
Saudi Arabia	3.4400	.96735			

The results indicate that there is a statistically significant difference between the two groups ($t = 2.851, p = .005$). The results suggest that Norwegian students like marketing with applications such as YouTube, Facebook, and blogs, generally known as social media score ($m = 3.7900$), compared with Saudi students ($m = 3.44$). Moreover, the results show no significant difference between the two countries when it comes to “I’ve been fraud through the social network,” “I get information about certain products/services through social networking,” “I think that marketing with applications such as YouTube, Facebook, and blogs, generally known as social media, is worrisome.” “Social media websites are very secure,” “I do experience concern regarding the confidentiality and privacy of my personal information,” “Social media does not endanger my privacy,” “I feel that information on social media is misleading,” “The content provided by social media is credible,” “I believe that marketing with applications such as YouTube, Facebook, and blogs, generally known as

social media, will be amusing,” “I think that marketing with social media is the future of marketing,” and “I trust the information which I see on social networking sites.”

Table 22: Gender

Country	Std.dev	Mean	zscore
Norway	0,454901	1,710000	,63750
Saudi Arabia			

The results show that there is a significant difference between Norway and Saudi Arabia. In Norway, 83 percent of the participants were female compared to 59 percent in Saudi Arabia. However, the results show no significant difference between the two groups when it comes to age and education.

5.4 Multiple Regressions Analysis

A multiple regression analysis performed to identify factors influencing attitude towards social media marketing . The dependent variable for this study is users' attitude towards social media marketing, and the independent variables are Trust in information, concern for privacy, the perception of the reliability of the online advertisement, security in social media, and social media use. In this study, three control variables (Gender, education, age) were also included .

5.4.1 Regression Results

Now, with the help of multiple linear regression analysis we can test our hypothesis for each country. Table 23 presents the coefficients (B), t-value and the level of significance of the predictor variables.

5.4.1.1 Model 1: Control effect

Table 23 presents the coefficients (B), t-value and the level of significance of the predictor variables. The R-squared for the first model is 0.013, which means that “gender, education and age” account for 1.3% of the variation in the dependent variable. This model indicate that only education is significant and positive ($\beta=.199$, $t=1,484$, $p<0.1$). Besides, education was statically significant in model 3A ($\beta=.163$, $t=1.439$, $p<0.1$). On the other hand, age and gender were not significant in this model. However, the model overall relationship was not statistically significant ($p>0.05$).

5.4.1.2 Model 2

This model shows the regression results for both Norway and Saudi Arabia. We will use the regression coefficient beta (β), t-value and significance level to test the hypothesis.

The R-squared for this model is 0.233, which means that the independents variables account for 23.3% of the variation in the dependent variable. Moreover, the overall relationship was statistically significant ($p<0.001$).

H1: Trust in information on social media websites has positive effect on users' attitudes towards social media marketing.

The results of the data analysis failed to show a significant, positive relationship between trust in information and users' attitude towards social media ($\beta = .09, t= 1.773$, $p>0.05$). Thus, H1 was not supported in this model.

H2: Privacy concerns negatively associated with users' attitudes towards social media marketing.

The results of failed to show a significant, positive relationship between privacy concerns and users' attitude towards social media ($\beta = .036, t = .996, p > 0.05$). Thus, H2 was not supported.

H3: Users' uses of social media positively affect their attitudes towards social media marketing.

Results reveal that users' uses of social media ($\beta = -.165, t = -1.481, p < 0.1$) have a negative effect on attitudes towards social media marketing. The values are significant but the effect is in the opposite direction that expected. Therefore, H3 was not supported.

H4: The perception on the reliability of the online advertisement positively associated with on users' attitudes towards social media marketing.

The results show a significant positive relationship between the perception on the reliability of online advertisement and users' attitude towards social media ($\beta = .181, t = 2.429, p < 0.01$). Thus, H4 was supported.

H5: Security in social media websites has a positive influence on users' attitudes towards social media marketing.

The results show a significant positive relationship between security in social media and users' attitude towards social media ($\beta = .253, t = 5.929, p < 0.01$). Thus, H5 was supported.

5.4.1.2 Model 3A (Norway)

This model shows the regression results for both Norway. We will use the regression coefficient beta (β), t-value and significance level to test the hypothesis.

H1: Trust in information on social media websites has positive effect on users' attitudes towards social media marketing.

We failed to find a significant positive association between trust in information and on users' attitudes towards social media marketing ($\beta = -.209, t = -2.016, p < 0.05$). The values are significant ($\beta = -.209, t = -2.016, p < 0.05$), but the effect is in the opposite direction that expected. Therefore, H1 was not supported.

H2: Privacy concerns negatively associated with users' attitudes towards social media marketing.

The results show negative relationship between privacy concerns and users' attitude towards social media ($\beta = -.009$, $t = -.167$, $p > 0.05$), but the values are not significant. Thus, H2 was not supported.

H3: Users' uses of social media positively affect their attitudes towards social media marketing.

The result shows negative relationship between users' uses of social media and attitudes towards social media marketing ($\beta = -1.071$, $t = -3.676$, $p < 0.01$). The values are significant but the effect is in the opposite direction that expected. Therefore, H3 was not supported.

H4: The perception on the reliability of the online advertisement positively associated with on users' attitudes towards social media marketing.

The results show no significant relationship between the perception on the reliability of online advertisement and users' attitude towards social media ($\beta = -.156$, $t = -1.260$, $p > 0.05$). Thus, H4 was not supported.

H5: Security in social media websites has a positive influence on users' attitudes towards social media marketing.

The results show a significant positive relationship between security in social media and users' attitude towards social media ($\beta = .091$, $t = 1.417$, $p < 0.1$). Thus, H5 was supported.

5.4.1.3 Model 3B (Saudi Arabia)

H1: Trust in information on social media websites has positive effect on users' attitudes towards social media marketing.

The results indicated that trust in information ($\beta = .164$, $t = 2.097$, $p < 0.05$) had a positive and relationship with users' attitude towards social media. This means trust in information increase the positive attitude towards social media marketing .Hence, this hypothesis was supported.

H2: Privacy concerns negatively associated with users' attitudes towards social media marketing.

The results failed to show positive relationship between privacy concerns and users' attitude towards social media ($\beta = -.035$, $t = .614$, $p > 0.05$). So, H2 was not supported.

H3: Users' uses of social media positively affect their attitudes towards social media marketing.

The result shows no significant relationship between users' uses of social media and attitudes towards social media marketing ($\beta = -.011$, $t = -.078$, $p > 0.05$). Hence, H3 was not supported.

H4: The perception on the reliability of the online advertisement positively associated with on users' attitudes towards social media marketing.

The result indicates significant relationship between the perception on the reliability of online advertisement and users' attitude towards social media ($\beta = .262$, $t = 2.626$, $p < 0.01$). Thus, H4 was supported.

H5: Security in social media websites has a positive influence on users' attitudes towards social media marketing.

The results revealed a significant positive relationship between security in social media and users' attitude towards social media ($\beta = .409$, $t = 5.512$, $p < 0.01$). Thus, H5 was supported.

Table 23: Results of Multiple Regression Analysis

Independent variables	Model 1	Model 2	Model 3A(Norway)	Model 3B (Saudi Arabia)
	Coefficient (t-value)	Coefficient (t-value)	Coefficient (t-value)	Coefficient (t-value)
Control variables				
Age	.009(.108) ^{ns}	-.012(.165) ^{ns}	.119(-1.002) ^{ns}	.108(1.000) ^{ns}
Gender	.012(-.146) ^{ns}	-.129(-1.685) ^{ns}	-.099(-.699) ^{ns}	-.076(-.663) ^{ns}
Education	.199(1,484) [*]	.086(-1.685) ^{ns}	.163(1.439) [*]	-.073(-.652) ^{ns}
Independent variables :				
Trust in information		.098(1.773) ^{ns}	-.209(-2.016) ^{**}	.164(2.097) ^{**}
Concern for privacy		.036(.996) ^{ns}	-.009(-.167) ^{ns}	.035(.614) ^{ns}
The perception on the reliability of the online advertisement		.181(2.429) ^{**}	-.156(-1.260) ^{ns}	.262(2.626) ^{***}
Security in social media		.253(5.929) ^{***}	.091(1.417) [*]	.409(5.512) ^{***}
Social media use		-.165(-1.481) [*]	-1.071(-3.676) ^{***}	-.011(-.078) ^{ns}
Constant	3.540(4.847)	2.086(4.847)	6.321(9.375)	.834(1.370)

R squared	.013	.233	.262	.445
Adjusted R	-.002	.201	.197	.396
F statistic	.851	7.263	4.035	9.114

n.s = not significant ,* p<0.1, ** p<0.05, and ***p<0.01

6. DISCUSSION

6.0 Introduction

This chapter will present the discussion on the analysis made in the previous chapter. There will be a discussion for each concept that was measured.

6.1 Trust in Information

Trust in information on social media websites was found to have a positive correlation with users' attitudes towards social media marketing in Saudi Arabia, as was assumed in the H1. This finding was supported by earlier studies of Simona et al. (2013) and Akar and Topcu (2011). The t-test results revealed that Saudis are more likely to trust promotions on social media than Norwegians, and they build their trust based on their friends' and family's recommendations. This might be due to the collectivism of Saudi Arabian society. On the other hand, this hypothesis was rejected when it came to Norway, and t-test results revealed a significant difference between the two countries. It seems that Norwegians lack trust in information they see on social media.

6.2 Privacy Concerns

The results show that privacy concerns have an insignificant relationship with attitude toward social media marketing in both countries, and this contradicts with our assumption. Thus, H2 is rejected, and this contradicts the study by Qin and Hsu (2011). Our results suggest that both Norwegian and Saudi students do not have privacy concerns, and this could be due to privacy regulations that governments and business industries implement in order to protect individuals. In the business industry, several types of online seal programs are used to protect consumers' privacies, such as TRUSTe (Xueming, 2002).

6.3 Use of Social Media

The results indicate that use of social media has an insignificant negative relationship with attitude toward social media marketing when it comes to Norwegians, which is opposite of what was expected. In Saudi Arabia, the results were insignificant. Hence, H3 is rejected, and this contradicts previous studies by Akar and Topcu (2011) and Sarwar, Haque, and Yasmin (2013). This might be due to our participants' educational background, because a study by Lewis (2010) found that the field of education has an influence on attitude toward social media marketing. According to said research, those who were studying advertising and public relations have a positive attitude toward using social media as a marketing tool (Akar & Topcu, 2011).

6.4 The Perception of the Reliability of Online Advertisements

The perception on the reliability of online advertisements was found to have a positive effect on users' attitudes toward social media marketing in Saudi Arabia, as was assumed in the H4. This finding was supported by an earlier study of Sarwar et al. (2013), which means Saudis consider ads made through social media websites a reliable source, and they are persuaded by these ads and make purchases according to them. However, this hypothesis was rejected when it came to Norway, and this could be because most Norwegian students in our study indicated that they use the Internet when looking for jobs and opportunities, and they do so more than Saudi students, according to the t-test results. Also, Norwegians are more familiar with online shopping and usually turn to foreign markets just to avoid high domestic prices (FactFinder, 2014).

6.5 Security in Social Media Websites

Security in social media websites was found to positively affect users' attitudes toward social media marketing in both countries, as was assumed in the H4. This was supported by previous studies of Sarwar et al. (2013), Akar and Topcu (2011), Qin and Hsu (2011), and Mohammadian et al. (2012). They found that security is one of the important factors for successful social media marketing because this will increase the users' confidence and will encourage them to buy products and services through social media. Thus, it is important to provide information about security to users of social media websites (Mohammadian et al., 2012).

6.6 Summary of finding

We hypothesized 5 relationships in our original research model. In Saudi Arabia , 3 out of these were supported, and in Norway just 1 was supported. The following table shows the status of the hypotheses.

Table 24: Summary of Results

Independent variables	Model 2	Model 3A(Norway)	Model3b(Saudi Arabia)
Trust in Information	Not Supported	Not Supported	Supported
Privacy Concerns	Not Supported	Not Supported	Not Supported
Use of Social Media	Not Supported	Not Supported	Not Supported
The Perception of the Reliability of Online Advertisements	Supported	Not Supported	Supported
Security in Social Media Websites	Supported	Supported	Supported

7.CONCLUSION

7.0 Introduction

This chapter present the conclusions of the research findings, the implications of the results and limitations of the study.

7.1 conclusion

The main aim of conducting this research was to identify the different factors that have an influence on users' attitudes towards social media marketing. Similar studies have been conducted in different countries in Europe and Asia, but no data were available for Norway and Saudi Arabia. In this study, we reviewed existing literature in the field of social media marketing in order to establish a base for our analysis. The hypotheses were formulated using the previous literatures as a background. Our sample consisted of 250 students equally divided between Norway and Saudi Arabia (125 in Saudi Arabia and 125 in Norway), and the hypotheses were tested on data collected. The findings revealed that three factors have a significant impact on users' attitude towards social media marketing in Saudi Arabia: trust in information, security in social media, and the perception of the reliability of the online advertisement. In Norway, we identified just one factor, that is, security in social media. Among the control variables, education has an insignificant effect on users' attitude towards social media marketing in Norway. The findings reveal that security in social media is the most important factor because this factor was found to be significant in both countries. In addition, from the findings, we can see how factors that influence users' attitude towards social media marketing have different effects in different countries and culture context.

7.2 Contribution of the study

This study contributes to the literature analysing the factors which are affecting attitude towards social media marketing and extends our understanding of social media marketing in new national setting because we represent two different cultural and institutional settings, unlike in previous studies. The current study compares the phenomenon in developed and emerging countries and examines the similarities and dissimilarities in the two contexts. Therefore, this study contributes to the understanding of the attitude towards social media marketing in the Norwegian and Saudi contexts, which benefits marketers.

7.3 Implications

7.3.1 Implication of Future research

This study has tested a number of hypotheses on factors influencing users' attitude towards social media marketing in the Norwegian and Saudis contexts. I do suggest a more comprehensive study on the impact of cultural differences on attitude towards social media marketing, and I suggest a bigger sample size and more variables to test. Moreover, for better understanding of Norwegian and Saudi consumers' attitude towards social media, future studies could include other consumer groups rather than students.

7.3.2 Managerial Implications

Social media provides a great opportunity for the marketers to increase market share and to communicate with their customers, and at the same time, it allows customers to talk to one another or with the company. This study's finding will provide useful insights about the factors influencing users' attitude towards social media marketing in Saudi Arabia and Norway to international marketers who use or want to use social media as a marketing tool. Both Saudi Arabia and Norway have a strong economy, and this will create good business opportunities for those who want to invest in these countries, and it allows the promotion of their products and services efficiently. Therefore, if companies are interested in using the social media as a marketing tool, they should be aware of how factors that influence attitude towards social media marketing differ among these countries and the cultural impact. The above finding shows how important trustworthiness of the information on social media is in Saudi Arabia and how friends' and family's opinions are important. So companies can benefit from online word of mouth, which increases the effectiveness of marketing, and this will enable the companies to acquire new customers and enhance their products/services. Also, the finding shows the importance of the reliability of online ads, and Saudis consider online ads a reliable source of information, which persuade them to buy products and services. This is a good opportunity for online retailers because they can advertise through social media, which is also less costly than other media. Security is another important factor in both countries in this research which has impact on users' attitude towards social media marketing. Therefore, social media websites need to enhance security mechanisms because this will increase confidence in the users' mind and encourage them to buy or order products and services through social media. Finally, this study's managerial implications will help local small business owners understand their local customers' attitude towards social media marketing and choose the appropriate way to reach them by avoiding the negative factors and enhancing

the positive factors that influence their attitude especially that social media marketing costs less than traditional marketing.

7.4 Limitations of the Study

Every study has some limitations, so does this study, which can be addressed in future research. First, we only used quantitative methods in order to conduct this study, so future researchers can combine quantitative and qualitative methods in order to understand the factors influencing attitude towards social media marketing. Also, the data collection and sample size was restricted to 250 students who use social media, which is a narrow sample of the Norwegian and the Saudi contexts. In future research, they may take more respondents. Moreover, this study considered only five variables to predict users' attitude towards social media marketing. Future research may include more variables. In addition, the questionnaire was sent from the researcher's personal Facebook and e-mail account, so there may be a chance of biased responses.

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Appendices

Appendix 1: Questionnaire

Questionnaire

This survey collects data about user's attitude towards social media marketing . The data in this study will be used for the research purpose only .Please take a few minutes out of your valuable time to fill this questionnaire.

1) Do you use any social networking website(s)?

- a) Yes – Continue with the survey
- b) No - Terminate

2) What do you use internet for? (Please check which, if any, of the following types of internet you are using)

- 1. E-mail
- 2. News
- 3. Shopping
- 4. Studying and Professionally
- 5. Looking for a job and opportunities
- 6. Looking for information
- 7. Relaxation
- 8. other (please specify) _____

3) Which of the social networking sites do you use? (Choose all that apply)

- 1. facebook
- 2. MySpace

3. Google+
4. Twitter
5. LinkedIn
6. instagram
7. Other(please specify)-----

4) What do you use social networking sites for? (Choose all that apply)

1. meeting new people.
2. Socialising with my existing friends
3. Reading news and
4. Posting and browsing
5. other (please specify) -----

5) How often do you use applications such as YouTube, Facebook, and blogs, generally known as social media?

1. Very Rarely
2. Occasionally
3. Uncertain
4. Often
5. very often

6) How often do you recognize advertising on social media websites?

1. Very Rarely
2. Occasionally
3. Uncertain
4. Often
5. very often

7) How frequently do you use social networking sites such as Facebook ?

1. every day
2. 5-6 times a week
3. 2-4 times a week
4. once a week
5. less than once a week
6. never

Please indicate to what extent do you agree with each of the following statements.

- 1- Strongly disagree
- 2- Disagree
- 3- Neither agree nor disagree
- 4- Agree
- 5- Strongly agree

	Strongly Disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
8) I trust the information which I see on social networking sites.	1	2	3	4	5
9) I rely on a friend/family/colleague's recommendation whether to trust a site.	1	2	3	4	5
10) I find the advertising and promotions on social media trustworthy.	1	2	3	4	5
11) I feel that social media advertising is a good source for timely information	1	2	3	4	5
12) The content provided by social media is credible.	1	2	3	4	5
13) I trust the promotion made on social networks.	1	2	3	4	5
14) I feel that information on social media is misleading .	1	2	3	4	5
15) Social media does not endanger my privacy.	1	2	3	4	5
16) I do experience concern regarding the confidentiality and privacy of my personal information.	1	2	3	4	5
17) Social media websites are very secure.	1	2	3	4	5

18) I think that marketing with applications such as YouTube, Facebook, and blogs, generally known as social media, is worrisome.	1	2	3	4	5
19) I get information about certain product/services through social networking sites.	1	2	3	4	5
20) The information I get from the sites persuades me to buy the product/service.	1	2	3	4	5
21) I've been fraud through the social network .	1	2	3	4	5
22) I'm satisfied with the service/product that I ordered through the social network .	1	2	3	4	5
23) It is necessary for companies to use social media sites such as Facebook for the purposes of marketing.	1	2	3	4	5
24) I like marketing with applications such as YouTube, Facebook, and blogs, generally known as social media.	1	2	3	4	5
25) Marketing with applications such as YouTube,facebook ,and blogs , generally known as social media ,is very interesting .	1	2	3	4	5
26) I thinkthat companies should take part in social networking sites such as facebook .	1	2	3	4	5

27) I believe that marketing with applications such as youtube , facebook , and blogs ,generally known as social media ,will be amusing.	1	2	3	4	5
28) I think that marketing with social media is the future of marketing.	1	2	3	4	5

29) Where are you from?

- Norway
- Saudi Arabia
- Other

30) What is your age?

1. Under 18 years old
2. 18-24 years old
3. 25-34 years old
4. 35-44 years old
5. 45-54 years old
6. 55-64 years old
7. 65 years or older

31) What is your gender?

- Male
- Female

32) Education

1. High school graduate, diploma or the equivalent
2. Bachelor's degree
3. Master's degree
4. Doctorate degree

Thank you

Appendix 2: Model 1&2

Model Summary^c

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	,113 ^a	,013	-,002	,51580	,013	,851	3	196	,468	
2	,483 ^b	,233	,201	,46049	,220	10,981	5	191	,000	1,889

a. Predictors: (Constant), education, gender, age

b. Predictors: (Constant), education, gender, age, trust in information , security in social media , concern for privacy, use of social media, the perception of the reliability of online AD

c. Dependent Variable: Attitude toward social media marketing

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,679	3	,226	,851	,468 ^b
	Residual	52,145	196	,266		
	Total	52,824	199			
2	Regression	12,322	8	1,540	7,263	,000 ^c
	Residual	40,502	191	,212		
	Total	52,824	199			

a. Dependent Variable: Attitude toward social media marketing

b. Predictors: (Constant), education, gender, age

c. Predictors: (Constant), education, gender, age, trust in information , security in social media , concern for privacy, use of social media, the perception of the reliability of online AD

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3,540	,270				
	age	,009	,079	,008	,108	,914	1,098
	gender	-,012	,081	-,010	-,146	,884	1,008
	education	,119	,080	,110	1,484	,140	1,090
2	(Constant)	2,086	,430		4,847	,000	
	age	-,012	,072	-,011	-,165	,869	1,133
	gender	-,129	,077	-,114	-1,685	,094	1,139
	education	,086	,072	,080	1,192	,235	1,111
	use of social media	-,165	,111	-,097	-1,481	,140	1,072
	concern for privacy	,036	,036	,065	,996	,320	1,066
	security in social media	,253	,043	,386	5,929	,000	1,058
	the perception of the reliability of online AD	,181	,074	,169	2,429	,016	1,208
trust in information	,098	,055	,120	1,773	,078	1,133	

a. Dependent Variable: Attitude toward social media marketing

Appendix 3: Model 3A(Norway)

Model Summary^b

Model 3A	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin- Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
	,512 ^a	,262	,197	,48020	,262	4,035	8	91	,000	1,870

a. Predictors: (Constant), security, age, concern for privacy, use of social media, trust , gender, education, preception of reliability

b. Dependent Variable: attitude toward social media

ANOVA^a

Model 3A	Sum of Squares	df	Mean Square	F	Sig.
Regression	7,443	8	,930	4,035	,000 ^b
Residual	20,984	91	,231		
Total	28,428	99			

a. Dependent Variable: attitude toward social media

b. Predictors: (Constant), security, age, concern for privacy, use of social media, trust , gender, education, preception of reliability

Coefficients^a

Model 3A	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		
	B	Std. Error	Beta			Tolerance	VIF	
1	(Constant)	6,321	,674		9,375	,000		
	use of social media	-1,071	,291	-.343	-3,676	,000	,933	1,071
	trust	-.209	,104	-.212	-2,016	,047	,734	1,363
	concern for privacy	-.009	,056	-.015	-,167	,868	,977	1,023
	preception of reliability	-,156	,124	-.130	-1,260	,211	,759	1,318
	age	-,119	,118	-.103	-1,002	,319	,771	1,297
	gender	-,099	,142	-.070	-,699	,486	,809	1,236
	education	,163	,114	,148	1,439	,154	,765	1,308
	security	,091	,065	,143	1,417	,160	,798	1,253

a. Dependent Variable: attitude toward social media

Appendix 4: Model 3B (Saudi Arabia)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
3B	,667 ^a	,445	,396	,50579	,445	9,114	8	91	,000	2,190

a. Predictors: (Constant), age, the perception of the reliability of online AD, use of social media, concern for privacy, education, security in social media sites, gender, trust in information

b. Dependent Variable: Attitude toward social media marketing

ANOVA^a

Model 3B	Sum of Squares	df	Mean Square	F	Sig.
Regression	18,652	8	2,331	9,114	,000 ^b
Residual	23,280	91	,256		
Total	41,932	99			

a. Dependent Variable: Attitude toward social media marketing

b. Predictors: (Constant), age, the perception of the reliability of online AD, use of social media, concern for privacy, education, security in social media sites, gender, trust in information

Coefficients^a

Model 3B	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	,834	,609		1,370	,174		
trust in information	,164	,078	,187	2,097	,039	,763	1,310
the perception of the reliability of online AD	,262	,100	,229	2,626	,010	,803	1,245
security in social media sites	,409	,074	,484	5,512	,000	,790	1,266
concern for privacy	,035	,057	,052	,614	,541	,847	1,181
use of social media	-,011	,137	-,007	-,078	,938	,884	1,131
education	-,073	,112	-,053	-,652	,516	,937	1,067
gender	-,076	,115	-,058	-,663	,509	,800	1,250
age	,108	,108	,083	1,000	,320	,882	1,134

a. Dependent Variable: Attitude toward social media marketing

