



UNIVERSIDAD
DE MÁLAGA

**Online advertising and Small and Medium
Enterprises (SMEs) in Kuwait (2017)**

Abdulmuhsen S. KH. Alajeel


Universidad de Málaga

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INFORMAN que han dirigido la tesis doctoral “**Online Advertising and Social Media in Small and Medium Enterprises (SMEs) in Kuwait (2017)**”, realizada por D. Abdulmuhsen S. KH. Alajeel.

Finalizada su investigación y conforme a la normativa vigente AUTORIZAN la presentación de la tesis doctoral por considerar que reúne los requisitos formales, científicos y de originalidad necesarios para ser presentada y defendida ante el tribunal que se constituya al efecto para obtener el Grado de Doctor.

Y para que conste firman el presente informe, en Málaga, a 30 de julio de 2018.

Prof. Dr. Miguel de Aguilera

Prof. Dr. Juan S. Victoria

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List of abbreviations

| | |
|--------|---|
| K-net: | The Shared Electronic Banking Co. (Kuwait) |
| KISR: | Kuwait Institute for Scientific Research (Kuwait) |
| MOI: | Ministry of Information (Kuwait) |
| PACI: | Public Authority for Civil Information (Kuwait) |
| KPTC: | Kuwait Public Transport Company |
| GCC: | Gulf Cooperation Council |
| MENA: | Middle East and North Africa region |
| ROI: | Return on Investment |
| SM: | Social Media |
| AD: | Advertising |
| OD: | Online Advertizing |
| IM: | Internet marketing |
| SMEs: | SME: Small and medium sized enterprise |
| IMC: | Integrated Marketing Communications |
| SEM: | Search engine marketing |
| SEO: | Search Engine Optimization |
| WOM: | Word of mouth |
| WWW: | World Wide Web |

RESUMEN

Actualmente la publicidad online representa un interés prioritario para una gran cantidad de empresarios de pequeñas y medianas empresas (PYMES) en todo el mundo y, para lo que afecta a nuestro campo de estudio, en las PYMES kuwaitíes. Esta investigación tratará de describir la función y los efectos del marketing online a través de las principales plataformas digitales de la actualidad, en términos de éxito para el negocio de las empresas, pero también en relación con su impacto en la vida de las personas en Kuwait, país –por cierto- representativo y paradigmático del Oriente Próximo.

Con este propósito, la investigación recoge información y describe el contexto de marketing en Kuwait a través de diversas metodologías. Entre ellas, el estudio incluye una serie de entrevistas con profesionales del marketing online, además de un cuestionario a empresarios que trabajan en este ámbito. Ambas metodologías ponen de manifiesto la importancia de la publicidad digital y su influencia como factor de cambio y expansión en las comunicaciones comerciales, también en este país de Oriente Próximo, aunque con sus especificidades derivadas de la cultura en la que se gestionan comercialmente las tecnologías y plataformas digitales.

Introducción

En los países de Oriente Medio la publicidad es todavía vista como una creciente y fundamental “tendencia” en las actividades de marketing, la cual conduce al éxito a muchas empresas porque es una efectiva herramienta que ayuda a la promoción -también de tipo geográfico- de la marca. La mayoría de los anuncios publicitarios son definidos como actividades grupales no personales, en forma visual o verbal, para vender bienes y servicios a través de una celebridad a cambio de remuneración monetaria. Así, la publicidad es una actividad promocional de comunicación entre el anunciante y el público objetivo, una herramienta que tiene un propósito objetivo, y el contenido del mensaje es transmitido a través de un medio específico (Thorson, 2012).

La presente investigación se centra en la importancia de la publicidad *online* como medio de comunicación en general y cómo los empresarios kuwaitíes y la sociedad aceptan las nuevas plataformas. Las comunicaciones de marketing han mejorado a través de las redes sociales, las cuales por cierto se constituyen en plataformas de comunicación casi gratuitas. En este sentido, los medios de comunicación representan una herramienta cuando los canales están integrados.

Los medios sociales han hecho las comunicaciones de marketing más fluidas y fáciles teniendo interacción directa entre las PYMES y sus clientes al tiempo que ahorran tiempo y esfuerzo mejorando su eficiencia. Las empresas

juegan un papel significativo cuando llegan a crear trabajos y aseguran la estabilidad económica a largo plazo. Es un hecho que el sector de la PYME es la columna vertebral de la economía y un componente vital de las sociedades que están en proceso de industrialización actualmente (Wattles, 2007).

La era en la que vivimos es conocida como la era de la Globalización donde el negocio tiende a descubrir un contexto que le trae beneficios significativos. También es conocida esta era como la era tecnológica: se producen constantes y rápidos cambios con respecto a la tecnología, los cuales resultan en desarrollos y dificultades para que las empresas permanezcan competitivas en el actual panorama de negocios. La supervivencia en el mercado depende tanto de la actualización como de la implementación tecnológica. Este es el caso incluso cuando hay fondos limitados, que es el caso de la mayoría de las PYMES en los países del Consejo de Cooperación del Golfo (CCG) (Graham, 2017). Cuando las herramientas tecnológicas de comunicación están siendo estudiadas en relación con su uso organizacional, hay varias herramientas de las cuales se pueden beneficiar las PYMES. Una de estas herramientas son los medios sociales siendo una de las herramientas más poderosas de la actualidad (Russell, et al. 2007).

Con el cambio en los métodos de negocio, los medios sociales representan la forma más ágil y activa de hacer negocios que lleva al éxito comercial. Cuando el negocio adopta la publicidad *online*, hay significativos beneficios que incluyen

tanto lo financiero como el desarrollo de producto, promociones, investigación de mercado, anuncios, retorno de los clientes, desarrollo de la marca y también la notoriedad propia del “boca oreja”.

Objeto de la investigación

La presente investigación abarca un interés profundo en la publicidad *online* a través de los diferentes medios de comunicación de marketing, tales como las diversas e innovadoras plataformas de medios sociales, particularmente las más relevantes para las PYMES. El objeto de la investigación, por tanto, está perfectamente representado por el título de la tesis: “Publicidad online y Pequeña y Mediana Empresa (PYME) en Kuwait (2017)”. La acotación del campo de estudio es una extensión natural de la formación previa del doctorando: *bachelor* y master in Medios y Comunicación.

La investigación trata con la publicidad *online* en general para definir el papel, la función y la eficacia de ésta en este tipo de empresas y cómo los medios sociales en concreto son aceptados por los usuarios en la sociedad y cultura kuwaití.

Estructura de la investigación

En los últimos años, la publicidad online se ha desarrollado a un ritmo rápido debido a los medios sociales y otros medios en plataformas digitales a través de dispositivos electrónicos y teléfonos inteligentes que han mejorado la presencia de los anunciantes de las PYMES continuamente en Internet a través del comercio electrónico. La publicidad online y los medios sociales como cualquier otro fenómeno en cualquier sociedad, continúa desarrollándose a lo largo del tiempo. Sin embargo, el cambio tecnológico y la evolución de las relaciones sociales han devenido en una nueva forma de marketing: “Social Media Marketing” (SMM).

En Kuwait los medios sociales han llegado a estar por todas partes y son en la actualidad muy importantes para compartir contenidos e información. Las empresas, particularmente las más pequeñas y recientes, las que son tratadas en el estudio a través de una encuesta online, entrevistas y *focus group*. Estas empresas se aprovechan de las técnicas del SMM y alcanzan nuevos mercados y públicos objetivos rápidamente y con poco coste al tiempo que permiten que los consumidores interactúen entre ellos estableciendo fuerte relaciones con los usuarios online.

Además, este rápido cambio in la sociedad kuwaití ha llevado al surgimiento de numerosos y creativos proyectos en el sector de las PYMES –

como muestra nuestra investigación- en los siguientes ámbitos: gastronomía (postres), belleza, eventos (bodas), automoción... Todos ellos dependiendo su éxito de las herramientas de la publicidad online, pero sabiendo encontrar la herramienta adecuada.

Justificación de la investigación

Esta investigación acerca del marketing en medios sociales de las PYMES nos pareció relevante partiendo de dos grandes evidencias. La primera tiene que ver con el creciente uso de los medios sociales y el significativo impacto en el comportamiento del consumidor. La segunda razón es la adopción de la estrategia por parte de organizaciones internacionales. Hay mucha investigación relativa al creciente uso de los medios sociales en todo el mundo, pero muy poca centrada en el contexto CGC. Además, cuando la adopción de los medios sociales ha sido considerada en los negocios, hay muy poca investigación acerca de las PYMES.

Por lo tanto, en la medida que se ha prestado poca atención a la publicidad social, hay algunas empresas que evitan usar tecnología y hay poco entendimiento acerca de porqué las pequeñas empresas evitan utilizar la tecnología a pesar de sus beneficios significativos.

Los medios sociales permiten a las PYMES acceder a recursos que antes eran solo accesibles a las grandes empresas. Por tanto, esta investigación ayudaría

a las PYMES a encontrar más oportunidades y nuevos mercados para competir más allá de sus mercados locales.

En Kuwait se ha prestado poca atención a los beneficios de los medios sociales. Para las PYMES kuwaitíes es importante esta investigación por diferentes razones. Primero porque habría un mejor entendimiento del uso de los medios sociales lo cual incidiría positivamente en el empleo y en el Producto Interior Bruto (PIB) (KUNA, 2014).

Contexto general de la investigación

La población de Kuwait está formada por un 70% de expatriados: 1,4 millones de asiáticos y 1,1 de árabes (Paci, 2017). Aunque es conocido por ser un país de renta alta, el escenario económico del país refleja que en realidad se encuentra entre los países de renta media. El sector privado de la economía y la contribución de las PYMES han sido muy significativos. Esto ha llevado a una gran diversificación y a un cambio del centro financiero del país (KISR, 2016).

Hay una importante necesidad de apoyar las PYMES en Kuwait en la dirección de la implementación tecnológica, de esta forma se mejoran las capacidades innovadoras de todo el país.

Objetivos de la investigación

Por tanto, el objetivo de esta investigación es muy relevante para Kuwait. Va a ayudar a determinar las áreas de interés y acotar e investigar la investigación profesional. El objetivo primordial es promover el marketing de las PYMES a través de los medios sociales en este país. Es un hecho significativo que los medios sociales han cambiado el panorama del establecimiento de los nuevos negocios de cara a alcanzar los públicos objetivos que usan *facebook*, *youtube*, *twitter*, *sms*, etc.

Esta investigación abarca la aceptación social de la publicidad online y los porcentajes de los consumidores de nuevos medios. También, como los empresarios realizan sus pequeños negocios con innovadoras comunicaciones de marketing a través de la publicidad *online*. En los dos últimos años ha habido un *boom online* especialmente significativo en la comunicación generada a partir de tres ámbitos: *Youtube*, *Facebook* y *Google Search Engine Optimization* (SEO).

Hay varios factores que influyen al adoptar la publicidad online por parte de las PYMES especialmente en el caso de los países en vías de desarrollo. Kuwait ha sido escogido como campo de estudio para tener un conocimiento de la innovadora publicidad *online* y su influencia social y entre los empresarios del país. El objetivo de la investigación se basa en los siguientes puntos:

1. Estudiar el proceso de adopción de los medios sociales por parte de las PYMES

en el contexto de un país en vías de desarrollo.

2. Entender la situación actual del país y evaluar el nivel de adopción de los medios sociales por parte de las PYMES en Kuwait.
3. Explorar las diferentes percepciones de los empresarios de PYMES acerca de los desafíos al adoptar la publicidad online en sus negocios.
4. Ser capaces de examinar cualitativamente lo tecnológico, ambiental tanto como lo organizacional en el proceso de adopción de la estrategia de marketing digital por parte de las PYMES.
5. Desarrollar un marco de referencia que guiaría el proceso de adopción de la publicidad online y de los medios sociales por parte de las PYMES.

Hipótesis de la investigación

Desde una perspectiva de publicidad y cultura se dan muchas preguntas acerca del tema de la publicidad *online* y su impacto sobre los empresarios PYMES. La publicidad *online* es nueva tendencia en la comunidad kuwaití y es muy importante para el desarrollo de los nuevos pequeños negocios.

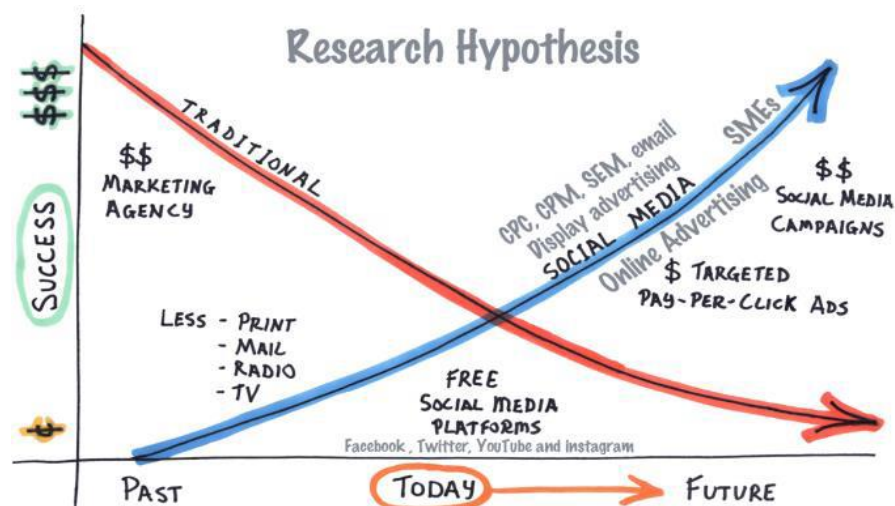
Sin embargo, lo reciente de la disciplina lleva a que nos encontremos con muchas lagunas, a lo que no ayuda la poca investigación acotada a la comunidad que es el campo de estudio de esta tesis.

“En el campo de la comunicación comercial, los medios sociales son más

efectivos que los tradicionales. Las razones por las que esto es así tienen que ver con los siguientes aspectos: mejor seguimiento, efectos instantáneos, mayor facilidad de uso y mejor retorno de la inversión.

De dos años a esta parte, un nuevo concepto de publicidad ha aparecido bajo el nombre de “*influencers endorsements*” (apoyo de influyentes), los cuales llegan a ser celebridades en el mundo de los medios sociales. Este formato abunda en la efectividad de los medios sociales sobre los tradicionales.”

El siguiente diagrama ilustra y clarifica el rápido boom de la publicidad *online* y su rápido crecimiento en un corto periodo de tiempo [La flecha roja: muestra el declive de los medios tradicionales: TV, Prensa, Radio y *Mailing*] mientras por otro lado [la fleche azul: muestra el rápido *boom* de la publicidad *online*].



Metodología de la investigación

Para esta investigación utilizaremos en primer lugar un acercamiento cualitativo para posteriormente continuar con una metodología de tipo cuantitativo. El primer acercamiento hace referencia a la investigación exploratoria que nos ayuda a tener un verdadero entendimiento sobre las razones y opiniones fundamentales aportando los matices del problema. Nos ayuda a analizar las opiniones y las tendencias, lo que nos lleva a plantear el problema en profundidad. La más relevante de estas técnicas para la investigación está representada por las entrevistas (Strauss & Corbin, 2008).

Por otro lado, la investigación cuantitativa hace referencia a la solución de problemas a través de la generación de datos numéricos que son transformados en estadísticas y analizados en este sentido. Este acercamiento cuantifica las opiniones, las diferentes actitudes y comportamientos para definir las variables. Los resultados se infieren de una muestra de población mayor.

Campo de estudio

La investigación trata con la publicidad online en el contexto cultural donde ésta se da: Kuwait como país representativo y paradigmático del Oriente Próximo y del Consejo de Cooperación del Golfo (CCG).

Retos de la investigación

El objetivo fundamental de esta investigación es el conocimiento del marketing basado en medios sociales (SME) a través de la publicidad online en Kuwait. La investigación ha tenido que afrontar múltiples problemas en la recolección de información:

- Inexistencia de ningún estudio previo relativo a la publicidad online en Kuwait.
- Algunas instituciones y sectores gubernamentales han retrasado sistemáticamente los requerimientos de información debido a cuestiones burocráticas.
- Todas las entrevistas con los directores de las empresas y gestores de los centros de investigación de medios como agencias de prensa, canales de televisión, etc., tuvieron lugar en árabe. El investigador ha tenido que traducir y parafrasear el trabajo al inglés.
- Algunos entrevistados que trabajan en organizaciones de medios no se mostraron cooperativos, lo cual podría explicarse debido a que no poseen niveles de formación relativos al campo en el que trabajan.
- La mayoría de los propietarios de agencias de publicidad son extranjeros, lo que les lleva a adolecer de conocimiento de la comunicación de marketing en Kuwait. Por tanto, actúan como lobby que monopoliza el mercado publicitario. No quieren ningún extraño en su organización para no perder cuota de mercado.

Para el enriquecimiento del estudio académico, el investigador realizó las siguientes visitas (centros e institutos de investigación científica en Kuwait, públicos y privados). Desafortunadamente, como se ha afirmado anteriormente, no se ha encontrado ningún estudio previo relativo a nuestro objeto y campo de estudio:

| Destino | Objetivos de la visita | Resultado |
|--|---|--|
| <u>Universidades</u> 1. <i>Kuwait University</i> 2. <i>American University</i> 3. <i>Gulf University</i> 4. <i>Arab Open University</i> 5. <i>American University of the Middle East</i> | - Visita y reunión con los directores de las bibliotecas + búsqueda personal de fuentes. - Contactados por email para confirmar la visita y recibir respuesta acerca de las cuestiones planteadas. | - Inexistencia de ninguna Fuente de información relativa a nuestro objeto y campo de estudio. |
| <u>Colleges:</u> 1. <i>The Australian College of Kuwait</i> 2. <i>Box Hill College Kuwait</i> 3. <i>College of Engineering and Technology</i> | | - Nuestro objeto y campo de estudio se considera una nueva aproximación en el campo de los medios y la comunicación. |
| <u>Institutos gubernamentales</u> 1. <i>Kuwait Gov. Institute for Scientific Research</i> | | |

Preguntas para la investigación

Los rápidos cambios sociales que se han producido en los últimos tiempos en Kuwait han llevado al surgimiento de muchos proyectos creativos en las PYMES de este país, todos ellos en relación con las herramientas publicitarias. Muchos de los empresarios kuwaitíes asumen que el éxito de cualquier PYME necesita una plataforma de comunicación ad hoc y una profunda base de marketing estratégico. Strauss & Corbin (2008) definen la pregunta de la investigación como “la cuestión específica que debe ser abordada. La pregunta (o preguntas) fija los perímetros del proyecto y sugiere los métodos que deben ser usados para la recolección de información y el análisis”.

- Pregunta principal:

¿Cómo contribuyó la publicidad online en el florecimiento y éxito de las PYMES en Kuwait en 2017?

- Preguntas secundarias:

A) ¿Cuáles son los factores que hacen que la publicidad online, integrada con el resto de la comunicación, sea más efectiva?

B) ¿Cuál es exactamente la relevancia del tiempo y la periodicidad apropiados para la realización de los post publicitarios en el marketing social?

C) ¿Cuáles son los tipos de marketing social que más frecuentemente utilizan las PYMES?

D) ¿Cómo influye concretamente el uso del marketing en el día a día de las pequeñas empresas?

E) ¿Cuáles son las ventajas que los empresarios pueden encontrar al utilizar herramientas innovadoras de comunicación online en comparación con las convencionales?

G) ¿Cómo influyen los teléfonos inteligentes y las aplicaciones móviles en el éxito de las PYMES?

Tipos y fuentes de información

A. **Datos primarios:** Son los relativos a la información de primera mano que hemos recabado directamente. Estos datos, especialmente en el caso de nuestro objeto y campo de estudio, nunca habían sido recogidos, de ninguna forma ni en ningún periodo de tiempo. Por tanto, este tipo de información va a ser el más relevante para nuestra tesis. También porque estamos de acuerdo con Robson cuando afirma que la forma más correcta de obtener información es mediante “datos recolectados de las fuentes originales y no de las ya publicadas, fuentes secundarias, tales como directorios o bases de datos” (Robson, 2011).

B. **Datos secundarios:** Hace referencia a la recolección de datos desde información ya disponible. En nuestro caso especialmente hay menos conflicto en trabajar ésta ya que proviene de estudios ya presentados y que en su momento

vencieron los posibles problemas que pudieran suscitar. En cualquier caso, este tipo de información requiere una cierta validación acerca de cómo fue recabada. Internet ha sido el primero de los recursos utilizados, pero también ha sido necesario explorar otras fuentes no accesibles online.

Recolección de la información

La investigación utiliza diferentes metodologías que sustentan con seriedad la investigación. Cuestiones de aproximación mixta (cualitativa y cuantitativa) son utilizadas para la investigación para producir una evidencia mayor y mejor entendimiento del fenómeno.

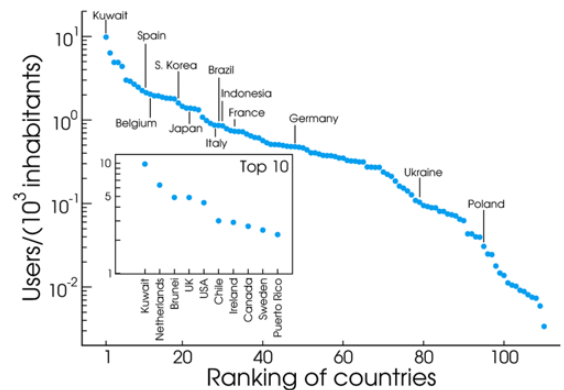
La estructura investigadora se basa fundamentalmente en el modelo de triangulación, que hace referencia al uso de lo cualitativo y lo cuantitativo para asegurarse de un entendimiento completo de la naturaleza del problema de la investigación (Wimmer & Dominick, 2002). El principal acercamiento tiene lugar a través de entrevistas en profundidad, focus groups, encuestas online y cuestionarios.

La investigación se centra en el análisis para, de acuerdo con Blumer (1969), realizar una investigación exploratoria y determinar cuál es “la información apropiada para desarrollar las líneas relacionadas más significativas y determinar las herramientas conceptuales a la luz de lo que uno va aprendiendo sobre el objeto de estudio” (Blumer, 1969).

En cuanto a la encuesta como metodología cuantitativa, incluye varios factores que deben ser tenidos en cuenta previamente: objetivos del estudio, localización geográfica y fuentes disponibles.

Naturaleza de lo *online* en Kuwait

Kuwait es considerado el centro de actividad de los consumidores de publicidad online en Oriente Próximo. La comunidad online de Kuwait lidera el ranking de usuarios de Internet. Estudios de la Northeastern University muestran como los kuwaitíes realizan más tweets por persona que ningún otro país en el mundo.



Ranking of countries in smart phone market penetration. Source: Northeastern University Study stated by Martin, Head of the business office in the British embassy in Kuwait, 2015.

Los usuarios online kuwaitíes son muy activos y aficionados a Instagram y Twitter. Las estadísticas muestran que #Kuwait ha sido usado en 8,2 millones de posts, mientras que #USA lo ha sido en 7,7 millones. La desproporción por tanto es grande considerando que Kuwait tiene una población de 4 millones de habitantes y USA de 300 millones. Investigaciones de la Northeastern University muestran que “Kuwait tiene la mayor penetración mundial en el mercado de los teléfonos inteligentes (212%), de acuerdo con Mideast Times, cada kuwaití tiene

de media dos dispositivos móviles, uno para cuestiones familiares y otro para negocios y placer (Arab Social Media Report, 2014). En cuanto a las empresas, recientemente Twitter ha despuntado en la promoción de publicidad online, entre otras razones, debido a la propuesta de un servicio de video online muy recurrido por las empresas para compartir sus negocios (Martin, 2015).

Los anteriores datos sobre el establecimiento y la consolidación de la industria online en Oriente Próximo, y por extensión en Oriente Medio y el Norte de África (Mena, Middle East and North Africa) reflejan los más activos usuarios online de la era a nivel mundial. Sin embargo, en Kuwait hay ciertas prohibiciones, a la hora de comunicar ciertas prácticas y productos, que los empresarios deben tener en cuenta. Por ejemplo, la publicidad, online u offline, de alcohol o de la religión es ilegal, ya que podría herir los sentimientos de las personas (Elasrag, 2011).

Estudio de Caso

Llegados a este punto la tesis se centra en tres casos de éxito: Chocolateness, Talabat y Carriage. El estudio de estos ejemplos paradigmáticos (también relacionados con el emprendimiento joven) tiene que ver con estructuras dinámicas y flexibles que fácilmente se adaptan a los cambios. Por lo general, las PYMES en Kuwait adolecen de conocimiento del marketing online y de las especificidades de la región.

Muestra y cuestionario del estudio de campo

La investigación abarca las PYMES que fueron analizadas de febrero a marzo de 2017, ya que estos meses representan una temporada alta de celebraciones nacionales en Kuwait. En ese periodo tiene lugar el “National Community Development Project for Kuwaiti Youth”, patrocinado por el Gobierno y Su Alteza His Highness The Amir of State of Kuwait Sheikh Sabah Al-Ahmad Al-Jaber Al-Sabah.

Para este estudio la población fue de 355 participantes, a los cuales se accedió a través de cuestionarios que obtuvieron 322 respuestas. La investigación se centra especialmente en las más pequeñas empresas. Las PYMES fueron identificadas gracias a su participación en el evento antes mencionado. Nos ha parecido la mejor forma de determinar la muestra debido a que no hay posibilidad de acceder a otro censo o elenco relativo a nuestro campo de estudio.

Se acude a la metodología cuantitativa del cuestionario. La eficacia en el diseño y la implementación del cuestionario no depende tanto de los recursos del investigador. En cuanto a las limitaciones del análisis del cuestionario, tienen que ver con el tipo de lenguaje, el tono y los códigos de la comunicación.

Declaración ética

Para el planteamiento investigador de la tesis han sido tenidas en cuenta las recomendaciones y guía ética de la Universidad de Málaga. De la misma manera, se han seguido estos estándares para la recolección primaria de la información.

En cuanto al acercamiento etnográfico, cada cultura tiene sus propios valores, diferentes interpretaciones de acciones y comportamientos, que el investigador debe tener en cuenta para el éxito integral de la investigación. De esta forma, es muy relevante en este caso una perspectiva desde el interior del contexto cultural y geográfico, lo cual ha permitido una observación natural del objeto de estudio.

El investigador ha usado entrevistas en profundidad para la recolección de la información primaria y todos los encuentros han sido grabados con el permiso y autorización de los entrevistados. Toda la información recabada tiene en principio completa confidencialidad.

Relevancia de la investigación

El Estado de Kuwait tiene un papel fundamental en todos los sectores de la economía especialmente en los países del CCGi. En este contexto el Gobierno necesita todavía concienciarse acerca del sector tecnológico y la innovación y su relevancia también para las PYMES que podrían asumir diferentes tendencias

para la detección de los correctos públicos, lo cual es la mejor garantía de futuro. Dado que las PYMES, en comparación con las grandes empresas, están menos diversificadas y tienen recursos muy limitados, una investigación como ésta, adaptada a sus necesidades y posibilidades, puede representar una gran ventaja.

Esta investigación tiene también su relevancia en el hecho de que puede llegar a constituirse en una importante contribución para el conocimiento integral del país. Ya que nuestro acercamiento se basa en la asunción del nuevo concepto de cultura de los usuarios online en su relación con las PYMES establecidas en la comunidad kuwaití.

Conclusiones

La investigación realizada, a través de sus distintas metodologías, muestra que en Kuwait hay un desconocimiento generalizado acerca de la importancia de la publicidad online y las estrategias del marketing en medios sociales, especialmente en su implementación por parte de las PYMES.

En segundo lugar, esta investigación concluye que es necesaria una importante adaptación tecnológica y otros cambios relativos a la innovación empresarial.

En tercer lugar, la tesis identifica los problemas de las PYMES relativos a la adaptación a los desarrollos tecnológicos en el contexto y la cultura kuwaití.

Básicamente serían los siguientes:

¹ El Gobierno del Estado de Kuwait está especialmente concienciado y apoya a los jóvenes empresarios y su formación en las nuevas tecnologías para la comunicación de marketing. En este sentido, *His Highness the Amir of State of Kuwait Sheikh Sabah Al-Ahmad Al-Jaber Al-Sabah* ha puesto en funcionamiento el *National Fund for Small and Medium Enterprise (SMEs)*.

Chapter (1)

Thesis Introduction

1.1 Introduction

Advertising represents one of the recent and fundamental trends in marketing activities, which led to a great success in many business companies and campaigns because it is an effective tool which helps for wide branding spread. Most advertisements are defined as activities, which are presented as a group in non-personal way-visual or verbal to promote goods and services through well-known authority for paid return. So advertising is a promotional activity between advertiser and target person, it's a dual communicated tool which has multi purposed target and the message content is being directly transported through specific mean (Thorson, 2012).

No one ignores the vitality of advertising in the field of marketing and the most important goal for advertising online is to persuade the consumer and see his reactions towards using the service or buying the product, therefore this is a promotion for the brand itself through promoting its products (VanRysdam, 2010).

I am going to stress upon the importance of online advertising as a communication means in general and how Kuwait entrepreneurs and society accept the new platforms of online marketing, then I will shed light upon two Kuwaiti business owners who successfully proved themselves as leaders of SMEs markets and they are the case studies for my thesis research.

Marketing communication has been improved through the mechanism of social media. It is an instant communication platform that is almost free of cost, besides, integrated media is a very powerful tool when media channels are integrated and joined, the influence is far greater.

According to Kotler (2006), marketing communication is the process by which organizations use to communicate, remind, pursue and speak directly and indirectly to the public in order to sell their products / services or enhance their brand awareness.

Social media has made marketing communication smoother and easier by having direct interaction between SMEs and their customers and it saves working time and effort as well as improving SMEs' efficiency. Social media has become one of the most effective tools of marketing because it is both easy to use and increasing in popularity. "You should be able to see very clearly then that social media offers a gigantic opportunity for any business-owner to promote their products to exactly the sort of marketing they want to reach" (Comm, 2010).

In an economy, small and medium sized enterprises (SMEs) are considered to be the most important factor for its success (Farooq, 2017). These enterprises play a significant role when it comes to creating jobs along with assuring that there is economic stability in the country in the long run. It is a fact that this SME sector is said to be the backbone of the economy and is a vital component of the societies which are becoming industrialized in today's modern world (Wattles, 2007).

The era we live in is said to be the era of globalization where the businesses tend to discover an environment which brings them significant benefits. This era is also said to be the technological era where there are constant and rapid changes

with respect to technology which results in developing issues and difficulties for the companies to stay active and highly competitive in this business environment. This however results in the need to come up with solutions to the changes and incorporate different phenomenons which supports their business activities and expansions. These include Information and communication technologies (ICTs) which have become a very important source of success and is said to be the most important tool to develop economy as a whole and contribute in the economy becoming highly competitive and successful in the long run (Scaraboto, 2013).

When the large organizations are compared to the small and medium sized enterprises, it is widely recognized that with regards to the investment, SMEs have a limited scope from the investment perspectives in the information and communication technology as they are said to play a very important role in increasing the firm's sustainability, the SMEs do face shortcomings in this regard. Despite the fact that there have been significant empirical studies regarding technological advancements and the success of the business, the expansion process in the SMEs is still very slow (Aspers, and Godart, 2013). Hence, when the survival in the market is taken into consideration, the businesses tend to make immense efforts so that there is development as well as up to date technological implementation. This has to be a case even when there are limited funds which are mainly the case of the SMEs in the GCC counties (Graham, and Peleg, 2017).

When the tools of communication technology are being studied with regards to the organizational use, there are several tools from which the SMEs can benefit from. One of those tools includes social media which is one of the most powerful tools in today's time (Bennett, Pérez-Bustamante and Clemente, 2016). With the

change in the business methods, the social media in this world represents the most agile and active way to do business which leads to business success.

There has been a drastic change in the way businesses today operate and perform. And there has been an increase in the deployment throughout organizations which however is expected to continue in the long run as well (Bian, and Veloutsou, 2017). Hence, when the nature of business is taken into consideration, irrespective of the activities they perform and their sizes, there has to be a realization that adapting to the changes in the social media is very important for the success of the businesses (Beale, Malson, and Tischner, 2016). Once the business adopts social media transformation, there are significant benefits to the business which includes definite financial benefits to the companies. There are several other fields in which the businesses have benefit including: product development, promotions, market research, advertisements, feedback from the customers, branding and as well as promoting the word of mouth marketing. These benefits are no longer solely reserved for larger organizations, but the small and medium sized enterprises can also benefit from these activities because of the fact that the social media has become highly accessible and relevant to other markets as well (Begland, 2015).

When the SMEs are being taken into consideration, it is said that they have now adopted the Web 2.0 technologies which is gaining immense strength through social media. For example, 77% of the French SMEs are benefiting from the social media tool. This is due to the recognition of the benefits of social media to the businesses (Fletcher, Greenhill, Griffiths, and McLean, 2016). Social media also helps the businesses to overcome the challenges they face and lead to finding believable solutions to the problems which are faced by the SMEs.

Due to the importance of online new marketing techniques and social media tools, most companies' owners have now increased their focus on the social media suggesting that such platforms are resulting into both realistic and observable benefits to the companies. Even though there are several benefits of social media to these companies, there were many studies which showed that many numbers of SMEs accept the benefits and are convinced of the idea of adopting social media into their businesses (Scaraboto, 2013).

1.2 Research Main Topic

The researcher has a profound interest in marketing communication via innovative social media platforms which enhance online advertising, particularly those relevant for the Small to Medium Size Enterprises SMEs. The research topic is "Online Advertising Effect Upon Small and Medium-Sized Enterprises (SMEs) in Kuwait 2017". This specialization of this academic study is a natural extension of the researcher 's previous bachelor and masters in media and communication field.

The researcher will tackle online advertising in general to measure the range of effectiveness of marketing communication through different online marketing platforms, and how this communication medium been accepted by society users. Those platforms and new online tools will lead the entrepreneur to success in managing their business through the foundation of small to medium size enterprises SMEs in Kuwait.

1.3 Structure and outline of thesis research

In recent years, social media networking sites had spread at a rapid pace due to electronic devices and smart phones that have enhanced the presence of marketers and owners of small and medium enterprises [SME], continuously on the internet through e-commerce.

In my thesis research, I will focus upon Social Media & Online advertising and its influence on SME in State of Kuwait. Social Media & Online advertising just like other any phenomena in any society, continues to develop with the passing of time. However, the change in technology and evolution of social relations online resulted in a new way of marketing “Social Media Marketing” (SMM).

In Kuwait Social media has existed everywhere and become very important for entrepreneurs to share content and post online. Companies, especially small and newly established ones which I will address and consider in my study through online survey, interviews and focus group. Those companies took advantage of Social Media Marketing techniques and reached a broad market and targeted consumers quickly and inexpensively and let people to interact with one another making strong relationship with online users. Furthermore, this rapid change in our society had led to the emergence of a lot of creative projects in different types of SME such as: Dessert collections, beauty services, wedding parties, automotive services and online orders...etc. depending on online advertising tools Many of Kuwaiti entrepreneurs assume that the success of any SME needs a perfect and excellent medium which is new platforms of advertising methods.

The Structure of the thesis research consists of nine different chapters. The first chapter of the thesis study is an introduction and background of the research including the hypothesis, methodology, field study and many more other topics. While, the second chapter of the research is about Kuwait; this is to help the readers gain full image of the targeted study topic which is related to the researcher's home country "Kuwait" in order for them to be able to realize the coherence among the chapters, furthermore, this chapter illustrates many subtitles but the main concentration is on the effect of online advertising on the small and medium enterprises (SMEs) in state of Kuwait.

Chapter three is about online advertising, it begins with an introduction and definition of the subject then goes into more specific subject titles such as online theories and types, challenges of online advertising, advantages and Disadvantages of Online Advertising, then the chapter ends with the online effect and internet penetration in Kuwait. Chapter four comes under the title Social media and through this chapter there is an introduction besides general information about social media history and its importance in our society. In addition, the different types of social media are included stressing upon the wide usage of Social media in Mena Region and Gulf countries in general and Kuwait in specific.

The main subject of chapter five is mobile advertising as an effective tool for a successful marketing. The researcher explains the Growth of Mobile Advertising and its types and consumers' attitude towards mobile advertising as new marketing medium. Besides Mobile Advertising Impact on Business, branding technique and Future vision of Mobile Advertising. Chapter six focuses upon online consumer behaviour and community, it starts with influences and decision process of buyers in Kuwaiti society then online advertising Attitude Communities. There are many

aspects concerning the activities, which the Government of Kuwait practices towards youth and its support to them. The chapter also includes online behaviour of Kuwaiti society, penetration of online payments in Kuwait, Kuwait as a smart city...etc.

Chapter seven is about integrated marketing communication and its theories and their importance towards online consumers and the effect of Word Of Mouth Through IMC, which helps in the spread of SMEs. Chapter eight defines small and medium enterprises (SMEs) and their importance and benefits of Online Advertising in the world of business. Examples of Worldwide Online Enterprises businesses are tackled through the chapter SMEs such as google, yahoo, amazon, snapchat. The chapter also includes examples of SMEs in the MENA region such as Maktoob.com and souq.com, it then goes to more detailed examples of SMEs in Kuwait, which are Talabat, carriage and chocolateness.

The conclusion and recommendations of the research study comes in the final chapter, chapter nine. The content of it includes the research overview, questionnaire study field samples, study tools, study population, contribution...etc.

1.4 Rationale of the study

This study regarding the effects of social media marketing on the small medium enterprises was chosen considering two important measures. The first one is with regards to the increased use of social media and the significant impact on the choice of the consumers. The second reason is the adoption of this strategy by organizations throughout the world. There have been several studies with regards to increased use of social media throughout the world, but there has been little focus on GCC regions. In addition to this, when the adoption of social media in the

businesses have been considered, there have been limited research with regards to the small and medium enterprises.

Hence, as there has been lack of social media adoption in the SMEs, there are companies that avoid using technology and there is little understanding as to why the small firms avoid using technology despite its significant benefits. Hence, there is a need to further investigate the significance of social media hence this study is taken into consideration.

In addition to that, as the businesses are expanding, one of the major reasons is their engagement in social media which help them gain their business value and achieve competitive advantage. Therefore, social media allows the small medium enterprises to access resources which were previously accessible only by the larger enterprises. Therefore, this study would help the SMEs to find greater opportunities and find newer markets to compete beyond their local markets.

Kuwait is a country where there has been little awareness about the benefits of social media. For the SMEs in Kuwait, it is important to conduct this study as it would be in their interest for different reasons. Firstly, there would be a better understanding of the use of social media which would in return enhance the employment and Gross domestic product (GDP) of the country in several reasons (KUNA, 2014).

This would vitally help the government sector as well. Secondly, this sector has not been explored when the adoption and usage of social media and information systems have been concerned.

1.5 General Context of Research

Kuwait is a country where 70% of the population includes expatriates where there are 1.4 million expatriates belonging to Asia while 1.1 million are Arab expatriates (Paci, 2017). Even though the country is said to be a high-income nation, the economic scenario of the country reflects it to be among the middle income countries. The private sector of the economy and the contribution of SMEs have been significant. Since most of the employees in Kuwait are employed by the government sector, there has been immense diversification, which would transform the financial hub of the country in future (KISR, 2016).

There is a significant need to push the SMEs in Kuwait towards technological sector, as it would enhance the innovation capabilities of the entire nation. With more focus on the development and expansion of SMEs, there would be ease for the businesses to set up and follow the rules.

1.6 Study Objectives

The aim of the research is highly important. It is going to help in determining the areas of focus and to narrow the research area as well as determining the path of the research. The aim is to highlight SMEs' marketing communication via social media in Kuwait and to identify its importance. This aim will be achieved by investigating the effectiveness of SMEs' marketing communication via social media in Kuwait.

Social media had a remarkable existence in the field of communication and it plays a great role in advertising markets. It had made the world as a small village by penetrating peoples lives. This new technology of smart phones and tablets helped a lot in the popularity of social media among all society segments including e-Marketers who depend on those devices to promote their products professionally.

It's a significant fact that social media has changed the landscape of establishing new business to reach the eyes and ears of targeted audience who use Facebook, YouTube, twitter, text messages...etc. Those new platforms are helping in the success and spreading of small businesses. Through social media you are dealing with your community, you should be energetic and patient with your fans because they are your support and they always share with you information and find solution for your problems.

There are many objectives which let me choose this kind of thesis title and the main one is to create an appropriate thesis area study which develops online advertising through Social Media Network and websites. Furthermore, this study will cover society thinking and the rate of new media consumers. On the other hand, how the entrepreneurs do their small business with innovated marketing communication through online advertising.

In the last two years there was a rapid online boom in our region which I'd noticed very clearly. I started to work on this important academic

research which sheds light upon Online Advertising in Kuwait and Social Media Impact on society online users who are affected by the new styles of advertising, through using different tools of social media and search engine. Hence, they are targeted to various advertising types through YouTube, Facebook, Google Search Engine Optimization (SEO).

Through researching and exploring there are several factors that have an influence when adopting social media in the SMEs especially in the developing countries. My country State of Kuwait is chosen as the research subject in order to have a wide understanding to this innovated online advertising and its influence upon society members and entrepreneurs, especially on their small and medium business enterprises. This research aim would be based on the following research objectives which are mentioned below:

1. To study the SME adoption process through the social media in the context of developing country
2. To understand the current situation of the country and the extent to which the social media is adopted by the SMEs in Kuwait
3. To successfully explore different perceptions of the owners of SMEs and the challenges faced by them while adopting online advertising into their businesses
4. To be able to examine qualitatively; the technological, environmental, as

well as organizational aspect of adopting the online marketing strategy by the SMEs.

10. To formulate a framework that would thoroughly guide the adoption process of online advertising/social media amongst the small medium enterprises.

1.7 Hypotheses

The researcher is specialist in media and advertising cultural behavior, through this background, a lot of inquiries existed from research study of online advertising and its impact upon small and medium businesses owners “Entrepreneurs”. Online advertising is new trend in our community and its very important for the development of new small businesses.

This online advertising industry is a new concept for increasing businesses in our Kuwaiti society, nevertheless, the shortage of expertise on this line of online advertising affect the total image of this new trend of advertising. Furthermore, there are no previous studies concerning online advertising on our community.

The researcher thinks that online Advertising and social media sites such as Facebook, Twitter, LinkedIn, YouTube, Instagram Flickr, MySpace, Wikipedia, Second Life, Digg, iLike, FeedBurner, Slideshare, Scribd, Friendfeed, Instagram and others is just "Fashion" will take time and go away ... or is it more than just social sites build on the accounts of us to communicate with

friends and relatives, this online and social media platforms are important innovations for SMEs to succeed in their marketing campaigns.

Two years ago a new concept for advertising has been aroused under the name of Influencer “Endorsements” who became celebrities in social media world. Those points will be illustrated later through the research. In the field of online communication it is known now that social media is the greatest medium comparing with traditional ones.

This diagram illustrates and clarifies the fast booming of Online Advertising and its rapid growth in short duration of time. [The red arrow: shows the decline of traditional media” T.V, Print, Radio and Mail], while on other hand [the blue arrow: shows the fast booming of online Advertising]. - Why Online Advertising?

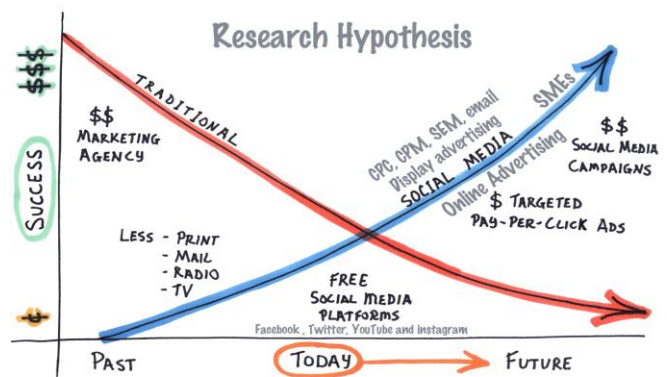


Figure 1.1: Researcher Hypotheses illustrates and clarifies the fast booming of Online Advertising.

Online Advertising is on the lead of Marketing because of: better reporting, instant reaction, more user friendly, more better revenue, value of money, why not Fax? Why email?

Every country has its own culture in dealing with social media sites (S.M) and mobile Applications (Apps) are different from other countries

cultures. For example, (FB) Facebook is popular in some countries while others are rarely used. The researcher will find out the most effective online advertising utilized tools for this cultural Phenomenon of using social media for marketing in our Kuwaiti society, which social media platforms are most familiar to SMEs and their owners.

There will be another inquiry for Entrepreneurs about the method and style of their marketing, are they following the traditional media or do they prefer the online marketing method, what are the problems which face them while advertising through the previous two methods. Finally, the researcher will focus his aim of study upon the online Kuwait users in general and their concept of thinking towards this new trend of marketing technique, which helps the owners to know the points of interest of the users. These hypotheses will provide the study with full image of the market needs and the Entrepreneurs target their segments successfully and effectively.

1.8 Methodology

Methodology is “A way of thinking about and studying social phenomena” and methods are “techniques and procedures for gathering and analyzing data” (Strauss & Corbin, 2008).

This section of the report delineates the research methodology. The research methodology is the most important part of the study since it helps to align the study in the most effective and easiest possible way.

Research methodology in other words is said to be the path which the researcher follows to identify and recognize the problem or the phenomenon which is examined in the study, hence reveals the facts which are related to the answers to which the questions were raised. It is achieved through different ways through which the data is gathered and then analyzed to be able to reach to an efficient conclusion.

The research design of any study has to be accurate and conducted thoroughly so that the investigation of the study assists in developing and discovering new relationships which are far beyond validating and refining the existing information. The research design hold important as it is an attempt to generalize the symbols and several concepts, it focuses on the basic plan and the logic behind the study that makes it possible to be able to draw general conclusions from it. The issue, which is related to the methodology, cannot be ignored by the researcher since the methodology is not an object and there are no particular ways through which the advantages of the methodology can be defined.

The hypotheses are normally carried out in this section and then there are several ways through which the data is gathered and then explained. This section also lays emphasis on the research population which is identified and then the sampling procedures are explained which include different ways through which the researcher would carry out the research. The study reliability and validity issues are also taken into consideration and the statistical methods used in the data analysis are

explained in detail.

The success of the study and the researcher depends on the methodological approaches selected for the study relying heavily on the features, ways through which it is implemented, the definition of the research steps, ways through which data is gathered and information is established and how the overall approaches have been used.

For this study, there will be a use of mixed approach including both quantitative and qualitative approach to continue the research. The qualitative research refers to the exploratory research helping to gain true understanding about the fundamental reasons and opinions by providing details about the problem and then developing the research. It is used to analyse the opinions and trends, which dive deeper into the problem.

There are different techniques, which are included in this type of research, but the most important one is the questionnaire, which is used in this study as the qualitative approach. On the other hand, the quantitative research refers to solving the problems through generation of the numerical data, which could be transformed into statistics and analyzed in that way. This approach quantifies the opinions, different attitudes and behaviors to define the variables and the results are generalized from the sample from larger population. More details concerning the research thesis methods will be tackled through various data collections means.

1.9 Mass Communication Theories of Study

Arousing from the effectiveness of the philosophy of mass communication theoretical methods, the researcher is shedding light upon two kinds of theories which are connected to understanding the world of mass media in general and the consumers behavior attitude towards marketing businesses, these theories are “Chaos Theory and Uses and Gratification Theory.

1.9.1 Uses and Gratification Theory

Through this academic theory the behavior of individuals accessing digital advertising is recognized. Uses and gratifications approach is generally described to be a sub-tradition of media effects research (McQuail, 1994).

According to Uses and Gratifications theory individuals learn and behave to various motivation. Their background and reaction influences behavior and how they understand advertising messages (Hollis, 1995). Hollis classified the four types of consumer behavior when reacting to messages in advertising as interest behaviors, tranquility behavior, dislike behavior and ignorant behavior and the attitude is as follows:

1. Active/Positive (Interest behavior)
2. Passive/Positive (Tranquility behavior)
3. Active/Negative (Dislike behavior)
4. Passive/Negative (Ignorant behavior)

To sum-up, the expansion of advertising as medium of marketing had led to prove that the Internet is important and effective upon the advertisements and measure the effect of sales in long and short term (Hollis, 1995).

1.9.2 Chaos Theory

“Chaos theory is the science of process as opposed to a state. This theory originates in the discovery of patterns within a condition of unpredictability.” (Hawkins, 2002). Besides that, Chaos theory by no means implies that the world is chaotic it is sympathetic to a view that relationships may be non-linear and not always apparent. For example, marketing opportunities may be as much created as discovered and that entrepreneurs may well behave in an effectual way (see, in particular, Sarasvathy, 2009). Authors such as Carson et al. (1995) argue that SMEs are entrepreneurial marketers who behave in intuitive, nonlinear, and a ‘chaotic’ manner, and this can be interpreted as being consistent with the notion of chaos theory.

Marketing businesses contain a lot of complexity, but according to chaos theory there is predictability, which is possible. This predictability refers to the gap between present and future market.

Potentiality creates market demand, when a new product is marketed a new ability gap is created, hence the two market idioms Supply and demand will be out of balance, till balance is regained, the market will become more predictable.

Hawkins (2002) implied every human-made objects such as modern city skyscrapers, automobiles and airplanes were once in the human mind 'unseen' then came to reality as well as all beautiful art such as music, painting and poetry came from the 'unseen' to reality. He also argued that: "The accepted chain of causality as commonly understood in the basic sciences occurs as the sequence $A > B > C$. In this scheme of material determinism, nothing is inherently free, but only the result of something else. It's thereby limited" (Hawkins, 2002).

For something to become reality it has to be transformed from the invisible to the visible form. Consider, for example, the unseen imagination of the person who imagined the Statue of Liberty before it came to the reality that we can see today (Carson, 1995).

1.10 Field Research

Field Research is essential for developing thesis research, which help the researcher to investigate and examine the personal meanings of individuals' experiences and actions in the context of their social and cultural environment. The methodological basis of the research must help exploring any new phenomena, which aroused in any society.

The researcher has to choose a topic, which gets his interest, practical, and suitable for the period of digitalized communities, furthermore the study must be research worthy in the eyes of the intended audience. Hence, the researcher had chosen the online advertising as an investigation material, which is carried out in the naturalistic environment where the phenomenon occurs.

Methods of data collection include participant observation, depth-interviews.... etc.

1.11 Research Obstacles

The research goal is to highlight SME marketing communication via Online Advertising in Kuwait and to identify its importance. Through the researcher investigation about the core of thesis topic, a lot of problems faced the process of data collections:

- Unavailability of any previous thesis studies concerning the topic which I'm working which is "Online Advertising in Kuwait".
- Searching for any information and data took a lot of effort and time, besides some of institutions and Government sectors delay in response due to bureaucratic actions.
- All interviews with business directors, entrepreneurs, managers of media research centers, offline media organization directors like: unipole, newspapers agencies, Television channels...etc. were performed and discussed in Arabic language then the researcher has to translate and paraphrase them into English language and type them as well from Arabic to English again.
- The above data collecting method of work is very important as well as it consumed a lot of time because there are expatriate who work in this field who are non-Kuwaitis, so the writing style had taken much time because of the translation from Language dialects who some interviewee are.

- Some interviewees who are working in media organizations and field were uncooperative and they didn't explain very well because most of them are un specialized and they hold certificates far away from media and communication sectors.
- Most of the owners of the advertising agencies are from a certain foreign nationality, which makes them lack insight on the communication marketing in Kuwait. Therefore, they act as a lobby "monopolizing the advertising market". They don't want any outsider to enter to advertising world because they fear losing the market share, this is the main source of income for their organizations.

In order to enrich my academic research study, I had visited all Universities (Government & Private), Colleges & Kuwait Institute for Scientific Research. I did too much effort aiming to find previous research studies concerning my field of study which focus upon advertising and the effect of social media upon SMEs and entrepreneurs I had spent a lot of time approximately one month in each university and college library. Unfortunately I couldn't find any previous studies in their libraries. Therefore, I had contacted their libraries' directors directly to get their answer for my academic research inquires officially. Finally, I had received their email reply, which shows that they don't have any previous studies. This is shown in the table below:

1.12 Academic Field Visit

| Visit Destination | | Status |
|--|--|---|
| <p><u>Universities</u></p> <ol style="list-style-type: none"> 1. Kuwait university 2. American university 3. Gulf university 4. Arab Open university 5. American University of the Middle East | <p><u>Goals of Visit</u></p> <p>- Visiting & meeting library directors + “searching the data personally ”</p> <p>- Contacting by email to confirm my visiting and receiving reply for my requests and inquiries</p> | <p>- Unavailability of any sources of information concerning my field search of study.</p> <p>- No previous academic studies on this kind of study “online advertising” in Kuwait, as it’s a new approach in media and communication field.</p> |
| <p><u>Colleges:</u></p> <ol style="list-style-type: none"> 1. The Australian College of Kuwait 2. Box Hill College Kuwait 3. College of Engineering and Technology | | |
| <p><u>Government Institute</u></p> <ol style="list-style-type: none"> 1. Kuwait Gov. Institute for Scientific Research | | |

1.13 Research Question

The rapid change in our society had led to the emergence of a lot of creative projects in different types of SME depending on online advertising tools. Many of Kuwaiti entrepreneurs assume that the success of any SME needs a perfect and excellent medium through new platforms of communications and a profound basis in business and marketing strategies. Strauss and Corbin (2008) define the research question as “The specific query to be addressed by this research. The question(s) sets the perimeters of the project and suggests the methods to be used for data gathering and analysis”

- Main question:

- How did Online Advertising contribute in flourishing and affecting the success of small and medium enterprises (SMEs) in State of Kuwait in 2017?

- Sub questions:

- A) What are the factors which make online Ads more effective?
- B) How important is choosing appropriate time to do online Ads post?
- C) what are the most common types of social media which SMEs apply?
- D) How do social media usage affect in running small businesses?
- E) What are the advantages which entrepreneurs can achieve through utilizing innovative tools of online communication platforms rather than traditional ones?
- G) How do smart phones and mobile applications (Apps) affect entrepreneurs to succeed in their marketing communications?

1.14 Type and source of data

When a research is conducted, the researcher is unsure about how and from where to obtain data to be able to successfully begin his research and then analyse. There are mainly two types of data which include primary data and secondary data.

1.14.1 primary data: refers to the collection of data which is done by the researcher himself and is said to be the first-hand information. This is the data which has never been collected before, in any particular way or at a certain period of time. The researcher collects this type of data when they cannot find information from the already existing resources. There are several ways to collect data in the primary way. There is formation of data question and then collection, which is relevant and related to the research questions of the study. This kind of collecting data could be a time consuming and costly method but it is the most reliable source of collecting data. For this type or data, there is an extreme need that the researcher maintains confidentiality and there are no consent issues in this regard. The primary data requires the researcher to be fully informed about the research topic which helps them gain the most effective information. For this study, the primary source of information includes questionnaire and interviews which are collected personally to assure that there are no alterations in the results.

1.14.2 Secondary data: refers to collecting the data from the already available information. There is less conflict when collecting data from the secondary sources as the data collected in this type of study comes mainly from already presented studies, organizations or institutions. When the secondary data is collected, there is less validity but there is a need to be well

informed about how the data is being collected. This type of data is easy to collect as there is a lot of information available on the internet already. But on the other hand, there is a lot of information available which might lead to more time consumption as selecting the correct information would be a hassle. The secondary data for this study is collected from the literature available on the internet as well as from different and also common core of data. To sum up, the ways of obtaining data successfully is by “Data collected from original sources and not from already published, secondary sources, such as directories or databases.” (Robson, 2011)

1.15 Data collection

The researcher had used different methods to the thesis research, which helped in collecting data and provided profound basis for the structure of the research.

Data collection methods are very important to mention and put in mind, they can be classified into different kinds of methods.

Mixed method approach questions were used in the research, mainly the qualitative and quantitative methods in order to produce stronger evidence for the paper research thesis and full understanding for the phenomenon of the spread of online advertising and its effectiveness upon small and medium enterprises (SMEs) in Kuwait.

1.16 Qualitative and Quantitative

The thesis inquiry through triangulation method which was mentioned in “Mass Media Research” book by Roger D.Wimmer & Joseph R. Dominick “ the term of triangulation refers to the use of both Qualitative methods and

quantitative methods to fully understand the nature of a research problem”. The main approach will be performed through depth interviews, focus groups, online surveys and questionnaires.

Those two styles of collecting data, which are qualitative and quantitative approaches have many objectives, one of them is to test hypotheses that the researcher presents in his vision of the study and how he solves field problems.

Qualitative analysis is “A process of examining and interpreting data in order to elicit meaning, gain understanding, and develop empirical knowledge”(Strauss & Corbin, 2008).

The researcher is going to stress upon online advertising towards Small and medium-sized enterprises in Kuwait using the method of analysis: the qualitative and quantitative approaches to reach the objectives of the study. According to Blumer (1969), the purpose of an exploratory investigation is “to move toward a clearer understanding of how one’s problem is to be posed, to learn what are the appropriate data, to develop ideas of what are significant lines of relation and to evolve one’s conceptual tools in the light of what one is learning about the area of life” (Blumer, 1969).

Measures are systematically created before data collection and are standardized as far as possible; e.g. measures of online advertising. Analysis proceeds by using statistics, tables, or charts and discussing how they relate to hypotheses thesis research questions. Through the qualitative approach the

researcher will focus on understanding phenomenon of the high rate of using social media platform through online advertising for Small and medium-sized enterprises. While the quantitative approach studies the phenomena from a larger number of Entrepreneurs using questionnaires. The data is collected through more structured and organized way including questionnaire, surveys and also online polls. For this study, we are taking questionnaire survey as a mean of quantitative approach to conduct this study.

Since there is no single way to collect data, this process includes several factors to be studied before identifying the most suitable method to collect data. These factors include study objectives, geographical locations, related questions and the available resources since all these factors are very scarce while conducting a study.

Before a specific tool is being selected to collect the data for this present study, there have been several methods which are defined. Out of those methods, there has been literature review studied in detail and the results would be derived after examining the industrial sectors and studying it. In addition to that, it has also been identified that the data required for this study could be obtained through questionnaires, which would be filled by the relevant people which would help to understand the problems and find the solution in a better way. In addition to that, there would be interviews which would also be conducted from relevant people to come up to better solutions to the problems. The following section of the report focuses on the methodological approaches in detail.

1.17 Interviews

According to Seidman (2006), interviews are about listening and being concerned about people's stories. "Telling stories is essentially a meaning making process. When people tell stories, they select details of their experience from their stream of consciousness. Every whole story, Aristotle tells us, "has a beginning, a middle, and an end" (Seidman, 2006).

Then stories could be changed according to the experience of observer who is preserving the events and according to observer's abilities. "Every word that people use in telling their stories is a microcosm of their consciousness" (Seidman, 2006). In interviews the researcher can get useful information about the topic of the researcher if he/she can listen without judgment. "If given a chance to talk freely, people appear to know a lot about what is going on" (Bertaux, 1981). Heron (1981) has argued that the use of language plays a major role in human behavior. In order to fully understand people behavior; the researcher has to understand their language because people tend to signify and symbolize their experiences via the use of language.

1.18 The Purpose of Interviewing

"If the researcher's goal, however, is to understand the meaning people involved in education make of their experience, then interviewing provides a necessary, if not always completely sufficient, avenue of inquiry" (Seidman, 2006, p11). Having fixed ideas about the research in general or about the interviews could have a major effect on the study that could influence the efficiency and credibility of the research. The researcher should know that what he/she concludes about others may not be necessarily be their point of

view about themselves and their business, unless we become the other person we could not know and understand them fully. Schutz (1967) has good suggestions, there would always a lack in understanding others, to be closer in understanding others, one needs to read their stream of consciousness, live their past experiences, put oneself in their shoes and to feel what is like to be that person.

It is crucial to stay independent of preconception and prejudgment and to be open to listen without labeling. “To hold the conviction that we know enough already and don’t need to know others’ stories is not only anti-intellectual; it also leaves us, at one extreme, prone to violence to others”(Todorov, 1980).

With a qualitative approach the researcher can use In-Depth Interviews which are open-ended, free style and formless interviews with unstructured questions such as “What do you expect from a refrigerator? “What needs does it fulfil” (Nargundkar, 2007).

The purpose of depth interviews is to discover the deep hidden thoughts, feelings, beliefs, attitudes and behaviors concerning the topic of interest from the interviewees’ points of views. Depth interviews are ways of communication directly with specialized persons whose competence, openness, experiences and professionalism are the keys for their success. (Malhotra, 2003).

Depth interviews were carried out with SME entrepreneurs and business directors to measure the effectiveness of marketing communication through social media for marketing businesses in different fields of commerce in state Kuwait. The aim was to conduct as many interviews as possible in different businesses as small to medium size enterprises (SMEs) and to have a trustworthy amount of data that can be used to enrich the area of study. The interviewees explained their business strategies through online communication in a recorded Arabic dialogue and then the interviews were translated from Arabic to English and typed. “Having a credible amount of data that speaks to your research topic further strengthens the foundation of your study” (Charmaz, 2006).

1.19 Case Study

The study related to online marketing and its influence on the small and medium sized enterprises in Kuwait aimed to highlight the benefits of online marketing on the SMEs. In addition, this study depends on the dynamic and flexible nature that is highly adaptive to the changes. There is however some misguided approach in the countries where there is no awareness about media. It has been observed that the SMEs in Kuwait had lack of awareness, and knowledge regarding the social media marketing, hence there has been difficulties faced by them with regards to marketing in the region.

Individuals owning small and medium sized businesses in Kuwait need to understand the power of marketing and social media for the sake of their future development and business growth. The researcher finds out the importance of focusing upon successful small businesses as a case study

method because it's essential for the topic which meets the thesis requirements. Yin defines the case study research method "as an empirical inquiry that investigates a contemporary phenomenon within its real-life context; when the boundaries between phenomenon and context are not clearly evident; and in which multiple sources of evidence are used."

Talabat, chocolateness and carriage those are the most successful and well-known small and medium business enterprises in State of Kuwait as their entrepreneurs had established the brand name effectively in Kuwaiti market and they expanded their business in Gulf Countries.

Through case study methods, the researcher has the ability to study the quantitative measurable outcomes and behavioral states of the entrepreneurs' points' of view (Tellis, 1997).

Those above study cases of research methodology which the researcher had applied his methodology with different data collecting tools through in-depth interviews across business and marketing observation field. That had helped in building the interpretation of the main topic on a strong academic basis, which affected the outline of the case study.

1.20 Study Field sample

The researcher had done the study upon small and medium business enterprises in Kuwait which were held on February and March 2017 in a period of two months as those months are the country's national celebration months. There was an event under the title "National Community Development Projects for Kuwaiti Youth" through this event a lot of activities

were made such as selling souvenirs, handmade crafts, homemade delicious dishes from Kuwaiti cuisine, café, sweets, oriental perfumes... etc.

This event was sponsored by the Government and under the patronage of His Highness The Amir of State of Kuwait Sheikh Sabah Al-Ahmad Al-Jaber Al-Sabah. It was scheduled through different periods of time, which is shown in the table below:

Traditional Event of National days for youth project Expo 2017.

| Periods | Dates | Location & Time | |
|------------|-------------------------------------|--|--|
| 1st Period | 16th February – 18th February, 2017 | Al Mubarkia , Traditional Market Kuwait city Time: 05:00pm – 10:00pm | Through Week-end days from February to March 2017 |
| 2nd Period | 23th February – 25th February, 2017 | | |
| 3rd Period | 2nd March – 4rd March, 2017 | | |
| 4th Period | 9th March – 11th March, 2017 | | |

Table 1.2 Researcher field study

The most important features offered at Traditional Event of National days for youth project Expo 2017 are supporting Kuwaiti youth enterprises by providing free registration for owners of projects who have commercial license and do not have a shop or points of sale in order to encourage them to

reach the achievements of their goals of marketing. Each business group has a chance to participate by offering them a booth where they can sell their products, which will be for three days free of charge, in order to give the opportunity for other owners of small businesses to take part, display and market their products there. Hence any visitor for this event can notice the competition race among those new entrepreneurs because all of them are eager to reach the superiority in their field of business marketing.

1.21 Study population

For this study, out of the population of 355 participants, which the study was illustrated through questionnaires for those individuals, and the number of sample had reached 322 respondents of the total study population and the results would be obtained from this sample size. More details about the segmentation study population will be shown on the last chapter of the research thesis. The study population of this study includes the owners of the small and medium sized enterprises being run in Kuwait. The focus of this study was to lay emphasis on the smaller projects taking place in Kuwait mainly in the business sector. There were 355 small and medium businesses identified who were participating in the event and they became the study population for this study.

The study population refers to the entire group that is relevant for the study but it is not possible to cater all of them or take opinions of all of them therefore the study sample from the population is being selected who seem to be an easily accessible group for the study questionnaires. The research

population in other words are said to be the massive collection of objects or the individuals who are said to have similar characteristics. These individuals have common business behavior, which make them relevant for result of contribution result.

1.22 Questionnaire

The researcher applied a questionnaire methodology as it is a type of empirical instrument which has to be drawn very carefully. The efficiency in designing and implement the questionnaire is very important to solve the problems which the entrepreneurs may face in running their business via online marketing tools. A good questionnaire requires well-established and easy to understand questions, relevant and related options to select from. In general, a questionnaire in a study has a lot of advantages; some of them are listed below:

- A questionnaire helps the researcher to access larger population of respondents who belong to different locations and would not be easily accessible for interview sessions.

- It is cheaper than the other methods of data collection and reduces cost of the researcher

- There are listed options to select from which provides the respondents with the opportunity and freedom to answer the questions with greater convenience.

- Since the questionnaire are closed ended, there are very less chances that the respondents would give embarrassing or sensitive answers like in interviews.
- When filling the questionnaire, the respondents feel highly comfortable as their anonymity is the highest priority of the researcher and they are more comfortable when answering in privacy.
- As the options in the questionnaire are limited and according to analysis of the researcher, there are very less chances of having biased responses from the respondents.
- There is an easy analysis of results through questionnaire which is derived from the statistical processing of the responses obtained from the respondent.
- A questionnaire provides a higher level of accuracy when interpreting results.

On the other hand, there are certain limitations of the questionnaire analysis, which could not be ignored by the researcher. These limitations are listed below:

- When filling a questionnaire, the researcher has to assure that the language is easy enough to be understood by each and every respondent. Any language or understanding barriers might result in deviation in the results.

- As the options are limited, there might be inadequacy in data or errors made by the respondents.

- The respondents selected for the questionnaire survey might not be adequate enough to successfully represent the community that needs to be investigated.

When designing the questionnaire, there are several steps and procedures that are required to be studied and taken into consideration for the assurance of data accuracy provided in the list of questionnaires. A questionnaire is being drawn; the questions are prepared on official grounds in accordance to the scientific principles to provide data that would serve the research or question that is being studied.

The questionnaire in a study is dependent on a series of question which are drawn after taking into account the research objectives to be able to achieve the research aim. If the questionnaire list is prepared poorly, there might be biased or faulty results which would have an influence on the research reliability and validity.

While the researcher is drawing and designing the questionnaire form questions, as they are major means when data collections is to be done by identifying the intentions and views that are expressed by the population of the study. There has to be several rules to be taken into consideration which are as follows:

1. Questions have to be designed in a way that represents accuracy and specific answers from the respondents and should not be based on guesses.
2. Each question in the questionnaire has to be given equal consideration based on its importance so that the unnecessary questions could be avoided.
3. The questions should be phrased very carefully keeping in mind the language and the convenience of the respondents so that the questions are easily and completely understood by them and there are less chances of misinterpretation of the questions
4. It is important to keep the questions in the questionnaire short so that there is no ambiguity in the understanding
5. The arrangement of the questions should be in a logical way such that each question seems to be in a flow and interlinked to each other.
6. There should be full care taken to avoid biasness.
7. There should be an employment of translation by the researcher in order to provide convenience to the respondents.
8. It should be assured that heavy words or certain figures of speech should be avoided that would make the meaning of the question and study unclear to the respondents

1.23 Ethical Statement

In this thesis, the ethical standards recommendations and guidelines of Malaga University were followed. Similarly the researcher has followed the rules, procedures and policies of the University for Primary Data Collection.

Ethnographic approach: Each culture has its own values, different interpretations of actions and behaviors and the researcher must know these

guidelines in order to pursue a successful data collection. So having an insider's perspective was important for this research and allowed studying and observing the group in a natural setting.

The researcher has used in-depth interviews for the primary data collection; all the interviews have been recorded with full permission and authorization of the interviewees. All the data collected are given full confidentiality. Therefore the researcher believes that data collection follows the ethical procedures laid down by Malaga University.

1.24 Contribution to Knowledge

The researcher of this doctoral thesis believes that it has made many Significant contributions to knowledge; these contributions are as follows:

This topic of study which shed light upon online advertising, in order to reach to contribution to knowledge concerning this media field which this paper as an academic study research will help entrepreneurs to have full understanding for the right advertising as a marketing tool for expansion for their businesses and existence.

This thesis has adopted Qualitative and Quantitative approaches as the methodological style which delivered a contribution in the area of marketing communication especially for small and medium enterprises in Kuwait, therefore, this thesis has made a significant and unique contribution to methodological literature.

1.25 Study Importance

State of Kuwait has a vital role through different sectors especially in business and economy filed amongst the GCC countries. Kuwait needs to focus on the fact that technological sector and advancement is very important for the entire nation.

Studying the small and medium enterprise market and making them understand the importance of social media and online advertising. Being a part of Kuwait industry, it is very essential that there is a full understanding of the country's culture and hence this study will prove to be one of the most significant contributors to the overall understanding of the country and the different trends which would help the SMEs to cater correct target market which would help them flourish in near future.

This study will strengthen the new culture concept to online users towards their businesses of small and medium enterprises (SMEs) which are established in our community.

The current knowledge and background of entrepreneurs who are the targeted tool of thesis research study, need to be strengthened in order to influence their performance through the different online advertising styles with the innovation of social media and mobile advertising.

SMEs are less diversified and have very limited resources, hence this study would contribute significantly on helping the SMEs in Kuwait to enter the online and digital markets successfully, as they were unfamiliar with the new

techniques of online marketing. Therefore, researcher will figure out the obstacles in using negatively the digital marketing through online advertising. Furthermore, this research paper will help them to expand their brands, products and their business activities locally and internationally.

The Government of state of Kuwait is given a great care and support for the youth encouraging them to participate in the development of their country and depending on their skills in communication marketing filed to reach success. His Highness the Amir of state of Kuwait Sheikh Sabah Al-Ahmad Al-Jaber Al-Sabah had supported the youth business through establishing the National Fund for Small and Medium Enterprise (SMEs), due to their importance in developing the country's entrepreneurial culture.

"In April 2013, The Government has enacted law number 98 of 2013 to establish a National Fund for SME Development (the "SME Fund"). The law is intended to help the country make a major stride in the efforts to support the youth, combat unemployment, and enable the private sector to drive economic growth. As an independent public corporation, with a total capital of KD 2 billion, the SME Fund will finance up to 80 percent of capital for feasible small and medium projects submitted by Kuwaiti nationals.

The law defines eligible SMEs as enterprises that employ 1 to 50 Kuwaiti workers, with financing requirements that do not exceed KD 500 thousand."
(Kuwait National Fund)

The national Kuwait Fund aims to facilitate effective and meaningful connections between exceptional entrepreneurs and business environment such as SME experts to share knowledge and experience. The main objectives are to increase the local youth participation in the economy and help create a business-friendly environment for small and medium enterprises and Kuwait's entrepreneurs.

Finally, this paper thesis research has highlighted and emphasized many areas where SMEs in Kuwait need full image of understanding the new media and online marketing communication through advertising in digital platforms empowerment despite that they are marketing successfully and others are on their way to success. They have been offered paved path in the local market which results domestic trust among society members and improvement for the Kuwait economy.

1.26 Summary

The focus of this chapter was on the introduction of the study including the research background, introduction of the topic, and how the study would go along. There was also an introduction of the methodological approaches that would be followed in this study as well as the questionnaire that would be used in the study. This chapter is the base chapter of the study defining several contents such as study rationale, objectives and also the significance of this study. Furthermore, it contributed in the evaluation of the whole media marketing communication field which showed that there is misunderstanding to the importance of online advertising and social media marketing strategies and the right technique to achieve the objectives amongst the small and medium sized enterprises operating in Kuwait.

This meant that there is a need to push these Small businesses so that they will be able to contribute to the GDP in the most positive way. In addition to that, this chapter also laid emphasis on the fact that adaption to technological and other changes is an important phenomenon to grow in future and would help the new marketing representatives to expand their targets market as well. This thesis study proved to be important for the identification of the study background, cultural aspect of Kuwait and how the SMEs are facing problems due to the fact that there is lesser awareness about the growth and development process.

Chapter (2)

Kuwait Overview

2.1 MENA Region

The MENA region consists of the Middle East and North America. The population of the MENA region is around an estimated 381 million people (Wikipedia). The MENA region includes Algeria, Bahrain, Djibouti, Egypt, Iran, Iraq, Israel, Jordan, Kuwait, Lebanon, Libya, Mauritania, Morocco, Oman, Palestine, Qatar, Sahrawi Arab, Saudi Arabia, Somalia, Sudan, Syria, Tunisia, United Arab Emirates and Yemen. There are a few more countries that are sometimes considered to be within the MENA region. The uncountable amounts of petroleum and gas found in this region make it an important factor in the economic stability of the world. The population in the MENA region has increased drastically from around 110 million in the 1950's to the great jump of 569 million in 2017 (UNDESA 2017).

2.2 Gulf Cooperation Council

The GCC is the Gulf Cooperation Council which includes specific countries from within the MENA region. It is a union between the countries Kuwait, Saudi Arabia, United Arab Emirates, Bahrain, Qatar and Oman. The Council was created in 1981, the headquarter is in Riyadh, the largest member in the council. There are three organizations under the GCC, it includes the Supreme Council, Ministerial Council and the Secretariat General. The highest level of council within the GCC is the Supreme court which is made of the heads of each member state. The Ministerial Council is the second highest level in the GCC, comprised of the Foreign Ministers of the Member States.

The council meets up every 3 months to make new policies and recommendations. One of the most important articles from the GCC charter is Article 4 which explains the objective of the council, it states: "The basic objectives of the Cooperation Council are: To effect coordination, integration and inter-connection between Member States in all fields in order to achieve unity between them. To deepen and strengthen relations, links and areas of cooperation now prevailing between their peoples in various fields. To formulate similar regulations in various fields including the

following: economic and financial affairs, commerce, customs and communications, education and culture. To stimulate scientific and technological progress in the fields of industry, mining, agriculture, water and animal resources; to establish scientific research; to establish joint ventures and encourage cooperation by the private sector for the good of their peoples.”

2.3 GCC Joint Program Production Institution

(G.C.C) JOINT PROGRAM PRODUCTION INSTITUTION is based in Kuwait. It is an institution with a Board of Directors comprising members from the GCC countries, they are the United Arab Emirates - Kingdom of Bahrain - Saudi Arabia - Sultanate of Oman - State of Qatar - State of Kuwait. It was established in January 1976 and their first production was in mid 1977, it was an educational program for children called Open Sesame. Their slogan is “Gulf identity, Arabic Fancy, Human values content”.

The institution has many objectives, it mainly aims to produce radio and television programs for broadcasting to the member States. Their purpose is to revive the Arab and cultural history and the most prominent ideals of Islamic culture and Gulf heritage, especially the popular arts. They are working on recording a documentary.

2.4 Kuwait

Kuwait, a country part of the Gulf Cooperation Council, is a country that is always looking for advancement in all areas. Kuwait gained its independency in 1961. It is located in Asia and is a small country in size, it is on 17,818 square kilometers of land with a coastal line reaching around 500 kilometers (including the islands). Kuwait has 9 islands, the names of the islands are Bubyan, Failaka, Miskan, Kubbar, Qaruh, Um Al Maradim, Um Al Naml and Auhuh Island. The country is located on desert land and usually has hot dry summers with occasional sand storms in the summer time and short winters with some rainfalls in the winter time. The population in the country as at March 11, 2018 is 4,178,513 million it is found to be 0.05% of the World's population. Around 70% of Kuwait's population are expatriates with only 30% Kuwaitis. English is spoken by the majority of the citizens of Kuwait, but the main language of the country is Arabic.

The currency used in Kuwait is Kuwaiti Dinar (KWD) and is considered one of the strongest currencies today due to the stability and the investments of the country. The capital of Kuwait is Kuwait City and the local time in the country is 3 hours more than GMT.

Kuwait became a thriving country in the region. It has a democratic amiri regime with a constitution. The ruler of the country is the Amir of the State. Kuwait National Assembly must pass country laws. There are 50 assembly members, chosen by the citizens of the country every 4 years through free and fair elections in five constituencies. There are cabinet ministers in Kuwait, who are royally appointed, they are also considered members of parliament by virtue of their office.

The authority is transferred between the members of the ruling family; the family of Mubarak Al-Sabah. Amir is the title of the ruler of Kuwait, the Amir rules through the cabinet. The Amir must approve the decrees in order for them to be final and executed. Pardons can only be issued by the Amir. The Amir must sign within a month of a law being enacted by the Kuwait National Assembly for it to be final. The first to be introduced in the Gulf countries was the Parliament of Kuwait and it is still to this day the most powerful elected institution of any in the region (Jill Crystal, 1990). Only male citizens had the right to vote from the year the parliament was established until 2005 when Women obtained their right to vote, which more than doubled the electorate (Chatham House, 2012).

The financial power of Kuwait's merchants helped them in limiting the power of the ruling sheikh. Ghanim Al-Najjar has described the relationship

between the merchants and the Al Sabah family as ‘joint governance’ based on ‘complete interdependence’ (AlNajjar, 2000).

Kuwait is the continuous spirit of close integrity even during the most difficult circumstances. This close integrity is showed during the Iraqi invasion of Kuwait, Kuwaitis declared in Jeddah conference in October 1990 their stable stance behind their legitimate leadership.

Fourteen rulers (Amirs) have been in power from the Al Sabah family since the year 1756. (Jill Crystal,1990). The current Amir of Kuwait is His Highness Sheikh Sabah Al Ahmed Al Jaber Al Sabah (Reigned since 29 January 2006) and the Crown Prince is His Highness Sheikh Nawwaf Al Ahmed Al Jaber Al Sabah. His Highness the Amir was supportive of women’s rights even before becoming the Amir of the Country. He stood by women associations and believed that women are have the society and the major component of a family. He also supported the youth in Kuwait, he helped in establishing centers and institutions for the support of the youth psychologically, socially and physically with the help and involvement of the Education Department in Kuwait. He also supported young men and women in establishing sport clubs that encourage the citizens in reaching their potentials in different kinds of sports and activities. He got involved in arts and heritage in

developing a theatrical base in the country from even before he became the Amir, he was involved in the Folklore Preservation Center in 1956. He was also in charge of the Press and Publications Department a long time before he was the Ruler of Kuwait. One of his important achievements during that time was the issuance of Al-Arabi Magazine, it included intellectual articles, stories and surveys. He was in charge of the revival of Arabic heritage and the republishing of ancient Arab manuscripts during the time. He concentrated on developing Kuwaiti media, he added to the Ministry the Radio, TV, Cinema, theatre and tourism (Kuna, 2014).

The Amir and the Crown Prince both are fully supportive of the Democracy shown by the country and its citizens. From a speech on democracy by His Highness The Amir Sabah Al-Ahmad Al-Sabah he said “ Democracy we know deepens the essence of citizenship and affiliation to homeland; it promotes national enteracyrests; illustrates national solidarity... unite not divide ... reconcile not divide ... construct not demolish.

Democracy emphasizes commitment and discipline; rejects chaos and frivolity; it calls for toleration, moderation and denies extremism and fanaticism.”

A speech on the unity of the country made by His Highness the Crown Prince Nawaf Al-Ahmad Al-Sabah (At the National Assembly on the occasion of the people’s pledge of alliance as the crown prince on 20 February 2006) “The history

of the State of Kuwait testifies that this small country has always overcome misfortunes and ordeals thanks to God and the solid unity of its people behind its successive leaders”

2.5 Kuwait Administrative Division

Kuwait is divided into six governorates, Capital Governorate (Kuwait) is the capital of Kuwait. It includes the House of Government and the Cabinet. All Kuwait islands are considered to be part of the Capital as well as territorial sea and waters of condominium. Al Jahra, is the largest governorate and is considered as an agricultural area. Hawalli Governorate is a very populated governorate by different parts of society, many different Arab communities reside in Hawalli. Al Farwaniyah Governorate is one of the smallest and famous landmark is the Kuwait International Airport. Mubarak Al-Kabeer Governorate is named after the seventh Governor of Kuwait, Sheikh Mubarak Al Sabah. He was known as Mubarak Al Kabeer. It is the latest governorate. Finally, the Ahmadi Governorate which is named after the late Amir Ahmed Al Jaber. It is known by the oil fields.

Civil IDs are issued by a governmental body called The Public Authority for Civil Information (PACI) for all Kuwait residents, Kuwaitis or non-Kuwaitis. The

Civil ID Card mentions the residents Unique ID number that will be needed used in almost all transactions and other information.

2.6 Kuwait National Emblem

In 1963 the council of ministers approved Kuwait's emblem. The emblem has a unique design which represents Kuwait's history the 'boom' or the sailing ship refers to Kuwait's economy in the past, it was used for



transferring goods between Kuwait and India, and the bird, falcon, the outspread wings represents hospitality and peace to all of the world.

Figure 2.1: Kuwait National Emblem.
Source: Ministry of information Kuwait

2.7 Kuwait National Flag and Map

Kuwait National Flag:



Figure 2.2: Kuwait National Flag.
Source: Ministry of information Kuwait

Kuwait Map



Figure 2.3: Kuwait location.
Source: https://commons.wikimedia.org/wiki/File:KW_orthographic.svg



Figure 2.4: Spain and Kuwait Map location.
Source: https://es.wikipedia.org/wiki/Relaciones_entre_Espa%C3%B1a_y_Kuwait#/media/File:Kuwait_Spain_Locator.png

2.8 Kuwaiti National Anthem

Kuwait, my country,
May you be safe and glorious
May you always enjoy good fortune!
You are the cradle of my ancestors,
Who put down its memory.
With everlasting symmetry, showing all eternity,
Those Arabs were heavenly,

Kuwait, my country,
May you be safe and glorious!
May you always enjoy good fortune.
Blessed be my Country a homeland for harmony,
Warded by true sentry giving their soils aptly,
Building high its history,

Kuwait, My country,
we're for you my Country,
Led by faith and loyalty,
With its Amir equally,
Fencing us all fairly, with warm love and verity,

Kuwait, my country,
May you be safe and glorious,
May you always enjoy good fortune.

2.9 Kuwait, A Humanitarian Country

Kuwait is considered a country that constantly gives to other countries, whether by sending relief, giving loans or by the many other ways it has given to others in this world. They always have a helping hand when it comes to the developing countries in need and in helping build better societies and economies around the world. Kuwait got its independency from the British protectorate in June 1961, where Sheikh Abdullah Al-Salim Al-Sabah became the Amir of Kuwait. Within months after the country's independency, Kuwait made an announcement of the establishment of Kuwait Fund for Arab Economic Development (KFAED). It is the first development organization in the Middle East with the main purpose of helping and assisting Arab and non-Arab countries.

Other objectives of the foundation include providing loans, guarantees, making Grants by providing technical assistance and contributing to capital stocks

of international and regional financial and non-financial development institutions. The main focus of the fund is on the sectors of agriculture and irrigation, transport and communications, energy, industry, water and sewage. According to Article 3 from law No. 35 of 1961, the initial authorized capital amount for KFAED is KD 50 million paid by the Government of Kuwait. With the years that have passed since then, the authorized amount has increased and according to law No. 18 of 1981 the Fund's authorized capital has now reached KD 2,000 million (Kuna, 2014). Another humanitarian act performed by KFEAD was a loan given to Morocco in 2017 for the purpose of financing a high-speed rail project in the amount of \$50 million (Kuna, 2017).

Another act of kindness was a campaign named Kuwait Beside You which was for the people of Yemen. The country gave food baskets for displaced people of Amran, Hodeidah and Al Mahweet to Marib in Yemen (Kuna, 2017).

The Consul General of the State of Kuwait in Irbil, stated that the University of Mosul will be given educational courses provided by the Kuwait Relief Society. This act is a part of the Kuwaiti campaign next to you. These are a few generous efforts of many by the country of Kuwait in the aim and goal of helping with the suffering of refugees and people in need in many different countries.

Kuwait is considered a Humanitarian Country, Robert McNamara (Former president of the World Bank) has said “When first established in 1961, the Kuwait Fund was without precedent. Here was Kuwait, a tiny country, until recently among the poorest places in earth establishing a fund in the year of its political independence. While welcoming its new-found prosperity it was declaring willingness to share its future wealth with its Arab neighbors.” (Kuna, 2014).

Humanitarian work is always one of the major descriptions of Kuwait and the citizens of the Country and of course a major trait of the current ruler of the country His Highness Amir Sabah Al Ahmed Al Sabah. The United Nation named Amir Sabah on September 9, 2014 as the leader of humanitarian work for all that he has done to do good and help others in the world. Ban Ki-moon introduced the Amir when presenting his award saying "It gives me great pleasure and honour to be here today to recognize the leadership of His Highness Sheikh Sabah Al Ahmad Al Jaber al Sabah, Amir of Kuwait. This is a great humanitarian day. We are sitting together with a great humanitarian leader of our world" (United Nations, 2014).

President Jimmy Carter has named the Amir as a ‘global humanitarian leader’ and described him saying “his support of disaster relief, peace efforts and

advancing public health are an inspiration. Other world leaders can learn from the wise example set by my friend, His Highness the Amir” (Andrew, 2016).

Kuwait is a place of peace and compassion, it has hosted many developmental and humanitarian conferences and summits. It has hosted two conferences with the goal of collecting money for the help of the Syrian people. The amount reached from the conferences was USD 4 billion and Kuwait paid an amount of USD 800 million which was paid to the chosen relief humanitarian organization. Kuwait also set up three model villages for the Syrian refugees one in the Turkish border and the other two in Jordan. These are a few main donations and help that the country made towards Syria and many other countries in need (Kuna, 2014).

The most recent humanitarian act done by Kuwait was their participation in the United Nation international conference for the support of Yemen by donating an amount of \$250 million. The conference was on the 3rd of April 2018 for one day. The participation of the State of Kuwait as a center for humanitarian action today at the conference of supporting Yemen is under the generous guidance of the Commander of Humanitarian Action, His Highness the Amir Sheikh Sabah Al-Ahmad Al-Jaber Al-Sabah. This participation confirms Kuwait's pioneering

humanitarian role in the process of international giving in all parts of the world and in cooperation with international organizations (Kuna, 2018). Kuwait and KFAED as a representative of the country has helped many countries in financing development projects around the world, which includes projects in Arab, African, Asian, European, South American and Caribbean countries.

2.10 Support of Youth in Kuwait

There has been a great support by the Amir of Kuwait towards youth in the country. A new ministry was formed in 2013 called the Ministry of State for Youth Affairs(MoSYA), it is responsible for taking care of the Youth in Kuwait. MoSYA made a three year plan the “National Framework for Youth Engagement and Empowerment” it was endorsed by the council of Ministers. The plan’s goal was to: “Intentionally enhance the capacities, skills and capabilities of young people through addressing their needs, promoting positive outcomes, and providing integrated coordinated, targeted and measurable initiatives necessary for holistic development of all young people.” The desired outcome and vision is "Towards youth that are proud of their nation's authentic values, creators, initiators and partners in the sustainable development of the nation". One big step forward concerning the youth in the country is the establishment of a Ministry for Youth Affairs. The Ministry started to develop plans and ideas in adopting youth issues at

all levels of the present, near-term and strategic. The Ministry has stated its vision to be "a youth who is committed to national values, creative and a partner in sustainable development".

On April 2013, the Government has enacted law number 98 of 2013 to establish a National Fund for SME Development (the “SME Fund”). The law was made to help the country support the youth, reduce unemployment, and let the private sector drive economic growth. It is an independent public corporation, with a total capital of KD 2 billion. The Fund will finance up to around 80 percent of capital for feasible small and medium businesses submitted by Kuwaiti citizens. According to the law, eligible SMEs are enterprises who employ 1 to 50 Kuwaiti workers. The financing requirements for the business must not exceed KD 500 thousands.” (National Fund, 2018).

2.11 Cultural Social Gatherings

Men usually have cultural social gatherings that take place in a specific area which is named a “Al-Diwaniya”. Some Kuwaiti houses consist of one hall, however, wealthy families prepare a separate hall or put one room on one side of the house for their Diwaniya. This Diwaniya is separated from other parts of the house. The purpose of this separate area is for men to great their guests, neighbors

and friends to discuss current events, exchange views and catch up in general. The main doors for it are kept open all day long for anyone to come in and sit/rest. Along the door sides outside are outdoor seats for passers-by. They are not only located in the city and family homes but also in most beach houses (chalets). The ones in the beach houses are usually more casual than formal, where people come in normal clothing rather than the formal dishdasha (local wear). Some (especially in the chalets) include guest rooms for those who need to stay overnight or for their guests who are usually visiting from abroad.

Diwaniya in Kuwait is very important socially, politically and economically. It is a place where many issues are discussed and decisions made. Generally speaking, diwanias nowadays became similar to that of social clubs, cultural and literary forums and political gatherings. Most of them whether a formal or informal diwaniya, provide a television set, radio, satellite dishes and phones. Many people go to it to gather to watch a football match or get the latest news. The newest kind of diwaniya is the women diwaniya, where women meet up on a schedule and have an open door for whoever wants to pass by. Diwanias are known to be for only men and now women in the country changed that idea by opening their own only women diwaniya. Word of mouth is a very effective tool of advertising in Kuwait, whether on a product, place, restaurant or anything, people

are greatly affected by what they hear and what is trending in the country. It changes the decision of many people and the main place for it is in a diwaniya in Kuwait. If people talk about a product or suggests a restaurant in people usually are intrigued and try out the place/item.

2.12 New Kuwait

The country's development plan is made by the Kuwait National Development Plan. It has five themes and seven pillars, or areas of focus for investments and improvements. A number of strategic programs and projects are set for each pillar and made to a great impact on achieving the vision of a New Kuwait.

Highness the Amir Sheikh Sabah Al-Ahmad Al- Jaber Al-Sabah's visionary strategy of turning Kuwait into a leading commercial and financial hub in the region is being implemented by the government, said His Highness the Prime Minister Sheikh Jaber Mubarak Al- Hamad Al-Sabah. The objectives of the 'New Kuwait' plan puts Kuwait as a global hub for the petrochemical industry and increases the direct foreign investment by 300 percent if all goes as planned.

2.13 Media in Kuwait

Kuwait has a semi free media when compared to the countries in the Middle East. This is mainly from the democratic nature of the country, as the parliament in the country is selected by the people and the print media is mostly privately owned therefore less restrictions and more freedom of opinion is expressed. Even though the newspapers in Kuwait enjoy somewhat of a freedom when it comes to the press in the country, yet there are still restrictions, where the press has to follow the country's news and publication laws. Press in Kuwait show honesty and integrity in their work.

Since the 1950s, Kuwait has gone through great developments in various fields, including the press, it has played a crucial role in the social and political development inside Kuwait. Newspapers from that period stopped publishing except for two magazines: Kuwait Today, it was published in December 1954 and is the official magazine of the country, it publishes the Amiri ceremony, government decrees and official declarations. The second magazine is Al-Arabi magazine, it is also supported by the government of Kuwait. The magazine issued its first magazine in December 1958, the magazine comes out on a monthly basis and mainly has articles and news regarding cultural, social, health, science, history and literature issues and is still one of the leading magazines in the country.

2.14 History of the Ministry

In 7 January 1979, the Ministry of Information was established, it takes care of all matters regarding the media, television, radio and all that is of that form. Broadcasting in the radio started in 1951 using a modest device for two hours a day. On November 15, 1961, ten years after the first radio broadcast, came the first television broadcast. The first news bulletin was broadcasted on June of 1960. Kuwait began broadcasting its programs from Cairo on January 1, 1991 due to the brutal Iraqi invasion taking place in the country. An Arabic station for music began in July 1993 (Ministry of information, 2017).

2.15 Ministry of Information sectors

There are different sectors in the ministry. The TV sector has the aim to be used as a source of education, news and visual entertainment for the country, while still maintaining the highest levels of professionalism. Then comes the sector of the press. They are responsible for the organization of the visual and audiovisual work, electronic publishing, information and publicity publications to government agencies, and licensing services for the artistic, cultural and press activities of the private sector. The tourism sector is responsible for making the State of Kuwait a touristic attraction. Other sectors under this ministry includes the external media

(foreign marketing and communication), media planning and knowledge development sector (it deals with and supervises all the sectors of the ministry) and the new media and information services sector (it provides informational support for the government and private sector by using Kuwait radio and the television of Kuwait as well as the social media channels).

There are conditions in booking and contracting television advertising. The Ministerial Decision No. (11) of the year 2016 was made for the regulation of television advertising (Ministry of information advertising, 2017).

The prices of advertising on radio programs vary in many ways, from the radio channel to the price and duration of the broadcast. For example, a 10 seconds broadcast on the Arab station 103.7 FM costs KD 40, as for a commercial advertisement, it reaches KD 90 for a 60 second period. On another station, Superstation 99.7 FM, 10 seconds of broadcast costs KD 30 and a commercial advertisement goes for KD 80 each 60 seconds.

| Advertisement sponsorship prices | | |
|----------------------------------|--------|------------------------|
| Advertising method | Value | Advertisement duration |
| Joint sponsorship | 200 KD | per sponsor each hour |
| Exclusive sponsorship | 300 KD | sponsor each hour |
| Simple sponsorship | 75 KD | Per episode |

Table 2.1: Advertisement sponsorship prices.
Source: Ministry of information advertising, 2017.

2.16 TV Advertising Prices

Commercial advertising on Kuwait TV for a 10 second period is KD 40. For example, the ad period: The prices are as follows:

| Advertising period at Normal time session | | | | | | | | | | | |
|--|----|----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 1. Ad in Normal time | | | | | | | | | | | |
| Duration (seconds) | 10 | 15 | 20 | 25 | 30 | 35 | 40 | 45 | 50 | 55 | 60 |
| Price | 40 | 65 | 85 | 105 | 120 | 135 | 145 | 155 | 160 | 165 | 170 |
| 2. Ad in between TV program 12:01am – 01:55 pm | | | | | | | | | | | |
| Price | 50 | 80 | 105 | 130 | 150 | 170 | 185 | 200 | 210 | 215 | 220 |

All prices in Kuwaiti Dinars

Table 2.1: Advertising period at Normal time session
Source: Ministry of information advertising, 2017.

There are certain hours that are more expensive in value for advertisements, mainly during peak hours, high number of viewers and during popular programs.

The peak periods are as follows for an ad section in the middle of a television program:

| Advertising period at peak time session | | | | | | | | | | | |
|--|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 1. Ad in Normal time | | | | | | | | | | | |
| Duration | 10 | 15 | 20 | 25 | 30 | 35 | 40 | 45 | 50 | 55 | 60 |
| Price | 100 | 150 | 200 | 240 | 270 | 295 | 315 | 330 | 345 | 355 | 360 |
| 2. Ad in between TV program 12:00pm – 07:56pm | | | | | | | | | | | |
| Price | 120 | 175 | 230 | 275 | 310 | 340 | 360 | 380 | 395 | 405 | 410 |

Table 2.3: Advertising period at peak time session
Source: Ministry of information advertising, 2017.

Sponsorship prices on Kuwait TV depends on the program timing of different periods.

| Advertising Sponsorship prices for regular period programs | | | | | |
|---|------|------|------|------|------|
| Duration of the sponsorship (per seconds) | 15 s | 20 s | 30 s | 45 s | 60 s |
| Price of Kuwait TV (channel 1) | 340 | 415 | 550 | 700 | 760 |
| Price of or the rest of the Kuwait TV channels (KD) | 210 | 270 | 375 | 495 | 555 |

Table 2.4: Advertising Sponsorship prices for regular period programs.
Source: Ministry of information advertising, 2017.

| Sponsorship rates for programs in peak periods | | | | | |
|---|------|------|------|------|------|
| Duration of the sponsorship (in seconds) | 15 s | 20 s | 30 s | 45 s | 60 s |
| The price of Kuwait TV (channel 1) | 765 | 930 | 1170 | 1380 | 1470 |
| The price of the rest of the Kuwait TV channels (KD) | 400 | 490 | 610 | 715 | 760 |

Table 2.5: Sponsorship rates for programs in peak periods.
Source: Ministry of information advertising, 2017.

System of discounts for radio and television advertising:

To support Kuwaiti and GCC companies, the ministry of information helps them reach their marketing needs by giving a 50% discount on local products of national and governmental agencies. They support GCC products by giving a 25% discount for GCC products (Ministry of information advertising, 2017).

2.17 Printed press

Al-Seyassah (an Arabic word, when translated means The Politics) is a Kuwaiti daily newspaper, it is published by Dar Al-Seyassah Press Publishing Printing and Distribution Co. The editor-in-chief of the newspaper is Ahmed Al-Jarallah. [1] In

1977, Al-Seyassah assets was estimated to be more than five million Kuwaiti dinars (\$ 17.25m) in values, which includes one of the most modern printing plants in the region.

Al-Qabas (an Arabic word, when translated means the Firebrand or the Starbrand) is another famous Arabic newspaper in Kuwait, published by Dar Al Qabas Press Printing Publishing and Distribution Company. Al-Qabas was launched on 22 February 1972. It is owned by four Kuwaiti business families and headquartered in Kuwait City. The paper printed both national and international editions of the paper, until the invasion of Kuwait by Iraq took place. When the invasion was taking place, the newspaper moved to London and published for the first time on 2 August 1990.

A third newspaper is Al Anbaa' (an Arabic word, when translated means The News) it is an Arabic Kuwaiti daily newspaper. The paper is owned and published by Bab Al-Kuwait Press Co. The paper began on 5 January 1976. When the invasion of Kuwait took place, the newspaper moved to Cairo, Egypt. In 2012, the paper signed an agreement with IMC Digital to improve its place in social media. Due to this agreement, the paper reached 30,000 fans Facebook over 25,000 followers on Twitter and a minimum of 200,000 video views on YouTube within the first two months after the agreement. Furthermore, Al Rai (an Arabic word,

when translated means The Opinion) also known as Al Rai al Aam (when translated means "The Public Opinion") is a Kuwaiti daily newspaper (Alrai, 2016). According to a 2007 survey by the Washington-based Intermedia group, Al Rai ranked one among Kuwaiti newspapers for the fifth year in a row. Al-Jarida (an Arabic word, when translated means The Newspaper), is also one of the main Arabic daily newspapers in Kuwait. The first publication of Al Jarida was on 2 July 2007. In the year 2007, Kuwait started to give newspaper licenses to anyone who asked for it, in accordance to certain rules set. Four new newspapers opened in 2007, which includes Alnahar, Alshahed, Aljarida, Alsabah, and Alwasat. A few years later in 2011, another newspaper opened called Alkuwaiteya.

Kuwait Times is the first English written daily newspaper in the Gulf Region was Kuwait Time. The newspaper is based in Kuwait. The newspaper also publishes a free 80-page tabloid (Kuwait times, 2018).

Arab Times is another famous English written newspaper, Dar Al-Seyassah newspaper published a weekly English newspaper called Arab Times. It was later changed to be a daily newspaper instead of weekly. Since its beginning on February 1977 to this day, Arab Times has been the most popular choice when it comes to the English written newspapers in Kuwait.

2.18 Brief History About Kuwait News Agency (KUNA)

The Kuwait News Agency (abbreviation: KUNA), was founded in 1956 and then re-established on 6 October 1976 by an Amiri Decree. The goals of the agency are to gather news and distribute it to individuals and media institutions which provides them with objective news services. KUNA is located in Shuwaikh, Kuwait.

The Iraqi invasion of Kuwait lead to the Agency's equipment and archives being seized by the Iraqi army, KUNA relied on its employees, mainly the Kuwaitis, to reorganize and get back on track. It relocated to London and went back on by October 13 1990. The agency's mission in London was to show the world that the invasion that occurred on Kuwait was a military invasion on an independent state. During the time Iraq invaded Kuwait, KUNA published 16,110 stories. After the liberation of Kuwait on the 28th of February, 1991, KUNA continued its work from the Kuwait headquarters.

2.19 Kuwait Attraction Sights & Landmarks

There are many attractions to visit in Kuwait, some of the main ones are the Kuwait Towers, the Liberation Tower and the Green Island. Kuwait Towers are three towers that are a cultural and touristic landmark here in Kuwait. It opened in 1979 and is located on the Arabian Gulf. It is an iconic building in Kuwait with an Islamic modern design, which resembles a blue-tiled mosque. The buildings where the towers are located usually have smaller buildings that are maximum 3 floors in height, this makes the towers more unique and visible in the area it is located. The towers were designed by Swedish architects Malene Björn and Sune Lindström of Vatten-Byggnadsbyzan (VBB). The contractor who did the work from 1975 to 1976 was Union-Inzenjering based in Belgrade.

The Liberation Tower, is a symbol of Kuwaiti liberation. It is the fifth tallest telecommunication tower in the world. It was officially presented on 10 March 1996 and is 372 meters tall (40 meters taller than the Eiffel Tower). The name of the tower was chosen for the liberation of the country from the seven-month long invasion by Iraq. The Green Island, it is a popular place for a weekend or for a stroll in the park to enjoy an evening and relax. It is a land that has been made into an artificial island. It is located along the coastline over an area of 785,000 square meters. Many aspects of the island have been transported from

different countries around the world, which includes the rocks and sand on the beaches of the Island. It is owned by T.E.C and was introduced to the public on 22 February 1988. For the visitors' entertainment, there is a swimming pool in the island, an amphitheater, 35mts tall tourist tower with a kid's castle, a restaurant and a service center.

2.20 Gulf war

Sadam Hussein, the ruler of Iraq at the time, invaded neighboring Kuwait on the 2nd of August 1990 and took over the Kuwaiti oil fields. The UN Security Council strongly criticized and went against Iraqi invasion of the country and demanded its withdrawal from the country. Sadam Hussein didn't withdraw his troops and continued with his invasion of Kuwait, even after the UN, US, European countries and many Arab countries showed their support of Kuwait. The Iraqi troops spilled an estimated 1.5 million barrels of crude oil into the Gulf. The US, England, France and many other countries (a total of 34 countries) sent troops to rescue Kuwait. On February 26th 1991, Saddam withdrew his troops from the country and on the 28th of February Bush announced the Liberation of Kuwait (Aljazeera, 2010).

After the passing of 27 years since the liberation of Kuwait from the Iraqi invasion, Kuwait strongly proved that it is a giving country by the conference it made and the loan payment it gave Iraq to help them. The pledges made in the Iraq reconstruction conference that took place in Iraq reached \$30 billion. Kuwait agreed to allocate \$ 2 billion in loans and investments for the restructuring of Kuwait billion (Kuna, 2018).

In a speech at the closing session of the Ministerial Meeting of the conference, Sheikh Sabah Al-Khaled said "We have once again demonstrated our deep faith in the foundations and principles of peace as a way to build and grow, and that the shovels of destruction and destruction and terrorism will never triumph over the will to live and live on development and reconstruction," he said. The reconstruction of Iraq included the participation of numerous countries and was headed by five parties - the European Union, Iraq, Kuwait, the United Nations and the World Bank.

The conference had an objective of helping in reducing and stopping the suffering of millions of affected Iraqis who are victims of the war on terror, also the reconstruction of many different areas in which needs aid (Kuna, 2018).

2.21 Kuwaiti and Spanish Relationship

The relations between Kuwait and Spain are the foreign relations between Kuwait and Spain. Spain has an embassy in Kuwait, which opened on the 17TH of April 1964. Kuwait started to have an embassy in Madrid, Spain from the year 1972. The relationship between the two countries is very stable and constantly good. Spain was one of the 35 countries who gave part in the International Alliance for the Liberation of Kuwait in 1991. One of the major steps taken to strengthen the relationship between the two countries was the visit of King Juan Carlos and Queen Sofia to Kuwait on 25 October 1980 (Kuna, 2017).

A ceremony on the 25th of September 2017 took place in the state of Cordoba with the attendance of Governor Juan Sciaretti, Health Minister Francesco Fortuna, Minister of Water, Environment and Public Services Fabian Lopez and Minister of Investment and Finance Ricardo Sosa. The Kuwaiti Ambassador in Spain visited Cordoba to officially hand over six ambulances equipped with up to date medical care as a friendly assistance estimated to be worth \$500,000. The Kuwait Fund for Economic Development has also given a loan to Spain for a project in infrastructure (Alwatan, 2014).

An Economic Forum took place between Spain and Kuwaiti businessmen with the presence of King Juan Carlos I of the Kingdom of Spain. The King gave a speech to the business delegation, saying that the friendship between our two

countries is very positive and calls for us to be more ambitious. The ministers and the official authorities accompanying the king are representing some of the most important Spanish companies. The excellent quality in performance of Spanish companies has been proved in Kuwait and many other countries around the world.

"In recent years, thanks to His Highness the Amir's leadership, Kuwait has witnessed tremendous development and has become an example of economic dynamism worldwide." The government of Kuwait has put a framework to raise the economy of the country and has made work which shows in the National Development Plan. The Spanish companies would like to participate in and contribute to them. "In the past years, Spain has experienced an economic crisis that we have overcome thanks to the efforts of all Spaniards, but domestic and foreign investment has given full confidence in the strength of our economy and its prosperous future," King Juan Carlos said. The distinguished economic relationship between Kuwait and the Kingdom of Spain has led to an increase in the number of trade between Kuwait and Spain in 2013 (325 million dollars).

Ali Al-Ghanim, head of the chamber of commerce said that over ten years (2003-2013), there has been an increase of around 3.5 times in the total volume of trade between our two countries. The work between the two countries are mainly in trade, tourism, investment, construction, infrastructure and shipbuilding. Ali Al-Ghanim added: "What we have noticed recently is a clear contribution by Spanish

companies to the completion of a number of infrastructure projects in Kuwait. It is a clear presence in this meeting for such companies with the experience and ability to take a fair share in the Kuwaiti development projects. I think that the Spanish business community is aware of the great opportunities offered by the mega projects to be implemented in Kuwait in the coming years under the successive development plans within the framework of the long-term strategic development goals and the vision of Kuwait in 2035.”

An event that shows the brotherly and friendly relationship between the two countries is a celebration that took place in Kuwait between Kuwaiti officials and the Spanish Ambassador to Kuwait Carlos Sanineth de Techa. The event was a photo exhibition in cooperation with the National Council for Culture, Arts and Letters. Sheikh Salman AlSabah, the Minister of Information and Minister of State for Youth Affairs, Sheikh Salman AlSabah gave a speech on the development of diplomatic relations between the two countries in half a century and concentrated on the first 20 years of relations between Kuwait and Spain, it started after the independence of Kuwait. He mentioned that Madrid has been supporting Kuwait from the day it voted in favor of Kuwait joining the United Nations. The historical photographs were viewed from the archives of the Spanish news agency Efi and KUNA, which showed the good and strong relationship between the two countries (Aljarida, 2014).

Kuwait and Spain have been culturally linked for years which lead to the reaction they had towards the tragic attack that occurred in Barcelona. After the terrible news of the terrorist attack on the Spanish city of Barcelona, the towers of Kuwait were lit with the colors of Spanish flag in solidarity with Spain (Alqabas, 2017).

2.22 Conclusion

The MENA region, GCC and especially Kuwait are all greatly affected by social media and online advertisement. This chapter introduced the Region, Council and country that were most influenced and talked about and pointed out the main factors. An introduction of Kuwait, history and main facts were mentioned. This included general information on the media in Kuwait, the press and TV.

Chapter (3) Online Advertising

3.1 Definition of Online Advertising

Online marketing or advertising has rapidly increased in the recent years because of the increasing Internet users all over the world. The World Wide Web is considering as the fastest growing medium for advertising in current times. The revenue growth of online advertising as reported by the Interactive Advertising Bureau (2007) has increased from two billion US dollars in 1998 to twenty billion US dollars in 2007 (Coyle, 2010).

The amount has increased by many ways. This signifies the importance of internet advertising to the growing industry and attracts more and more marketers to think diversely and for brands to become more evolving (Chandrasekar, Bai, Chang, & Tsang, 2012; Jakobson & Rueben, 2013).

Online advertising or Internet marketing is an evolved form of advertising that delivers promotional messages to consumers (Gross, 2017). However, online marketing has also been defined as a medium that uses web and email to direct sales through electronic aspects of commerce known as e-commerce (Cho, 2003).

To add to the definition it can also be stated that sales leads driven from emails and websites are majorly used in conjunction with conventional modes of advertising i.e. television, newspaper, magazine and radio (Ghosh & Mahdian, 2008). Contrary to conventional marketing, online advertising uses search methods such as search engine marketing, social media marketing and several other types in order to diversify the resources (Yan, Liu, Wang, Zhang, Jiang & Chen, 2009).

3.2 Online Advertising History

Online advertising promoting quickly took after the raise of the Internet. As consumers are progressively investing more energy on the web, and hours spent on the Internet begin to obscure hours spent staring at the TV, the medium turns out to be progressively essential to any promoter (Donaldson, 2008).

Online advertising is a billion dollar industry. However, this is not a very old industry established two decades ago and only picked up the pace in the 2000s (Yan, Liu, Wang, Zhang, Jiang & Chen, 2009). However, this industry basically revolutionized when users became familiar with the concept of online shopping. This resulted into an overall model shift for the online advertising industry to flourish (Ghosh & Mahdian, 2008). The digital world experienced a boom. To identify the essential need to promote and let people know about the products and

services. This was however started off with the first ever kind of online advertising is email marketing. The first ever Spam email was laid out on 1978 to annoy the email owners (De Corniere & De Nijs, 2016). The list contained four hundred members. These email addresses were taken from the very first internet service providers to general masses was ARPA Net Directory. It must be understood that internet was not designed for facilitated general masses. It was moreover used for scientists, colleges and universities (Lewis & Rao, 2015). It was basically a secure system to connect research centres with universities.

However, it is renowned as a precursor to what the Internet has become today. Email marketing became the new method to engage consumers and with the passage of time, with the advent of more methods, now there are multiple ways to advertising. However, the individual who created the very first spam email advertisement was Gary Theurk. He was basically a marketing manager to have come up with the idea (Neumann, 2016; Ghosh & Mahdian, 2008; Gross, 2017).

3.3 Theories of Online Advertising

Marketing theories present in a more scientific approach to understand the purchasing behaviour of consumers. Online companies basically use the information to form their decision to communicate the product in the best possible

way suiting the values of the consumer. Online advertising is more challenging in this way because the digital channels are always evolving (Li, Kannan, Viswanathan & Pani, 2016).

The Generational theorist talk about consumers that are born in the same generation i.e. twenty-year age period, mostly have common behaviours and preferences because of their shared experiences impacting their childhoods and shape up their adulthood (Mangold & Faulds, 2009). To relate Generational theory to online marketing is basically in the ways where every generation communicates in the online spaces where marketers can reach and listen to them. There may be homogeneity across the similar age group in terms of shopping, travelling, generic liking and disliking (Coyle and Gould, 2010).

According to the Pew Internet that was documented in 2010, the study suggests that millennial in the age bracket of 18-33 years old are more likely to access wireless internet. In the same way, another age group 35-45 years individuals are more into researching financial information (Coyle and Gould, 2010 Gross, 2017).

Coming to the next online advertising, collective intelligence deems groups to be more productive and smarter than the total of their parts. Crowdsourcing, an Internet phenomenon, where projects are narrowed down into individual tasks to be distributed among larger number of individuals to be completed has the core of collective intelligence. Crowdsourcing enables marketers to engage their consumers and make them an important part of the campaigns (Yan, Liu, Wang, Zhang, Jiang & Chen, 2009; Ha, 2008).

3.4 Types of Online Advertising

There are many goals of online advertising and the best and most essential goals of online advertising are to gain prompt response. However, it is moreover prompting the immediate action. To replace the old customers and always attract new ones will always remain the main goal of any marketing plan. To convert and generate traffic are the basic online advertising goals (Ghosh & Mahdian, 2008).

To highlight on the goal, the main thing is to get attention where colours are used as well as proper pictures with diagrams to illustrate and attract the users. To make attractive statements is to attract a consumer (Yan, et al., 2008). Brand awareness is very essential to the overall brand building of a product or company. Therefore, this is also a primary goal of the online advertising.

However, there are many types of online advertising such as native ads, display ads, social media, email marketing, affiliate marketing, search engine marketing, newsletters and...etc. (Gross, 2017).

3.4.1 Display Advertisements

A display ad is also known as a banner ad. This is a paid advertisement, which is basically a photo, image or a copy. The user has the ability to click on the image with the message or promotion (Gross, 2017). With the click, the viewer is taken to corresponding landing page. Display ads are different than text ads because they may not be found when one looks them up on search. They can be seen on the websites and can be featured differently. These display ads can be plain image, text and animation, video or interactive (Jakobson & Rueben, 2013).

There are many effective display ads and which are made with flash that is interactive and animated (Coyle and Gould, 2010). However, researchers believe to best yield the output, retargeting can be used. To display image of the product or service the user may have added to the cart on any shopping website and later changed their mind is also a good idea (De Corniere & De Nijs, 2016). This is getting one step closer to where the user left the cart and displaying the same product in front of them to convince them to make the purchase (Ha, 2008).

The role of the display ad is that it displays the messages/delivers the message as the main component of the advertiser's paid campaign. To create click worthy images facilitates in directing viewers to the landing page where the relevant content about the brand is displayed.

3.4.2 Social Media Advertisements

Social media is basically a computer-mediated technology that helps to create and share ideas, images, information, career choices...etc. Social media is platform to create virtual communities and networks so that individuals come together and share common interests. Every social media platform is different and yet the same, they are different in their core offerings to the users but same in terms of forming community (Levenburg, Schwarz and Motwani, 2015).

Social media are basically a web and Internet based applications, highly interactive, they promote user-generated content such as videos, digital photos, texts, comments and reviews. Users have the privilege to serve specifying profiles on app or the website. Social networks are formed through social media by connecting the user's profile with other groups (Mangold and Faulds, 2009).

To access social media, it is a must to have access to internet. The social media is a web based technology; therefore, it can be viewed on computers, laptops and smartphones/tablets. The apps can be downloaded but they need internet connection to run the app (McAndrew and Jeong, 2012). Users can engage in these services and create highly interactive platforms where groups, communities and individuals can share, modify, re-design and discuss the pre-made or user-generated content online.

Social media has gained widespread popularity, it is not only famous amongst individuals but business and brands also. Online advertising has become very important for entrepreneurs in order not to isolate themselves from the growing impacts of social media and rather embrace the power that touches billions all across the world (Okazaki and Taylor, 2013).

The community system is stronger, which helps brands and companies to easily locate communities that are their primary consumers. Facebook alone has more or less two billion profiles all over the world. This tells about the success of these web based social media spaces. However, ads can be placed on Facebook, Twitter and Instagram (Pal & Kapur, 2010). It is far easier to gauge how many views and leads did the ad generate through the analytical tools.

These tools are essential for ideal consumers and target them specifically. Now the advertisements can be display ads, native ads or video ads. All three of these types are displayed on Facebook, Instagram and Twitter. However, Snapchat works differently. It may be used as a tool to interact with the consumers. This is moreover opening the gateway to know about the brand more (Pal & Kapur, 2010).

3.4.3 Search Engine Marketing (SEM)

Search engine marketing is a type of internet marketing that engages the promotion of the websites. This is achieved through search English results pages (SERPs) help to increase the visibility of the webpages. Search engine marketing may take into account search engine optimization that rewrites or adjusts the content of the website and architecture of the website to gain higher ranking in the SERP to increase PPC pay per click (Ortega, 2016).

In the year 2007, US had spent a total of twenty five billion US dollars on search engine marketing. In the year 2015, Yahoo having twenty six percent while Google held seventy four percent joined the same team by a partnership. Search engine marketing started growing faster in 2006 than conventional advertising methods and even more than other online advertising channels (Lai, et al., 2016). To manage search campaigns, Search engine marketing tools and vendor are very

crucial. However, it can be provided through an advertising agency or can be self-serve. In 2016, Google topped the search engine by holding eighty-nine percent of the total share while Yahoo and Bing had very less share left (Gross, 2017).

The following chart represents the increase in the use of search engine as a marketing tool and reflects how the increase in the trend of search engine is transforming the marketing processes. It reflects the top market share of the search engines and it is very evident that Google is on the top of the list with 72% market share from January 2016 to November 2016. Globally, there is an increase in the usage of Google for the sake of marketing online to advertise their products.

Desktop Search Engine Market Share

January, 2016 to November, 2016



Figure 3.1: Desktop search engine market share
Source: Canalys report 2017

Search engine marketing optimized with the increase in the number of websites, search engines helped people to find out information for them. Google Advertising gained worldwide popularity because of the search engine results it generated to help people and became enormously popular. However, to have more visitors or traffic to the website, it is a must that it appears on the search engine result pages to have more clicks (Neumann, 2016).

3.4.4 Native Advertising

Native advertising is an online advertising that essentially matches the function and form of the platform upon which the native ad appears. In most of the cases, native ads are basically non-paid articles or videos created by advertisers with the intent to promote a product, while they also match the style and form which would be viewed in editorial staff otherwise (Wojdyski & Evans, 2016). The word over here is referring to the content that appears on the platform coupled with other media. The precursor to native advertising may be product placement also known as embedded marketing. The native marketing merges the content and product together. Sometimes the reviewed product content is also native content generated by advertisers (Harms, Bijmolt & Hoekstra, 2017).

One of the more integral aspects of advertising is the net impression, which moreover is the understanding of the advertisement. There is a unique power in the native advertising is to inhibit the ad recognition of a consumer by merging the ad into the content of the platform so that it doesn't make the consumers realize that they are watching an ad in the beginning (Pike, 2014). Federal Trade Commission may have faced difficulty in identifying native advertising sponsored content on social media because of its ambiguous nature. However, one big problem with native advertising may be that it sometimes bypasses the standard of net impression. Because of the merging of the content and advertisement, it is still unsought whether it is legal or not (Harms, Bijmolt & Hoekstra, 2017).

To understand more widely, it is a paid media advertising which is mostly used by content marketers. It is by definition an in-feed and non-disruptive in nature (Wojdyski & Evans, 2016).

3.4.5 Remarketing and Retargeting

Remarketing is considered a smart way to connect with the visitors on the website who may not have made any purchase immediately. Remarketing gives the effectiveness to position the targeted ads in front of an audience that is more

defined and had previously visited our page as they may browse elsewhere on the internet (Donnellan, 2016).

Remarketing is very cost effective method of advertising to increase brand awareness. The ads maybe delivered in an image or text display format. The Google Ad words manage the ads which are later displayed on the web pages visited by the target audience (Piñeiro-Otero & Martínez-Rolán, 2016). However, retargeting may be slightly different than remarketing in terms of the strategies used to reach the potential number of customers who may have left the website without making any purchase. It includes retargeting moreover replies on cookies to drop advertisements, however, remarketing essential targets emails (Piñeiro-Otero & Martínez-Rolán, 2016). However, retargeting and remarketing both can be very effective when applied together as a single strategy (Donnellan, 2016).

However, it becomes essential for the advertisers to generate traffic to the websites but sometimes that is not enough. There is a strong need for the traffic to convert also. This may lead to higher recall value and brand awareness but not necessarily results into conversion. Therefore, different strategies are to be applied in order to increase sales. The job does not end at bringing traffic to the sites. The job may be tough but to couple both strategies together remarketing and retargeting

to bring back the visitors who did not make any purchase on their first visit to the website (Yan, et al., 2009).

3.4.6 Video Advertisements

Videos are the most effective way displaying the ad. However, the relevance of the message displayed in the advertisement is very important. Video ads are just an example of the type of ad that appears on AdSense by Google. These ads appear on youtube and other video websites right before the video (Arantes, Figueiredo & Almeida, 2017). They may be set on auto play where the ad plays before the video for few seconds mostly 5 seconds and after that the video starts. They can also be automated for 5 seconds and for the remaining ad, the choice to skip is provided to the user. This often results into positive and negative brand recognition as it either becomes a pleasant experience or disrupts the attention of the consumers (Krishnan & Sitaraman, 2013).

This is also referred to a unique combination of video accessing when a video plays on the video. This is moreover an engaging activity. The demographics are widespread such as by age, gender and ...etc. The advertisers believe that they can create audience that is more tailored to the brand, comparing to the broad TV audience. This way the chances to show the message to the right and more tailored

audience are very likely. Keywords searched on the bar can actually match the ad to the web content. This may be similar to contextual targeting used on Youtube and Display Network (Reddy & Dabbiru, 2017).

3.4.7 Google AdWords

Google AdWords are a very important advertising system designed by Google so that advertisers can bid on certain keywords to get clickable ads to appear in the search results of Google. Advertisers are required to pay for these clicks; this is how Google generates revenue from research. There is competitiveness involved in the keywords an advertiser would want to bid for and the relevancy of the term also matters (Alhlou, Asif & Fettman, 2016).

The relevancy of the keyword to real conversion is very important, but it is not a promise that it may work for every business. The low click through rate ads and wrong keywords can negatively impact on the effectiveness of the business and may not profit the advertiser. There are many factors that impact how much Google Ad word costs for a business. The businesses are required to open an account on the Google Ad words and the cost may differ subject to the keyword and relevancy of the keyword to real conversion (Okazaki & Taylor, 2013).

However, businesses have to bid for the keyword. The highest ad rank is awarded the first position. The cost per click is also determined by the ad rank of the highest next advertisement.

2.4.8 Newsletter Advertising

This is one of the most established types of advertising tool that marketers often use. The brands use it coupling it with email marketing to reach the message to the consumers. This method may not be sales driven directly, but moreover a peace offering to the consumers to know what the business is doing (Levenburg, Schwarz and Motwani, 2015). This type of marketing involves information to be sent out to interested parties. Some companies might be sending the newsletter via mail but most of them have switched to emails because emails are faster and cheaper and they produce data easily and reaches to the audience.

There is a different content that may not be exclusively related to shopping or increasing sales. Businesses may include certain news or share statistics and how to make articles in a newsletter to tell the consumer how important they are. This is a way of building relationship with the concerned party/parties letting them in the information of the company to make them feel more trusted and reliable (Alhlou, Asif, & Fettman, 2016). However, certain information about the sales, products and

other company initiatives can all be shared in a single newsletter. It is the email marketing coupled with newsletter advertising that makes full success. Its cost is effective and companies do not have to hassle about reaching out to millions by mailing each and every one making the process more costly and time consuming, when the newsletter may reach the consumer is also a question at hand (Ortega, 2016).

3.4.9 Affiliate Marketing

This is a type of marketing where businesses reward each other with affiliates for each customer or visitor that was previously bought by the marketing efforts. (Jakobson & Rueben, 2013). In other words, it is the third party that gets customers for the advertisers. The Affiliate Marketing often uses organic search engine optimization (SEO) and search engine marketing (SEM), pay per click, content and email marketing and display ads too. Affiliate markets are also synonymously used for online advertising but they also use untraditional ways such as publish reviews of the service or product offered by their partner to attract the customers (Levenburg, Schwarz and Motwani, 2015).

The efforts made to bring the consumers or visitors are later paid by the advertisers. This is a method of pay per click. Affiliate marketing is also known as

referral marketing as this type of marketing also uses third parties to drive sales. The marketing forms are very distinct in nature as the major difference is that Affiliate Marketing solely relies on financial motivation to drive sales but in the case of referral marketing is moreover through building personal relationship and trust to drive sales (Wojdyski & Evans, 2016). Affiliate Marketing techniques are often overlooked by advertisers and marketers. However, other methods such as websites, search engines and emails get more attention of the online retailers. The profile of affiliate marketing is much lower (Donnellan, 2016).

3.5 Online Advertising Vs. Traditional Media

There are different debates always going on between which of the medium is better than the other. However, one must understand that in today's time businesses are required to participate and invest in both types of mediums. This is due to the growing popularity of online advertising and also because brands need to make their presence felt such as malls and theatres, offline and online (Pal & Kapur, 2010).

Essentially, the war between the two remains the same, but to understand that business needs more “omni-channels” to function better and earn more in the

war for survival. The business are demanded to present in the virtual world, participate in more consumer engaging activity, give a unique brand experience in order to generate leads and conversion (Alhlou, Asif & Fettman, 2016). However, the purpose remains the same offline and online, to create positive brand awareness and create conversions.

To compare the cost of two, online advertising is far less expensive than traditional advertising. However, to measure the Return on Investment (ROI) becomes different. To track the consumers and clients and know how much the return cover did is a major question all marketers face (Wojdyski & Evans, 2016). To understand the traditional marketing, to measure ROI the accuracy is difficult to gauge. Spending five hundred dollars on billboard does not have any way to sort out how much are the ROI in terms of how many individuals saw the ad on the billboard or newspaper. Coming to online marketing, there are the right tools to manage the data and get accurate dates through posting video and banner advertisements (Ha, 2008).

Finally we can describe, the online advertising as an important medium nowadays and easy to measure traffic on the website than in traditional advertising. Through online advertising one can always gauge the level of audience engagement

as traditional advertising is usually a one-way communication (Lewis & Rao, 2015).

3.6 Online Advertising Effects

The effects of online advertising can be very different subject to who the receiver of the information maybe. There are however, short term and long-term effects. Understanding the nature of online consumers, they are very goal-oriented and therefore, judge the online advertisement quicker than any other medium (Li, et al., 2016). Compared to television and other traditional advertising mediums, consumers are more hasty to judge the online advertisement and even more harshly.

Researchers state that online users find useful information more helpful when they accustomed to be enjoying, and some users may develop negative attitude towards ads and altogether avoid them. This is invalid as it leaves the advertisers confused and they don't know how to make the online advertising experience more pleasant for the users so that they do not develop any negative attitude towards advertisements (Arantes, Figueiredo & Almeida, 2017). This is a very tactful and sensitive job.

Advertisements, blocking and no click leads to billions of dollars loss to the industry. To fight the process and understand the impacts of online advertisements there were experimental websites created that displayed different set of advertisements. These experimental websites were accessed on the internet in a controlled laboratory setting by two Universities in the US. There were five hundred and thirty-six students who participated in controlling the ads displayed on these websites (Coyle and Gould, 2010).

The research found out that interruption caused from task negative impacts on the consumers in their recall performance and they even react negatively to the need to even try and process the provided information (De Corniere & De Nijs, 2016).

3.7 Online Advertising Communities

The online social media and World Wide Web gifted the users with the sense of community, a sense of belonging, even virtually. The increase of virtual community opportunity is rising for the users as they can create a community anywhere at any time. They are not bound to geography (Piñeiro-Otero & Martínez-Rolán, 2016). Most of the businesses, however, want to keep themselves engaged in these online advertising communities. The use of persona for a brand so

that consumers can identify with it and it becomes easier for a brand awareness and recognition, brands involve in online advertising hubs. Facebook is a platform where pages are dedicated to brands and managed by brands. They also serve as hubs of advertising and a sense of community. All the users, and consumers of the same brand come together to share their idea listen to the brand message to carefully respond to it (Donnellan, 2016).

The need always stays on top, the immense pressure on competitiveness becomes very bearing and digital ad community gives the opportunity to listen to the industry news as it happens and it allows the news to get to the experts for the news. The process is extremely fast paced thus the brands have to always stay on their toes (Pal, S. K., & Kapur, V. (2010).

However, the brands through online advertising communities present on different sites and social media platforms enables brands to understand what they are doing and what are their competitors doing. This brings them closer to their competition and paves ways for them to listen to the consumers and respond with an improved or same message (Jakobson & Rueben, 2013).

3.8 Challenges of Online Advertising

It must be borne in mind that every advertising channel comes with a set of challenges and however, some can be tackled while others become difficult to control. In the same way advertising industry online faces number of serious challenges (Yan, et al., 2009). One must understand how fast paced this medium is. It spreads like wildfire. Therefore, the content once put on the Internet may stay there forever.

The products and brands need to be careful with what is posted on the Internet. One must check the proliferation of website at such a rapid rate is itself a phenomenon to observe. Trying to make a decision that where to advertise now needs extensive research to answer whether the product reaches the right audience or not. The internet is not only a digital game in town but a global hub. There has been an increase in the tools also such as smart watches, smart glasses and home assistants as well as virtual reality. To figure out the new avenues to advertise is not an easy task (Okazaki & Taylor, 2013).

Another most challenging task the online advertising industry must be facing is the Ad blockers have also increased. However, these ad blockers are

causing billions of dollars to the advertising industry. It is basically the software that disables posting too many ads even to be appeared on the screen. This means that brands never got their chance to make their case in the virtual sense (Mangold & Faulds, 2009).

Social media, in the true essence, is a gift to the businesses. It basically allowed the businesses to reach out to millions of consumers for free. But this is not the case anymore. Businesses have to pay now to reach out to the masses. The social giants have become smart about the business and profit prospects. However, this has overall resulted into increased costs. Brands have to allot digital ad spend every year. The cost of ads is constantly increasing. This is a negative aspect for small businesses (De Corniere & De Nijs, 2016).

3.9 Blog Advertising

Blogging has become an essential part of advertising for many brands that always want to stay in touch with the consumers. These are just few of the most interactive and engaging tools for the advertisers. Blog marketing is essentially the process in which one can reach the home business to the target market through the blogs (Pal & Kapur, 2010). Blogs is a page or website domin which the blogger can write ups, put images and promotion about any new services and products. They

can be personal and paid also. This is also a best method to get third party assistance if the advertiser or marketer does not want to get involved directly. The best way is to reach out to the bloggers with the high number of followers subject to the kind of product is to be advertised. These bloggers can review the products and give paid testimonials. These bloggers are opinion leaders and thus, they can convince people to buy the product (Alhlou, Asif & Fettman, 2016).

However, in the early days business owners had a separate blog from the website but nowadays in the fast paced world, integration of the communication is very essential, therefore, business merged it so that it gets easier for the visitors to access. There are platforms such as Wordpress that are really famous among business owners owning websites and blogs. Blogging has grown in the recent times and many have started their business through blogging (Neumann, 2016).

The examples can be such as travel bloggers and food bloggers who are paid or invited to visit a place. This way the bloggers get to publicize the blog and enjoy the perks that come along as their followers tend to listen to them. Thus, this kind of marketing is equally important for businesses. This is moreover seeking for opinions and generating ideas on products and getting more in touch with the consumers (Coyle and Gould, 2010).

3.10 Email Marketing

Email marketing was a new concept two decades ago when the world was experiencing an increase in online shopping when more and more people prefer e-commerce. This led to the rise in the online world all over the world. However, email marketing was introduced as a spam email to check if this was a successful idea (Mora and Rocamora, 2015). It took over the online advertising by storm. Many brands still use it to personalize and interact with the consumer. However, the most interactive ads via emails which are published newsletters to let the consumers know that the brands are thinking about them (Ha, 2008). This also led to the advent of online banking and the bank statements to be emailed rather sent via post. This meant more reliance on emails as the internet worked on more secure ways to protect consumer and user information. The Google Gmail is considered highly secure with the methods and security measures taken by Google to ensure the security (Gross, 2017).

Email marketing is basically the act of sending a message, which is commercial in nature to a group of people via emails. To understand what email marketing is, it can be stated that every email sent to the current or potential customer is basically email marketing. Advertisements, images, business cards, donations, solicit sales and...etc are emailed to market the message. This is

basically used to build certain aspects such as trust and brand awareness. Marketers can access a purchased lead list or a database of current customer to send them the email. The brand tries to personalize as emails are personal by acquiring either new customer and convincing the already existing customer to generate lead (O'Neil, 2014).

3.11 Online Video and T.V Advertising

The technology has been paving ways for new and innovative kinds of advertisements to come into being and take over the online advertising as a tool. This is a practiced and most successful method of a high return on investment is on video ads. Individuals seem to prefer video advertisements more than any other method of online advertising. This is because a video is a set of images and visual representation of the message delivered to the consumer in different and better ways (Ha, 2008).

However, now with the advent of interactive television advertising, the advertisers have positive impact to interact with the consumers or the consumers get the privilege of interacting with the brand. Different high-end brands have tried and tested the technique. One such example is Coke Zero advertisements where the ad was displayed on the television/online and an individual was required to open

the web and application Shazam to record the song and where the individual gets to refill the drink and then purchase it. Instant purchases can also be made (Coyle and Gould, 2010). This is how marketers can view if the advertisement is a success through lead generation. The Coke Soda machines in the malls displaying interactive ads leading consumers to make instant purchase decisions often shed light on the success and level of engagement with the brand.

Interactive ads enable viewers to basically choose different ads, watch additional ad content and make instant purchase of the products through click to buy advertisements (Yan, et al., 2009). Television on the other hand may be referred to the mediums that have failed to maintain relevancy in the vast growing pace of advertising. The marketers in the UK spent roughly four billion pounds in 2016 on television broadcast, which is basically very slow increase than ten years ago at three billion and thirty million pounds. However, the launch of interactive ads on the television made it to the news as a major announcement (Gross, 2017).

3.12 Advantages and Disadvantages of Online Advertising

There are many advantages and disadvantages to the online advertising. It is entirely subjected to the access of Internet use to the general public. Every medium of advertising and marketing carries with itself a set of Advantages and

disadvantages. Marketers weigh the balance subject to the presence of their audience (Lewis & Rao, 2015). The basic set of advantages online advertising can have are the no issues of accessibility as the ads are not geographically bound the target audience, the audience can choose to view the ads and stay with it. This is how the advertisers can actually test the effectiveness of their advertisements such as through analytical tools already present in most of the social media platforms (Li, 2016).

The measurement of conversion rate, brand awareness and brand recognition can easily be tracked down with various other set of important information. The online advertisements are far less costly than traditional advertising and it can reach to more people at a fraction of the total cost. Furthermore, the individuals can always stay with the information in terms of mobility of devices on which online advertisements are displayed (Krishnan & Sitaraman, 2013). However, it must be borne in mind that with benefits comes few disadvantages. The material that goes into the advertising online cannot be tracked in terms of the content for younger set of audience.

The younger audience randomly clicks on many different clickable items that may not concern them; however, the information drawn from their clicks and

the impressions received cannot device a very accurate advertising plan on the presence of these kids online. There is a big disadvantage of getting the logo, content, images and trademark to be copied and used for several purposes. The content cannot remain original (Coyle and Gould, 2010).

3.13 ROI on Online Advertising

It is very important to understand the significance of return on investment in online advertising in order to understand if the campaign is successful or not. This also means that the amount invested in the marketing campaign is back. The easiest way of how to measure Return on Investment (ROI) is through track metrics that connect the profit and revenue tied up. The metrics basically includes the leads; number of visitors, impressions and the number of download. However, ROI can be measured differently subject to the kind of content (Jakobson & Rueben, 2013).

Mobile video advertisements are one of the most effective methods of advertising that is because mobiles are considered to be more personal. The mobile advertising is a personal experience than a shared experience (Pai, Yan, Wang, Mathew & Pani, 2015). The advertisement when viewed provides metrics such as the traffic to the website, brand awareness and number of social sharing. To measure ROI, brand awareness is a good tool such as remembering the url of the

website tells a lot about high brand awareness than searching for it on the search engines. Now the next most crucial metric is whether it generated any leads such as increase in sales. The placement of the ad can also be tracked to understand if it is viewable for the audience. After all these tracking metrics reflects the consumer's mindshare (Lewis & Rao, 2015).

In this metrics, advertisers check if the consumers are talking about their brands through comments, user generated data, blogs and other means. The same way native ads are tracked. These native ads are basically more inclined towards organic content providing useful information to the reader in an understandable format. The articles resemble that of a non-paid article. It is not difficult to locate native advertisements as they are available in hard copies also in magazines, online newspaper, and on Facebook. However IBM is such platform that pays for the content to be published on the Forbes as IBM Voice (Ghosh & Mahdian, 2008).

The content feels like an article on a website, but it is basically marketing content that is generated to attract consumers. There are different measures to check the return on investment on native advertising such as customer acquisition. This refers to the number of click through and led to the acquisition of the information and ultimately translated into conversion. Now the information has to

be trusted by the readers to maintain the reputation. The more people able to reach to the results of native advertising the higher the chances of brand recognition (Coyle and Gould, 2010).

3.14 Nature of Online in Kuwait

Kuwait has been considered as the hub of online advertising consumers. Among all other Middle Eastern countries. The Kuwaiti online community ranks the highest in online usage. Northeastern University Studies showed that Kuwait tweets more per person than any other country in the world. Recently twitter plays a good role upon setting online advertising promotion, which helped many of entrepreneurs to upraise their marketing activities. Furthermore, twitter added online video service, which led many marketers to share together their business enterprises (Arab Social Media Report, 2014).

Kuwait online society users are active, they dominate Instagram. Statistics show that #Kuwait has been used in 8.2 million posts. While #USA has around 7.7 million, considering Kuwait has a

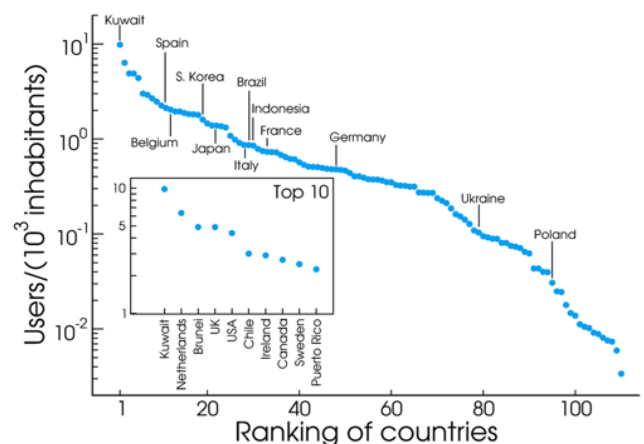


Figure 3.2: Ranking of countries in smart phone market penetration. Source: Northeastern University Study stated by Martin, Head of the business office in the British embassy in Kuwait, 2015.

population of 4 million and the USA, 300 million. Northeastern University Studies showed more about online users' which stated that "Kuwait has the highest smartphone market penetration in all the world at 212% and according to Mideast Times, every Kuwaiti on average carries around two mobile devices, some use for family matters and others for business and pleasure (Martin, 2015).

The Arab summit of social networking 2015 which was held in Kuwait showed that Facebook application comes the first favorite tool for most Arabs followed by WhatsApp. As in terms of importance for them comes Facebook 87%, 84% WhatsApp, 39% YouTube, Instagram 34% and Twitter comes by 32%. Research has shown that one-third of social networking sites users spend a period of about half an hour in each time of browsing. 52% use social networking sites in the evening time. Thus, the evening period is the time for the increased of users' access to visit their accounts and spend the longest time. While, in Kuwait 43% of users see that YouTube is the most important for them, and others believe that Instagram is the best for marketing (Alkabi, 2015).

This reflects on the establishment and achievement of the online industry in Middle East and North Africa (Mena) region, which is considered to have the most active online behavior users in the era. However, in Kuwait there are

certain prohibitions on showing certain practices and products that companies and marketers need to take into account. For example, the advertising of liquor is illegal whether online or offline. Religion is also forbidden to be advertised as it may cross the sentiments of the Kuwaiti individuals (Elasrag, 2011).

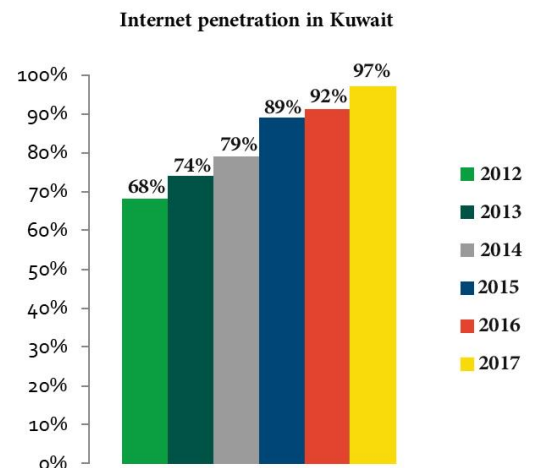
The agencies practicing in the region are very well aware of taking good care of prohibited products and services such as sexual services, gambling and smoking to be displayed in ads. The nature of online advertising also follows the same course of actions.

3.15 Internet Penetration in Kuwait

Internet usage is increasing rapidly in the past few years and has become very vital. The information in the Internet is uploaded and posted instantly, which makes the Internet a very fast source of information. According to the Ipsos research the Internet penetration in Kuwait is extremely high, there are many factors affecting the Internet penetration in Kuwait. The availability of Internet services, and the big percentage of educated young people in the society supports the numbers shown in the data. In 2017 the Internet penetration in Kuwait stands at 97% it has increased by 5% from the previous year (Ipsos, 2017).

The researcher finds that this is very vital for the future of media and advertising because nearly everyone today is using the Internet. The audience for advertising agencies is huge and they can easily target their intended audience. They could target certain websites with the ads and this would mean that they would easily find the potential customers for their service. It certainly seems that Internet usage in Kuwait and worldwide is increasing and this would mean that the online advertising industry would grow.

The Internet population in Kuwait has risen gradually to 2.9 million users in Kuwait over the past few years. It is now at 97% according to the Ipsos data that shows that from 2012 till 2017 it is



increasing rapidly. This shows that almost all of the population is using the Internet on a daily basis. The existence of Internet connected smart phones has led to this increase in Internet usage. The researcher believes that this would be very beneficial for businesses, because this would help them in marketing their products and services. According to the chart above of Ipsos research it showed that Internet penetration in Kuwait 2012 was at 68%. While in 2013 it saw an increase of six percent bringing it at 74% and it continued

Figure 3.3: Internet penetration in Kuwait.
Source: Ipsos Kuwait report (2012-2017).

to rise the following year it was at 79%. In 2015 it had risen to 89% which was a huge leap increasing 10%. In 2016 it has risen to 92% and in 2017 it was at 97% this shows that the Internet has become a vital platform in multimedia and is growing rapidly (Ipsos, 2017).

3.16 Multimedia Penetration Trend in the State of Kuwait

Multimedia usage has seen some changes in the past couple of years with the introduction of new technologies like the smart phones and tablets. The old traditional media outlets have seen a decrease in numbers of consumers in recent years due factors such as the availability of Internet and social media. The researcher will explain these new trends in greater detail in the coming chapters.

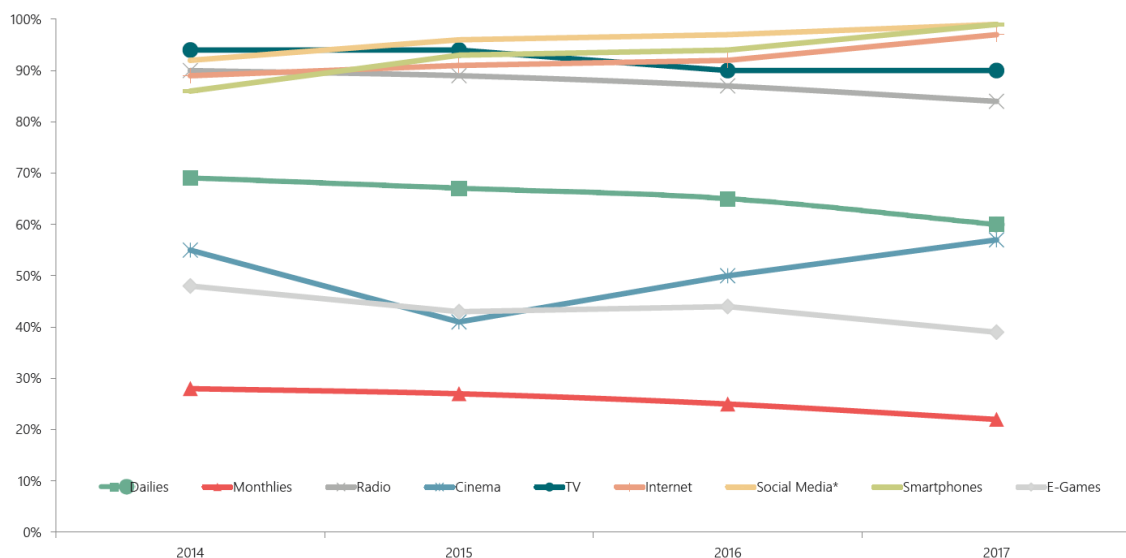


Figure 3.4: Multimedia penetration trend in Kuwait.
Source: Ipsos Kuwait report (2014-2017).

The data gathered by the Ipsos research centre shows the trends for the distinct media outlets. Newspapers historically had a huge readership but during the past few years they have declined in sales. During the past few years, according to the Ipsos chart which is drawn below, it shows that the penetration of daily newspapers has declined steadily and is down by about 5%. Monthly-published magazines have seen a slight decrease in number of readers according to the same chart. These types of traditional printed media have been affected by the increasing usage of online media outlets (Ipsos, 2017).

The other traditional media outlets such as the radio, cinema and TV have seen some changes in penetration during the past few years. The radio penetration for instance has remained slightly the same but is slow on a declining trend. The cinema on the other hand saw a decline between the years of 2014-2015, but there was a rapid increase from 2015 onwards.

The viewership of television has seen a decline and the researcher believes it is due to the introduction of new on demand Internet based platforms. The modern form of online-based media has seen a huge increase in penetration and has been gaining momentum. The above trend chart shows that the smart phone usage has increased rapidly during the past years and that's because of the availability and

simplicity of those phones. This makes it easy for all people to have accesses to the World Wide Web, furthermore it led to the increasing of social media usage because most people own a smart phone and most of the smart phone owners have social media access. The only Internet based outlet that the chart show decline is the electronic games E-Games (Kazi, 2017). The researcher find out that *Ipsos* chart show the declining of penetration of the traditional media outlets and the increasing penetration of the online based.

3.17 The Effect of Online Upon Traditional Media in Kuwait

Offline traditional media has seen a huge decrease for the most part and that is due to the increasing availability of online acquisition, which led people to use online media outlets rather than the traditional ones. The below *Ipsos* research chart shows that the Radio got 38% and Television 20% which means that their trend is decreasing whilst the daily newspapers reached 38% and the magazines has seen an upward surge and reached 54% (Ipsos, 2017).

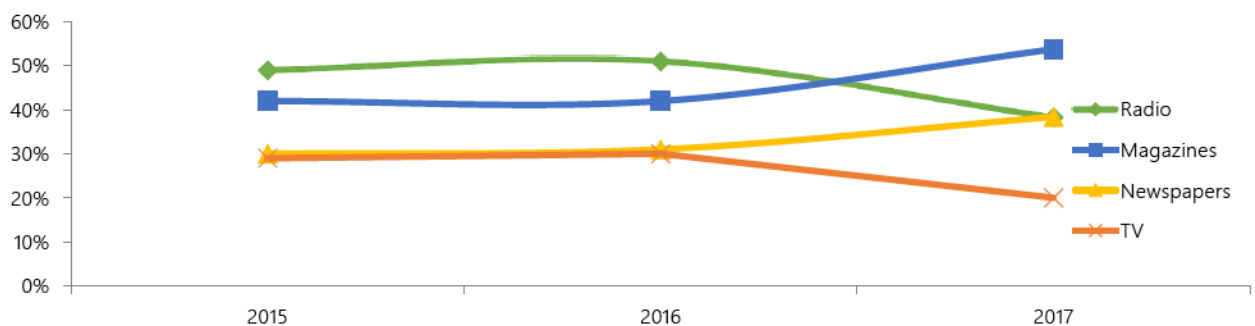


Figure 3.5: Online and offline media usage in Kuwait.
Source: Ipsos report (2015-2017).

The rising of magazine and newspaper readership has increased in the past year due to their availability online. This means they can still strive and gain advertisements revenue, which is vital for their continuity. They have found that a lot of people are not buying newspapers and magazines physically, which made them convert their material to online that has increased viewership dramatically.

On the other hand the same chart shows that radio and Television consumers have declined gradually. This is because of the rise of the Internet media sources like YouTube, sound cloud and podcasts that have affected the traditional radio stations. The TV viewership has declined due to the on demand services such as Netflix and other on demand television outlets. The researcher concludes that the new online media outlets are taking over the market share and getting a bigger share of the advertising deals. More people are getting familiar with these modern outlets and they are gaining subscription and growing rapidly (Kazi, 2017).

3.18 Most Effective Online Advertising Mediums in Kuwait

Media advertising is vital and essential for the media industry and business advertising agencies, as it is the most effective tool for marketing any product or service. The huge variety for media sources means that there are a lot of different

outlets that can be used for advertising. The traditional media outlets have few audiences than the new online ones but they are still expensive for small businesses to advertise in. Outdoor advertising is the most effective media for advertising according to the Ipsos graph it reaches 24% of the population. Outdoor advertising is expensive which is affordable by big businesses but are neither affordable nor useful for small businesses. Outdoor advertising has a huge outreach that is useful for telecom and other type of major businesses (Kazi, 2017).

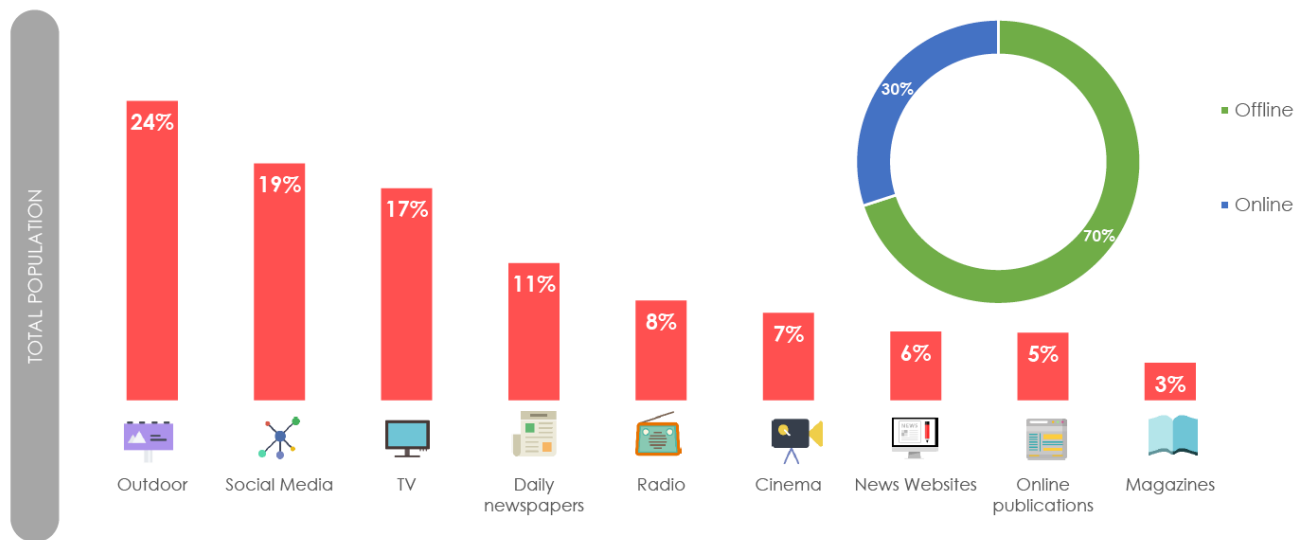


Figure 3.6: Online Advertising Mediums in Kuwait 2017.
Source: Kazi, M. Ipsos Digital media account manager at Ipsos Kuwait.

Social media advertising is viewed by 19% of the population and is affordable for small businesses to advertise in. It reaches younger people, which businesses could target by launching advertising campaigns that are affordable in comparison to traditional outlets for advertising (Kazi, 2017).

Television is the third most effective media for advertising and a lot of businesses have TV ad campaigns targeting potential customers. TV advertising is expensive for most new small business owners while, it is not for big businesses that have an advertising budget. Small businesses might not want to advertise in Television channels because of its expensive cost while they can market through social media targeting their customers in less expenses. Other media outlets that are less effective in advertising are slightly cheaper than outdoor advertising and TV but are more expensive than social media. Daily newspapers for instance are still expensive but their readership is steadily decreasing. Radio is also a decreasing outlet for advertising that has been losing audiences with the introduction of new technologies. Monthly issued magazines are the least effective method of with only 3% of the population viewing them (Kazi, 2017).

Before the revolution of Internet and digital technology which had affected the marketing line all over the world, we see some Advertising Mediums had been negatively influenced because of the new trend of advertising through digital tools. An example of this influence which was upon Kuwait Public Transport Company, KPTC is owned by the government, the marketing manager Aleidan stated that “the company had preferred to offer a tender between them and media advertising agencies, to advertise on company's buses. There was a bid and it was won by one

of the competing those agencies in 2009 with a huge amount of 9 million Kuwaiti Dinars which equal 25 million Euro (Aleidan, 2015).

This large amount of tender raised the value of the advertising and increased cost value, which resulted reduction of demand, besides the emergence of the global financial crisis, which had an enormous impact on all the countries of the world, as well as on Gulf countries. Consequently, Kuwaiti advertising market had been affected by that crisis. The advertisers were concerned about the matter and preferred to reduce their advertising campaigns. Kuwait Public Transport Company (KPTC) in turn had been affected negatively especially the advertising market share revenue, hence the contract was terminated and the with the advertising agency and we were suspended due to financial and legal problems for 3 years (Aleidan, 2015).

After that period we started again our own advertising department, so we worked as a team on a marketing plan, in spite of the big decline of the advertising prices which reached 90% of cost advertising value, for example, Aleidan stated that “ our advertising prices dramatically decreased from 925 Kuwait Dinar to 250 for the advertisements which are on the back side of the transporting buses”

He added “We had begun advertising with big brands like Ikea and McDonalds and other Governmental organizations like Zakat house, they advertised their new products and services through KPTC buses which are found in the streets from early morning till midnight”.

It was clear that many media sectors had been affected by the new way of online and digital advertising and it was shown through the statements and evidences which were demonstrated and tackled.

3.19 Summary

This chapter was related to online advertising focusing on the scope, advent, and marketing channels that were beneficial for both the marketers and the consumers. With the passage of time, online marketing has taken over the traditional marketing techniques and is emerging very rapidly in this modern era. The increased use of internet and globalization has taken over everything and signifies the importance of internet advertising for the growth and development of the business enterprises.

There are several theories of online advertising as well discussed in this chapter. However, the main goal and types of online advertising included the intention to replace old customers with the new ones. Online marketing has a massive impact on the consumer buying process and the way they perceive goods and services. Social media is also playing an important role in the online advertising medium including facebook, instagram and snapchat. Desktop and pcs are transformed into mobile phones which have made it easier for the marketer to reach the target market. However, there are also several shortcomings of the online advertising including positing on the internet, Ad blockers and even negative word of mouth marketing.

CHAPTER (4): SOCIAL MEDIA

4.1 Definition of Social Media

Social media is an umbrella term of online communication channels that are entirely dedicated to community based input. It is a medium that allows users from all over the world to come together to share content, interact and collaborate. There are websites, forums, blogging and microblogging, social bookmarking and social networking (Fuchs, 2017).

Social media is basically a web-based/computer mediated set of technology that helps in sharing and creating interests, ideas, information, images and videos in the virtual world. These virtual platforms are further facilitated by social media which encourages in creating networks and communities (Tuten & Solomon, 2017). There are many features of social media that are very necessary, the services provided by social media are as follows:

- The social media is basically an interactive web based application that also is now in the form of mobile applications to cater to the growing needs of individuals and businesses.
- The lifeblood of social media is through the creation of user generated content such as comments, messages, videos, digital photos and text posts. These forms

engage users to participate and own the social media space, which builds a sense of personal and collective sharing with groups.

- Social media is a gateway to social networks and connecting a profile of one user to other individuals (Peters, Chen, Kaplan, Ognibeni & Pauwels, 2013).

4.2 History of Social Media

Social media has evolved over the years because of the fact that there is a complete transformation in the way people use internet. The digital media which is also known as the form of electronic communication was created to share information. It was formed for social networking, to exchange information among individuals and to cultivate productive relationships. There had been many different ideas of social media occurrences. It is present since the human history but with the passage of time, technology had made it easier for people to communicate with each other (Leonardi, Huysman & Steinfield, 2013).

Social media was present since the 1950s where telephone network was a source of socialization and communication. Hence, there was a formation of a homemade electronic device helping to facilitate for people to make free calls. With the passage of time, in the 1960s, the concept of email was developed, however it was not available to the public till the year 1991 after which internet

was made available. Initially, it was done through the connection of two computers that were connected to the same server and had to be online together (Curtis, 2013). However, social media networking sites were created in the 1990s which were highly niche and people were able to interact through different contact models. In the meantime, the blogging and opinion sites were created where the customers read about the product and created reviews (Ellison, & Boyd, 2013).

The peak of social media was the year 2000 when significant social media networking sites were seen rising up. This transformed and boosted the organizations and individuals' attention towards sharing their common interests. Researchers focused on the significance of online advertisements by studying its effectiveness compared to social media. The statistics in the 2011 research stated that the revenues generated from online advertisements surpassed the revenues generated from broadcast television. However, statistics also studied the growing revenues which were experienced from 2012 to 2013 to be tremendously high, i.e. in the year of 2013 the total revenue generated from online advertising grossed forty-three billion US dollar, which was a seventeen percent increase from thirty-seven billion US dollars in 2012 (Fuchs, 2017).

This explained the massive growth of online advertisements to be more effective and reaches a larger audience in with the use of less money than conventional advertisements. The revenues went up and this encouraged new businesses to enter the market and become advertising agencies, offering different channels for publishers and advertisers. This however, led to the boom in the profession of online advertisement. The rise of twenty billion US dollars in revenues promotes the online advertisement over conventional methods of advertisement. Online advertisements have many effective platform types which are well used in the virtual industry all over the world (Fuchs, 2017).

4.3 Importance of Social Media

To understand the importance of social media, one must understand where the e-commerce world and online advertising industry has gone in terms of total spending. Social media has received a lot of attention because of the benefits it provides to users. Most people now use social media in the form of apps on their smart phones. Social media provided space for individuals to come together to form a sense of online community, sharing ideas and thoughts and the need for belonging. The concept of staying in touch with friends, family and colleagues lifts up the communication bond (Leung, Law, Van Hoof & Buhalis, 2013).

The digital world has provided space for creating and sharing memories. The history is shared as they share the same social space. This makes the concept of social media very integral to the overall online services provided through the internet. Not only individuals share their experiences and opinions, but brands also listen. They want to know what their clients are saying about the brand through user-generated data.

The content is created by both businesses and users, this enabled corporation and personal content to be published, edited, reviewed and modified later. Social media is important as it helps track results better than any other advertising medium. Unlike billboards and newspaper ads, the return on investment can be quantified. Researchers state social media as a virtual black hole that may either devour information or create the buzz (Aral, Dellarocas & Godes, 2013).

4.4 Types of Social Media

When social media started to flourish and gain acceptance, there were only a handful of social media platforms. However, with the widespread popularity of social media, there are now many different types of social media that are used for several purposes (Bolton, et al., 2013). Few of them maybe for idea sharing such as Pinterest, while LinkedIn could serve as a career building platform where

employers and employees meet. However, it must be understood that not all platforms are created equal. The many platforms available to the marketers still require them to know what would be the suitable for their brand.

Social networking websites such as Facebook is still, to this day, the major social website. There are approximately two billion registered accounts on Facebook from all over the world. Social media in simpler terms is a platform for users to connect and come together. LinkedIn, Twitter and Facebook are a general representation of the common social media marketing practices by modern marketers. These websites set marketers on a level where leads clients and customers all are stakeholders and network interface which is through sharing, posting and user generated content (Ngai, Tao & Moon, 2015).

4.4.1 Facebook

Facebook is the most important form of social media and basically the strongest platform accumulating more than 2 billion users worldwide, FB has been served as a platform to bring social changes. The Arab spring was raised from Facebook. This helps in understanding the significance of the platform. It has evolved over a period of time from simply an online portal to communicate and

chat with friends, share photos and videos to a larger community that integrates similar interests and caters to everyone's liking (Virginia, Chen & Haney, 2013).

Facebook has also established remarkable changes over the period of years by putting forward the check in and also integrating ideas from Snapchat and other social media applications. FB has been used for several purposes but is more importantly used as a platform for online advertising. The example of Coke displaying video ads and leaving teaser ads on Facebook to promote their new campaign is best to fit the larger audience that stays on Facebook. With the passage of time, it has enabled the advertiser to view visits, reaches and impressions. FB turns out to be far more reachable and accurate than other social media platforms.

The statistic checker has many options to further channelize and narrow down the audience to reach their specified audience. Around 81% responded that they spend most of their time on Internet surfing websites or networking through different social media platforms. Due to that, the majority of them are introduced to advertisements through social media platforms such as Facebook, Twitter and...etc (Chamorro-Mera, Miranda & Rubio, 2014).

4.4.2 YouTube

YouTube is a video sharing website that is basically headquartered in California, America. This service was originally created by three ex-employees of PayPal, Hurley, Chen and Karim in the year 2005. Google eventually saw the rising popularity of the website and eventually purchased in 2006 by paying approximately one and a half billion US dollars. Now YouTube functions as one of the Google's subsidiaries (Gupta, Singh & Sinha, 2017).

YouTube allows the users view, share, upload, report, leave comments on the videos, add to favorites, watch later and subscribe to the online channels. To access YouTube, one has to have access to the internet, however, the users now have the benefit to save videos and watch them offline. From corporate media to user generated media, YouTube has served as a platform that facilitates influencers marketing. Many bloggers and individuals have become influencers and earn money by the number of views they receive on their videos.

The content available is basically music videos, TV shows, documentaries, movie trailers, audio recordings, audio songs, video songs, educational videos, view blogging, original short videos and etc. It is also serving as a great platform for advertisers to display video ads before or in the interval of a video. This may be

set on auto play where the users are stopped from viewing their video for 5 seconds. After the 5 seconds, the users are given the choice to either continue watching the entire video advertisement or skip the video. YouTube generates money through Google AdSense platform, this program is designed to target advertisements catering to the content of the site and audience. There is a vast majority of views that are completely free to watch and then comes the subscription based premium channels and rentals of films (Yadav, 2017).

YouTube is a great help to social media marketing, as video sharing has been one of the most popular Internet phenomenon. Individuals often spend a lot of time on YouTube which leads to many user views and therefore more exposure for the advertisements being played.

4.4.3 Twitter

Twitter is an entirely different social networking platform, the services twitter provides are very different such as it is basically an online news and social networking site. The users are provided with a restricted 140 characters message posts to be published, known as tweets. The 140 characters limit was later changed to 280 characters in 2017. This enabled more expression by users.

To use twitter, it is a must to have an account and be registered in order to post tweets. Twitter became vital for many reasons. First and foremost, Twitter was treated as a hub for social and personal expression through a limited number of words and this lead to the creation of numerous trends (Jiang & Erdem, 2017). News updates were the first service available, Twitter later became a hub not only to celebrities but all public figures to use their freedom of expression.

Twitter was created in the year 2006 by Dorsey, Glass, Williams and Stone, the service was greatly recognized and received popularity. In the year 2012, there were more than one hundred million users and almost three hundred and forty million tweets recorded per day. This proves the constant usage of this social media network. Twitter handled around one hundred billion and sixty million search queries every day. In the year 2013, Twitter was awarded as the most visited website and to this day it is known as the SMS of the internet. In 2016, there were more than three hundred and nineteen million monthly active users. On an average, the US presidential elections have proven to be the largest source to break the news. There were almost forty million tweets recorded that were election based (Carscaddon & Chapman, 2013).

4.4.4 Pinterest

Pinterest is a mobile application and a web company that basically operates a system specifically designed to discover information on Internet “world wide web”. Pinterest brings all similar pictures together in a shorter scale, videos and GIFs also. The site was originally founded by Sharp, Sciarra and Silbermann. The basic idea of Pinterest was a catalogue of ideas, which may inspire users to imitate or copy (Vega & Green, 2014).

They also generated the whole idea of “Do it Yourself” DIYs to promote self-subsistence (Ortega Góngora, 2016). Arts and crafts, fashion, food and style are one of the most popular categories on Pinterest leading to millions of picture collections. Pinterest was introduced in 2009 and by the year 2012 many more categories got developed.

Pinterest as a social media platform has earned a great deal of credibility as it serves to be the platform to deliver ideas, share ideas and DIYs. This promoted the new sense of achievement in individuals to take more keen interest in taking interest in arts and craft. This also turned out to be a promoter for the fashion world (Vega & Green, 2014).

4.4.5 LinkedIn

LinkedIn is a social networking service that provides an employment and business oriented platform. It is a web and mobile application that caters to individuals to showcase their professional skills and educational background in order to garner more success and opportunities. The individual provides personal as well as professional achievements to help the employer gauge their potentials (Yadav, 2017). The more credibility the candidate earns through earning testimonies of other individuals, the more chances of benefiting from employment opportunities.

LinkedIn was founded in the year of 2002 and was launched in 2003. It is basically a social networking place that is moreover a professional networking. Job posts help job seekers to match the gap. By the year 2015, the company's revenue was mostly from selling access to information of the members to sales professionals and recruiters. LinkedIn operates in more than two hundred countries and five hundred million members in total. However, only a hundred and six million users are active. Members have the privilege to invite anyone to the app/web whether they're members or not.

The gate-access approach was established, which is basically an approach that needs the existing relationship or introduction through a LinkedIn member to build trust in the online community (Jiang & Erdem, 2017).

4.4.6 Instagram

There are many advantages from Instagram and it wouldn't take long for anyone to figure out the benefits of such platforms. It can also be stated that the benefits of Instagram are enjoyed on a multiple front to a dynamic audience, which does not only include its owners i.e. Google but other groups, such as individuals and companies to promote and advertise their products. It serves useful to a number of industries such as the music industry, film industry, educational institutes and so on. The most common benefits are that anyone can view, share and upload videos at any given time from any part of the world by simply having connection to the Internet. It is easy to use and people enjoy passing time going through Instagram. There are many people who have initiated their video blogs on Instagram, they earn a good amount via setting up a channel on Instagram. Instagram does not only provide entertainment to the masses but offers employment opportunities to thousands. It can be used in a number of ways subject to individuals' preference (Chamorro-Mera, Miranda & Rubio, 2014).

4.4.7 Snapchat

Snapchat is the fastest method in sharing image messages. It is a multimedia mobile application which was created by Evan Spiegel, from Stanford University. The principle concept of the social media application is to share instant images and messages that are available only for short time periods and then becomes inaccessible. The application has evolved over a course of time which originally focused on person to person sharing stories (Virginia Phelan, Chen & Haney, 2013).

Now the community of snapchat users has become wider, where the options to either share with friends or with everyone has become available. Many different filters became available to users, which attracted more users, as well as, celebrities and other important personalities. It is also a good way to sneak peek into the lives of favorite individuals.

4.5 Social News & Bookmarking Sites

Social bookmarking sites are basically centralized services online which lets users edit, share, add, comment and bookmark any web document. This let users

save web documents and pages for future references and uses. The idea came in the year 1996 and only in 2003 did it receive massive recognition through the launch of Delicious. The terms tagging and social bookmarking became popular. Tagging has become a vital feature of social media platforms (Bastos, 2015).

Facebook and Instagram widely use this feature. This specific feature enables users to tag others on the posts. Tagging is also a very important feature of the bookmarking system that allows other users to maintain and organize the bookmarks. It might be different from file sharing but social bookmarking and news enables users to bookmark for references. It also helps provide users with information and news that might be of interest to them, based on their searches. Bookmark creates a link to the bookmarked page for references. This online service also allows the users to add description in the form of metadata, so that the users can understand the resource's content without the need to download the entire document. The description is basically free text comments, votes favoring or opposing the quality or tags and collectively leading to making a folksonomy (Shenoy & Prabhu, 2016). This term refers to social tagging, which is basically the process of adding metadata in the forms of adding keywords to the shared content to make it easier to understand for the users.

4.6 Social Media & Marketing

Now social media advertisements are existed in all entertainment means and daily applications because commercial companies knew that advertisements revenues had led to business success. Advertisements on the internet became main promotional mean for many companies and entrepreneurs to sell their products because of the enormous popularity of internet, in order to achieve the best promotion, they need to deal with specialized marketers in advertising through the internet that use the technology of “directed advertisements”. Directed advertisements technology allows following the effect of user on the Internet through following and analyzing its activity to identify its interests and desires to present a trust worthy campaign (Vanessa, 2010).

Twitter had attracted the attention and became the most important program for marketing in Kuwait as there is a study by Northwestern University indicated that the highest ration of using twitter in the world was in Kuwait through conducting a ratio between number of residents and number of online users in twitter. Social media is vital researches. The same thing happened for Instagram. Kuwait posted around 8.2 million times. But US only 7.7 million, this is a good ratio if we considered that Kuwait inhabitants are 4 million against 300 million for US. Kuwait has the greatest smartphone market infiltration in the world 212% and

if we look at Mideast times, Each Kuwaiti on average has about two mobile devices. The great knowledge and use of Instagram in Kuwait became a business, to all kinds of products and services (Martin, 2015).

Social media marketing is driven from promoting the products or services using social media as a platform. This platform is basically a pillar to the online advertisement helping brands to get to their audience, engage and involve them and listen to their needs. Social media and marketing can be taken as a concept that is similar to digital marketing and e-marketing (Ashley & Tuten, 2015).

Most of the social media platforms are very much capable of providing the publishers with statistics because they already have built in data analytic tools. These analytical tools enable firms and businesses to gauge and track the success and progress of their campaign. This is a good way to track the success of a campaign in terms of its reach and engagement with the right audience. Firms address a wide range of stakeholders through potential and current customers, social media and social marketing, potential and current employees, bloggers and others to speak on a strategic level, social media marketing is also responsible for marketing campaigns (Leung, Bai & Stahura, 2015).

Social media is very effective in many ways, however, if user-generated content is posted, the impacts become more widespread as it creates testimonials, consumer involvement and this is known as earned media. The most essential progress rate for any brand or firm is to check whether they have sufficient earned media. This level is only attained after having created user generated mediums (Ashley & Tuten, 2015).

The users willingly participate, it must be put in mind to gain positive reviews and feedback, comments and testimonials in order to create positive word of mouth. This is the best way to gauge the efficiency and return on investment in terms of creating satisfaction.

4.7 Social Media ‘The New Mindset’

To understand where social media stands in today's world, it is not an understatement when saying it is now shaping up our everyday life. The researchers state social media has given individuals the opportunity to express themselves, become more accepting and self-esteemed. This whole period of self-definition where individuals feel they are responsible for the creation of self in the social media talks about the mind set of individuals (Ngai, Tao & Moon, 2015). The journey of defining oneself takes most of a person's years to talk about social media and the prevalent mindset, it must be put in mind that it is the constant

creation of personal story. This shapes up the individuals responses and virtual community interaction with other community members. The need to seek out some credibility in an individual's life is very integral to their overall mental and physical health. To better and improve, users use social media as a virtual mirror for admirations and build some credibility (Jussila, Kärkkäinen & Aramo-Immonen, 2014).



Figure 4.1: Two daily local newspapers in Kuwait ALANBA and ALJARIDA.
Source: Researcher Photographs

In Kuwait in recent years and since 2015 until now 2017, the Two daily local newspapers in Kuwait ALANBA and ALJARIDA had put on their first page a headline advertisement that they had gained the second rank among the most read newspaper in Kuwait. Both newspapers were in conflict because the ad indicates that they have got the same percentage of the number of readers to their newspaper. The result of the survey which were analyzed by different market research and consulting firms came to rank the two competitive newspapers in the same position in press offline media market which was the second rank. This advertising rank of both the two newspapers had negatively put the two newspapers in circle of

suspicion about their authenticity in transferring the news for the audience and society members who still use the newspaper as source of information.

We can say that this is an example which let us know that offline media is not that accurate to measure their fixed number of readers, besides that the effect of online is more accurate when it comes for measuring the number of its browsers and followers.

4.8 Social Media & Community Consumers

To carry out online businesses, it becomes necessary to communicate with the customers in every medium. Social media allows a wide reach than any other medium. The targeted communication accurately guarantees the message of the company to be received. Social networks allow a two-way communication that creates room for interaction between the customers and the businesses. The consumer's voice is heard this way. To create a virtual business on social media web pages, there are many opportunities laid down to individuals, to become more visible and available to the consumers eyes (Tuten & Solomon, 2017).

Speaking from a consumer point of view, freedom refers to the space to express their opinion about a service or a product in a setting that is semipublic in

nature, which can be read and viewed by numerous people. This may favor businesses more if the opinions are favorable to the products and services offered. However, an unfavorable remark may cause potential business loss by driving business away, to delete negative messages and comments can be partially effective. The opinion leaders and commentators can always post negative comments elsewhere. Social media makes the information easy to be shared, whether it is positive or negative (Ellison & Boyd, 2013).

To view consumer as a researcher, social media provides the spreading of information or deal of information available on the product or service of a company. The information may not be limited to the company profile but can be used for more purposes, as many websites are solely dedicated to consumer-collected information.

4.9 Social media Image in Mena Region and GCC

In the Middle East and North Africa region (Mena Region), Egypt and Jordan are the biggest countries in the Arab world which use Facebook enormously. On contrary, in Gulf countries Facebook now is not popular and unfavorable as before, because Kuwaiti users in our community are very trendy in

using any social or online platforms, while in Saudi Arabia have a big twitter usage. Kuwait comes in the second internationally position in using Twitter according to its population and their usage.

The United Arab Emirates (U.A.E) and State of Kuwait are the most active Gulf countries using Instagram. The culture of choosing the search engine platform in different parts of the world scientifically is in identified and the reasons are not known and there are no studies about this topic “why some Apps are famous in this country and others are rarely used in other countries. This is due that it is a community behavior”.

Samer stated that “Gulf countries are the most areas, which use mobile apps more than North Africa region like Egypt and Jordan who still use the laptop and desktop greatly. The different platforms are more suitable to use through the mobile better than laptop, while the platform of Facebook is better to be used on the laptop not the mobile because it’s a strong platform”.

All the platforms are competing to make users interface easily, these varied Social Media platforms help in the big competition among the acquisition of online users. Remarketing is the name of the style technique, while cookies are the small

tools which help in performing this style to be done. For example, if you browse a site for a certain product, you will see the advertisement cookie will follow you even you change the website page or you access in other time because you are their target for the Remarketing advertisement technique (Samer, 2017).

4.10 Online Breakthrough To Local Market In Kuwait

In 2006 there was no chance to imagine how to market your products by using computers and if you want to persuade anyone who looks for an effective means for marketing his product, you will tell him to use Facebook if he has a desktop or laptop. At that time there were people who were illiterate towards using those devices and sign-up new user for email and they don't know how this technological medium is utilized (Bin Dhafari, 2015).

In 2008 as a media-training centre, which is a branch of a media company, a lot of training courses were made for the ones who have interest in marketing via online. Bin Dhafari, explained that “we began with Facebook to explain how the new medium were applied. Furthermore, we made a lot of workshops for the ones who like to develop their personal knowledge about using online platforms and practice the process to have more understanding to this new style of marketing”. Later on “we also signed agreements with some governmental organizations in

order to train their employees the principles of using the innovative online communication and how to expose their activities and market them, which showed there was a wide acceptance to this new trend of marketing” (Bin Dhafari, 2015).

In Kuwait 2011, private sector companies depended enormously on electronic marketing as they had employees who were in this sector most of them were youth and their education and study was completely computerized and they can manage well the usage of marketing tools in this job besides measuring the revenues of their marketing. In contrary, in the government sectors most of the staff of employees had years of experience in the traditional work and most of them were middle-aged. Besides “we noticed that their acceptance for using the new trends in communication field in general was restricted, and they were in need of extensive training”. After the vast existence of smart phones and electronic devices like iPhone and iPad, young people were concerned to gain those new technology to the extent that once the stock had finished from the whole market due to the big purchase to those devices, and the financial capability for consumers to buy those kind of smart phones (Bin Dhafari, 2015).

Now, most of the people here in Kuwait had got their smart phones with them everywhere they go and stuck in their hands, so the communication became

easier and they can contact with others at the moment. Therefore, there's no need to have the laptop everywhere you go carrying big device case, so you can email and market via your smart phone using the different social media tools. Hence, electronic marketing started to increase rapidly, which reflected positively on the revenues.

In social media, when you market a product, you look for a celebrity who is familiar to everyone and who can express and describe the marketed material professionally. For example when a new restaurant is opened, and this celebrity describes for the audience how delicious this food is and asking his followers to visit this restaurant to enjoy the tastiest food. All the marketing images, expressions and advantages of the product must be done according to business ethics.

In Kuwait we notice that some social media tools are popular among males that they prefer Twitter more than any other tool as it brings to them all news about politics, events, and on-spot news while Instagram shows everything which attract females' interests like fashion, food recipes, hair styles, what's going on in the community, and the new attitude or brand style which is found everywhere. Facebook had bought Instagram, and an alternative media tool has been used which is Snapchat, it is fast in spreading and a good communication tool, the material

which is shown in it is fresh and live but it doesn't stay long that's why it push the people to watch and follow before footages disappear. Another tool of social media is the Instagram where you can watch a video, you have the option to comment, like or dislike and you see the pictures as if they are alive, this social media marketing platform is very effective in the success and broad expansion of small and medium enterprisers' in our Kuwaiti community (Bin Dhafari, 2015).

4.11 Social Media Platform Penetration in Kuwait

There are a lot of social media platforms, they are available to everyone with Internet access. People use social media to post personal information for the viewing, likes and comments of friends or the public. The growing number of users made these media outlets a good platform for advertising, as shown in the table below:






| Penetration | TOTAL | NATIONALITY | | | GENDER | | AGE | | | |
|---|-------|-------------|-------|--------|--------|---------|-------|-------|-------|-----|
| | | LOCALS | ARABS | EXPATS | MALES | FEMALES | 15-24 | 25-34 | 35-44 | 45+ |
|  | 84% | 55% | 94% | 94% | 87% | 80% | 72% | 89% | 90% | 80% |
|  | 34% | 65% | 42% | 11% | 29% | 42% | 53% | 34% | 26% | 30% |
|  | 33% | 70% | 32% | 14% | 31% | 37% | 59% | 32% | 28% | 24% |
|  | 23% | 46% | 22% | 10% | 20% | 29% | 30% | 21% | 18% | 27% |
|  | 14% | 17% | 13% | 13% | 16% | 10% | 18% | 14% | 15% | 11% |

Figure 4.2: Social media platform penetration in Kuwait 2017.
Source: Kazi, M. Ipsos Digital media account manager at Ipsos Kuwait.

Facebook is one of the most well-known platforms out there and it is the most popular social media platform by expats living in Kuwait. 94% of expats living in Kuwait use Facebook while only 55% of locals use it. This shows that the locals adapt and change with trends and get accustomed by new platforms, unlike expats who stay with the older platform (kazi, 2017).

Instagram is a picture sharing smart phone app and is very popular by Kuwaiti locals but not popular with expats living in Kuwait. 65% of locals use the app while only 11% of expats use this app. Instagram celebrity influencers are people who have lots of followers and influence viewers by their posts, they post ads that reach a huge variety of audience.

Snapchat is also a major social media platform, it is the most popular social media outlet by Kuwaiti locals. 70% of locals use Snapchat while only 14% of expats use it. Snapchat is a great outlet for advertising because most of the locals use it on a daily basis. Twitter is like a personal mini blog type of social media outlet where anyone can post and express themselves with a few characters. 46% of Kuwaitis use twitter and only 10% of expats use this app (kazi, 2017).

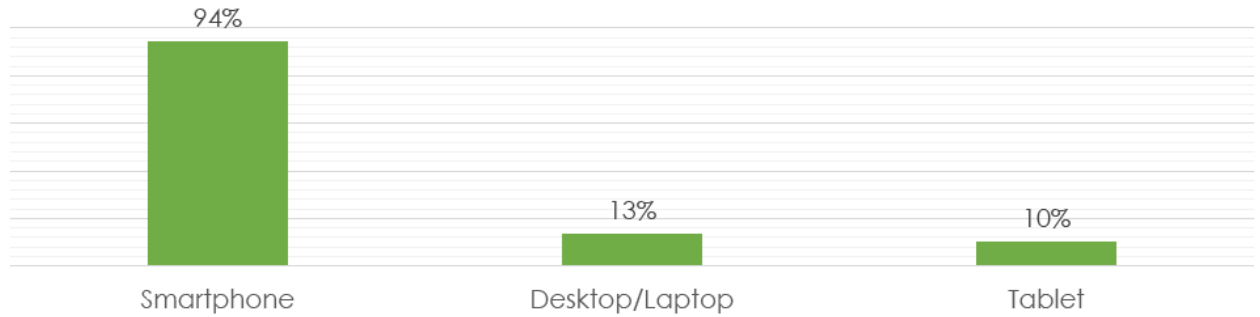


Figure 4.3: Device used to access social media in Kuwait 2017.
Source: Kazi, M. Ipsos Digital media account manager at Ipsos Kuwait.

Finally the researcher concludes that local Kuwaitis use social media a lot more than their expat counterparts. According to the above Ipsos chart, 94% of people use smart phones while only 13% use desktops/laptops and just 10% of people use the tablet while surfing the web. This means that the smart phones are by far the largest platform for social media (kazi, 2017).

4.12 Marketing Via Social Media Influencers

There has been a tremendous change in the advertising industry and people are switching to purchasing online throughout the world. There are different companies who are increasingly moving towards the use of social media celebrities or in other words “Social Media Influencers” to successfully promote both their goods and services to the customers.

One such example from around the world is from Burst Media which is a “digital advertising agency” based in New York. According to them, there is a significant inspiration of an influencer on the marketing drive and for the media campaigns; companies yield around \$7 for every \$1 spent. The most popular platform that provides an opportunity to these companies includes Instagram serving as a new mode of advertising. According to the study by eMarketer, it is expected that by the year 2020, the global mobile advertising revenues would reach around \$6 billion yearly (Bokunewicz, Bokunewicz, Shulman & Shulman, 2017).

In Kuwait, ‘Viva telecommunication’ made a positive commercial regarding children bullying. The commercial features famous soccer stars from the British soccer team Manchester United football club and, Real Madrid a Spanish club. It has a positive message regarding bullying and addresses the issue in a creative way. The commercial was a huge success and had reached 600,000 views on YouTube. The commercial was so popular that Viva made a second part; this second commercial was saw even greater success and got 1 Million views in Youtube 2015 (Alqabas, 2015). While at the end of year 2017 this online video advertising through YouTube had reached 9,023,845 Million views. In recent time, it has been observed that the online advertising budget has been increasing at an increasing rate and these companies are also collaborating with people having thousands of

social media followers. This collaboration is done to be able to push their brand on the digital platform and it is a very effective way to target the correct audience and to create content that is highly beneficial to the organizations. Hence, as the brands associate themselves with the local figures, this reflects that there is a better communication created between both the parties resulting in a fruitful outcome. With marketing becoming highly mature with the passage of time, there is a need to adapt to the current and trendy method to promote their products (Weiss, 2014).

4.13 Social Media Style Fashionistas In Kuwait

As Kuwait is the core of this study, it is noted that in recent times, there has been a significant boom in the social media influencers including these names Yalda, Fouz, Abodka, Bibi, Lolo, Vintagebaza, Ascia AKF and M Almutairi...etc. Those names might not be familiar to the outer world but are highly known in the Kuwaiti society, they seem to be the sensation of the social media tools. Influencers depend in their advertising to reach the aim of convincing people to purchase what they have advertised like makeup, shoes, hair care products and trying the new restaurants opened up in the country. They are called “fashionistas” and they have a massive and instant influence to the extent that people are changing their purchase decisions and even their marketing perspective behavior. Those influencers became the most effective tool for the companies to advertise and market their goods,

services and events. Through their online promotion they insist to involve the people amongst the new trend and influence them to purchase the marketing product, as they are eager to let the followers updated with all the latest happenings around the country. The new trends being set by the brands or the latest hop in the society, the influencers force people who are interested in their indirect advertising show to follow them as they control their buying decisions (AlMutairi, 2017).

During the month of Ramadan advertising increases in social media, social media influencers and ‘Fashionistas’ increase the direct and indirect advertising for all kinds of companies. In this period they promote a lot of exhibitions and festivals, they also promote fashion brands. During Ramadan there are a lot of festivals in Kuwait and the influencers are a major promoter for these kinds of events (Kanafani, 2016).

However, as these influencers have become an important tool of marketing circle process in the society. They are forgoing their privacy by making all their accounts public and allowing any online user to visit and follow their account. Their advertising techniques concentrate on using forums such as Instagram, using “#” hash-tags and tagging “@” the company on the products that they are promoting. In addition, the wide spread of advertising in Snapchat platform Ads or

even with the influencers through using online “code” which lead the users use this code to have special discounts they are also compromising on their time, personal life, and other factors as well (Bin Dhafari , 2017).

| Year | Advertising Cost | Online Platforms |
|----------------------------|--|----------------------|
| 2003-2005 | 100 - 200 \$ | Blogs |
| 2006 - 2010 | 233 – 300 \$ | Blogs & Facebook |
| 2011- 2013 | 333 – 600 \$ | Instagram & Twitter |
| 2014 -2015 | 633 – 7330 \$ | Instagram & Snapchat |
| 2016 - 2017 | 7670 – 40,000 \$ | Snapchat & Instagram |
| Future Expectation 2018 | Maybe will reach 80,000 to 120,0000 and even more | Snapchat |

Table 4.1: Social Media ‘Influencers’ Advertising Costs in State of Kuwait (2003-2017).
Source: Kanafani and Bin Dhafari interviewed.

The researcher had observed that online advertising movement which had aroused in the world of media communication had moved into many stages where

the advertising cost amount had jumped surprisingly, as it's shown in the above table. Those advertising costs had been converted from Kuwaiti Dinar to American Dollar \$. It's noticeable that the prices are changeable, according to different factors mainly the impact of social media influencers and their characters' effectiveness upon users, season marketing period time, nature of the advertiser: famous brand, banks, big name companies...etc. The more followers the influencers have on their social media accounts, the more increase in the price of their advertising costs.

Consequently, the wide online fame had led those influencers to have their own business without any interference from other advertising agencies or any support of other business owners. As they had become independent in managing their business and benefit from the online revenue through their social media accounts which cost them zero value of money because this account is free for everyone to register in.

The researcher had reached to the fact that in the first years of social media existence in Kuwait most online users were amateur, some of them became famous by chance who are now known as 'Influencers, Endorsements and Fashionistas' while other bloggers had imitated the same technique after they had recognized the

big benefits from running such kind of social media accounts business on their income.

The researcher found out from the figures in the above table that from the year (2003 – 2013) the advertising cost was appropriate for the local market as they were beginners and amateur in the world of online and social media advertising. Most of those Influencers were working either in government or private sectors and they participate their activity on their accounts as part of their daily hobbies and then it became a part time business income through their different advertising styles (Almutairi, 2017).

Later on (2014 – 2017), after the breakthrough of the new social media and mobile Apps such as Twitter, Instagram and Snapchat which had led to the vast success on their performance through online and the positive reaction upon their followers. The researcher had noticed that word of mouth moved digitally through the big development of Snapchat App which led most of celebrities and Influencers to do their best and increase their efforts online through their public social media account, Snapchat is a wealth and treasure for all of them. Nowadays, all those who have a big number of followers which reached nearly 450.000 – 550,000 in Kuwait had become well-known as social media characters and tens of those had exceeded

this number to 1.5 – 2.8 million followers not only in Kuwait but they have big demand from all GCC countries. Due to their popularity among Kuwaiti society members, the majority had quit their jobs and they established their own online business, as now they are just social media advertisers through their own accounts (Almutairi, 2017).

Endorsements ‘influencers’ lead to creative outputs as they draw the attention of the general public due to their credibility and provide intangible benefits for the brand in such a way that no other type of advertising can bring. A strong emotional bond is usually created between the influencers and their followers which usually makes an increase in the amount of sales. The authenticity of the celebrity results to a greater influence on customers and how they perceive that specific good brand, hence, customers believe that if the Influencer is benefitting from the brand, they should benefit from that brand too (Kanafani, 2016).

4.14 New Media Trends

The acceptance and usage of online advertising has led to an increase in ad blockers. The use of influencers for marketing purposes has deemed to be a fruitful form of marketing. In the coming years the advertisers have made certain prediction understanding the dynamics of marketing in the online and offline media

world. The researcher shows that influencers are most likely used by companies in their marketing strategies, people are learning the power of influencers.

Most brands nowadays use the new trend of influencers advertising and their huge impact upon society in their campaigns, as they are now their involving social media influencers. This trend is increasingly becoming very influential as brands are applying effective marketing techniques in order to build a relationship between consumers and the products and services through the intermediary of social media platforms (Derham, Cragg and Morrish, 2011). Influencers use different social media platforms to express ideas and opinions in order to become leaders in their field, which can also lead to an increase in other activities and businesses they enter. This led the researchers to understand that influencers in the coming years will be asked to put forward their opinion and use their position towards followers in order for the brand to expand in the market (De Corniere & De Nijs, 2016).

4.15 Social Media as a Channel for Branding

In today's digital age, social media has become a "must have" in any organization. The use of social media has increased drastically, people are using social media to interact, stay updated and connect with their favorite brands. Despite the fact that there are thousands of companies using social media and there

is an increased competition, there are still ways for brands to maximize their presence and create consistency (Kohli, Suri & Kapoor, 2015).

Social media is said to be the internet-based application that is built on the foundation of Web and is said to be technologically and ideologically very strong. It allows the companies to create and exchange the content that is user generated. There are software developers and end-users who successfully cooperate in regards to various applications, creating content, publishing and managing. The information is shared easily and there is a tremendous reduction in the technological barriers that have enabled everyone to form web pages and create profiles. Hence, allowing them to form a platform for personal branding. It includes social networking sites, blogs, projects that are collaborative, content communities, and the virtual social world. It is a phenomenon that employs web-based technologies and creates a platform that is highly interactive through which the communities and individuals are able to share, discuss, co-create and modify the content that is user-generated (Laroche, Habibi & Richard, 2013).

Where social media branding is concerned, it is referred to as the development of the company's asset as it has a very high and positive impact on the way the company is perceived by the customers. With a good brand image, the

company can protect themselves in the long run and the problems created by the company might even be overlooked. Otherwise, any problem related to the company may lead to affecting the brand in a negative way.

Social media has involved the creation and maintenance of the networking profiles and have optimized search engine techniques. When the social media is involved, people get to know more about the rules and cultures of the different networks (Erdoğan & Cicek, 2012).

Social media allows the customers to have a better experience, the brand is represented through different ideas, logos, slogans and designing schemes. The brand image and brand identity is a very essential part of this platform. With the use of images, associations, reactions, observations and impulses combined, it can form a perception in the mind of consumers towards the brand. The company is able to create a brand identity and build the brand. This way, the customers perceive the brand and recognize it through the experiences of others and through the impact of attractive designs media advertising (Kohli, Suri & Kapoor, 2015).

When social media is said to be the platform or channel for branding, it is because of the four reasons stated below:

1. Social media communicates a clear and relevant promise to the customers.
2. Social media is able to create an image through which the customers could blindly trust.
3. It helps to continuously drive the market in the most efficient manner
4. It also allows the companies to seek more advantages by innovating their brand (Ismail, 2017).

4.16 Successful Social Media Advertising

As an online and social media advertiser to your product you have to market through email service provider. This was clear with the spread of Internet where you can find different tools to advertise through which were banners that exist in the different sites. Those websites and email Provider sites are visited by a large number of browsers which means that your advertisements have been seen by millions of people. This led to the vast number of the online users' registration and increase the income of online and social media advertising through email system, because any new user account needs an email which means that this email is like a

personal ‘home address’ and is formal identity. This integrated registration account provide users with different platforms technology styles to do technological communications via new Apps and mobiles (Bin Dhafari, 2015).

Social media has as an effective and impressive impact on marketing before it was different from now, as you see that Google had made communicating with the customers and browsers easier than before and the numbers of advertising banners had increased. Later on new tools had been found like face book through Google site, you can contact with Google company as an advertiser and you want to market your products Google had put for you the facilities to advertise through their site, they offer the space to the advertiser and he can measure revenue of advertising in the site.

Google has got monopoly upon all advertisement, which are found on the electronic sites. One can advertise on Google platform anywhere in the world after exposing to the regulations and conditions of registration for advertising, if you are a marketer for a certain business. You’ll choose the size of the banner and the countries where you want to market.

For example: Exchange company site if you are in Kuwait the banner of National Bank of Kuwait will appear automatically even if you are in Britain, because they knew your IP and any online will follow you. The first social media communication was through Facebook, and its success due to that it's the biggest social media platform, and it's one of the most important companies for American trade. There's also the YouTube, where it plays a big role in socialization, people can comment and introduce their opinions towards the video, which is there. Besides, there are many famous tools for wide spread of Social media like Snapchat. In the year 2005 and after smart phone are introduced, social media tools spread everywhere like snapchat, twitter...etc.

Social media has become a marketing hub for companies around the world, it has been observed that there is an increased expenditure on social media advertising that figured out to achieve the company position in a good rank with wide popularity. Global Studies showed in the year 2014, the social media global advertising expenses was \$16 billion which increased to \$31 billion in the year 2016 and it was expected that investment in social media marketing would increase by another 26% by the end of the year 2017 which almost proved correct (Turban, Whiteside, King & Outland, 2017).

Concerning the advertising expenditure, Samer stated that “we see that twitter is still the first widely platform used, it has reached the top in number of usage in Gulf countries. Then Instagram comes after Twitter, while, Snapchat is developing very quickly more than 20% yearly, in spite that it’s newly existed in online advertising platforms.

Facebook and Pinterest are mostly used by the expatriates and foreigners who live and work in Gulf countries. Google still is number one in advertising expenditure and it is the king of the throne for all platforms in social media channels, and it is widely spread among users all over the world. For example, Google’s advertising expenditure reaches 10 Million Dollars, while other social media platforms almost reached 6 Million Dollars (Samer, 2017).

Where successful advertising through social media is concerned, it has been observed that there were certain companies in Kuwait who had left their unique foot prints in the digital community. One such example is Bloomingdale’s Kuwait, the iconic department store for luxury fashion and accessories. The company opened up a physical store at a very important location. This chain used a very different hashtag in their marketing strategy which was #bloomiesloveskuwait. It allowed the company to attract popular stylists, fashionistas, designers, bloggers,

and other influencers in developing a hype for the launch of the store. The company also hired two popular editors in the field of fashion to form a short attractive and interactive video. The video explained the local fashion market in Kuwait and the need for this launch. Irrespective of the lowering economic conditions in the overall GCC region, this department store proved to be a very lucrative idea and developed a market for luxury personal goods in the GCC (Gabr, 2017).

The second example of successful advertising was the Gulf Traffic Week which focused on the promotion of safety relating to roads with the purpose of creating awareness on how to avoid road traffics and deal with them. This was a new concept and the initiative was clearly backed by the social media campaign with an Arabic hashtag #gulf_traffic_week which reflected how the general public cared and felt towards this purpose. This hashtag was not only used by the general public but was also promoted by government officials (on their official accounts), various schools, universities, students, telecommunication companies and so on. This campaign related to public health and safety and featured several educational videos about safe driving, artistic posters, educational posters and different artworks. This campaign gained popularity even outside of Kuwait, UAE and Bahrain. Even the officials in these countries were also promoting the trend on their social media accounts (Gabr, 2017).

Kuwait airways as a marketing technique formed a video showing off their new planes with their newly renovated interiors. The national carrier of the airline added 10 new aircrafts during the rebranding process they went through. They also increased their flights and added a Wi-Fi service on board for the passengers travelling to the European and US destination. They launched a social media campaign for several months and used the hashtag #iflykuwaitairways. The time they opted for this social media campaign was very ideal, it was right after the company had launched a new brand identity. They updated their crew uniforms, used a “face lifted” new logo reflecting empowerment and a brand new aircraft livery. The company performed a rebranding due to the constant criticism they received on their low-quality service, this made the company tackle their problems (Gabr, 2017).

Hence, the advertisers think that the influencers through social media are more persuasive for marketing their products, as some of them believe that advertising via Fashionistas and influencers have extreme impact and power in their advertisements’ content more than advertising agencies. Furthermore, using influencers has a good revenue on business and an impressive effect all over the world. Advertising culture had changed largely, because of the wide spread of social media influencers, this resulted that market share had shifted to Kuwaiti influencers platforms.

4.17 Summary

This chapter emphasized on the description of social media and how it has transformed the marketing techniques of companies throughout the world. The focus was on Kuwait's market as the subject of this study. It was evaluated that the social media marketing has taken over all the traditional ways of marketing as well as coming up with new techniques every day in keeping customers updated on brands.

It has also been identified that with the changing trends and the increased use of social media, there has been an increase in the budget every year when it comes to marketing and advertising in the industry. The use of Social media has resulted in an increase in sales and revenue, it has also enabled companies and people to reach the target they are aiming for.

In Kuwait, there has been a drastic increase in the use of influencers in marketing and advertising of different companies and brands. Famous social media characters are used to endorse brands and promote them on different social media platforms. Several successful online advertising projects in Kuwait proved that the use of social media is very beneficial.

CHAPTER (5) Mobile Advertising

5.1 Mobile Marketing

Mobile phone is said to be a handy gadget that has become a necessity for everyone in today's time and has a significant impact on the day-to-day lives of the individuals. Mobile phones have already changed communication used to take place and how people conduct their daily lives. The impact of mobile phone is seen to continue as it has led to enabling modern ways to enter the existing market and transform them into a new type of market (Shankar, Kleijnen, Ramanathan, Rizley, Holland & Morrissey, 2016).

There has been a complete transformation in the world as internet has provided an opportunity to everyone to communicate, and interact with one another. In addition, the available information on the internet has made the searching option easier as all the relevant information is freely offered on the internet. Websites have become a strong atmosphere of free content.

With the everyday development in technology, there has been diversion in the mobile phones which have now become smart phones and better features are provided in smaller devices. Internet has also focused on adding the search ability

and interactivity features of the internet having transformed the way mobile phones were initially used. (Ström, Vendel & Bredican, 2014). Despite the fact that the Internet and personal computers have had a massive impact on the world, mobile phones have however provided a better opportunity to access these benefits in a much greater way. The following graph represents the Internet users region wide around the world.

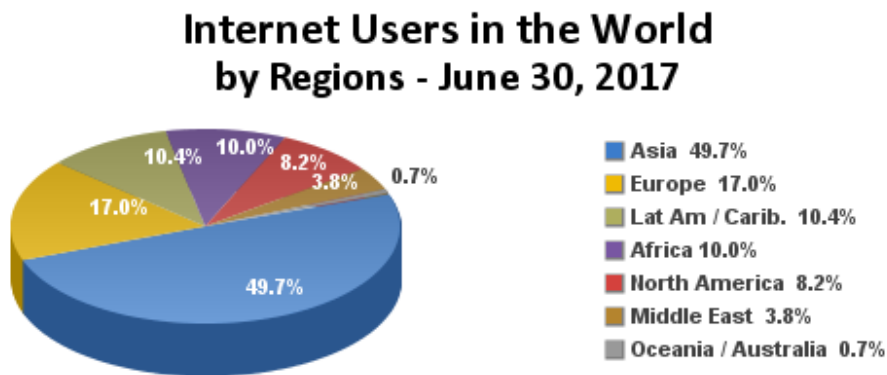


Figure 5.1: Internet users in the world by regions 2017.
Source: Internet world stats.

Mobile marketing is the new multi-channel strategy marketers use to reach to a target audience, however they are very specific as the ads reaching to the target are catered to their demographics and their psychoanalysis. These strategies may be in the form of mobile devices, sms, mms, social media, apps and websites. Mobile is changing how brands interact and engage with customers (Alzabi, & Shah, 2014).

To become more engaging, brands are integrating mobile marketing to attract their consumers. However, the statistics state that eighty percent of the mobiles users are also connected to Internet, this builds a strong connection between the two. The most effective mobile marketing means that the content is designed according to the target audience and strategies used are to cater to the MMS and SMS and other means (Fulgoni & Lipsman, 2014).

With the increasing importance and interest in the mobile marketing, the marketers around the world are spending more time on the marketing activities in the mobile media. The companies are looking for more advanced ways to get better value of their investments which are changing rapidly in the environment of marketing communications (Abeyasinghe and Alsobhi, 2013).

There are three major promotional tools included in the mobile marketing, these three tools include direct marketing, advertising and sales promotion. According to the Mobile Marketing Association, mobile marketing is defined as “the use of wireless media as an integrated content delivery and direct-response vehicle within a cross-media marketing communications program” It is observed that the smart phones have taken over the majority of market share and have capitalized the potential of mobile marketing today.

5.2 Growth of Mobile Advertising

Mobile advertising is a marketing communication medium, it's a way through which advertising and promotional messages could be distributed. In more specified terms, it is the wireless media that is provided to the customers with a location and time, and all the personalized information. This helps to promote the goods, services and ideas. (Bauer, Reichardt, Barnes & Neumann, 2005).

Traditionally, advertising was normally done on the radios, newspapers, televisions, magazines and billboards. There was a different perception of advertising amongst general public and it was believed that advertisements were only on the basis of print and broadcast mediums along with print advertisements such as brochures and flyers. The most influential Ad type was through television commercial programs. The direct purchase was another method which attracted the consumers. As advertising is concerned, the core purpose of advertising was to communicate with the customers and generate a significant impact of a product on the minds of the consumers. Once the consumers were grabbed, they thought just like the advertisers wanted them to think. In general, most of the customers were meant to gather all the relevant information through advertising as they make the buying decision (Shankar, Venkatesh, Hofacker & Naik, 2010).

When the first generation of advertising is being studied, it was done through newspapers, magazines and billboards. This was followed by the second generation of advertising, which were radios and televisions. In the previous times, only the print advertisings including brochures, and newspapers were seen serving as the pioneer of advertising embracing traditional advertising. With the technological widespread, there had been an observation of significant transformation in the way advertising was conducted (Leppäniemi, Sinisalo & Karjaluoto, 2006). With the passage of time, technology resulted in latest advertising media being introduced. As online advertising took over the traditional ways, internet led to easy delivery of message at the right time and place. The emerging media including web advertising, the digital media broadcasting, mobile and TV ads have become the current marketing trend. As information and communication technologies emerged, the latest advertising technique includes mobile advertising, it refers to the delivery of message through mobile devices such as smart phones.

The strongest advertising method is through mobile advertising this is due to its unique attribute, advertising through mobile phones is highly beneficial because of the fact that it includes several interactive features making advertisements highly vivid and personalizing the message delivery to the specified target audience (Heinonen & Strandvik, 2003).

Marketing through smart phones is not really a very old method as it has become popular in the early 2000s. However, it has gained widespread popularity in Asia and Europe more than other parts of the world. On an average, the survey states that in every four minutes an SMS is read which makes them extremely convertible (Aspers and Godart, 2013).

Over the period of few years, SMS marketing became a legitimate channel of advertising and while it has also led to mobile Spamming of SMs yet it has gained fruitful results. However, the approach has expanded from SMS to more mediums such as mobile applications. Users use social media mostly through applications and therefore, consumer's majority time is on daily basis as well the time of using cell phones by mostly using social media. From Facebook to Twitter, users come in contact with different content and advertisements. In Kuwait, the SMS has also gained some success as it reaches out to more people with a convenient method of marketing (Bin Thefari, 2015).

With the evolution of advertising, it has been observed that there had been different ways through which it is presented and delivered to the targeted audience. The delivery of advertisement was categorized into two ways; push based and pulls based approaches. The push based approaches are the types of ads which are sent to

the consumers without any explicit request. It is the restricted process as the message is controlled by the marketers so the consumers feel highly restricted. On the other hand, the pull based approach refers to the initiation by the consumers, hence giving consent to the marketers (Unni & Harmon, 2007). This type of advertisement caters mass market and even if the advertisement is relevant to the consumers, they might not wish to receive the advertising messaging content many times like “bombarded repetitive” advertisements. As these two approaches are studied, it is evaluated that the pull strategy was adopted by the magazines and newspapers while the push strategy was adopted by the televisions and radios.

On the other hand, as the mobile advertisements are concerned, it can be said that they do not fall under any one category but a combination of both. However, it does result in triggering impulsive buying. Based on the presentation type, the mobile advertisements are categorized in any of the domain (Smutkupt, Krairit & Esichaikul, 2010).

As the traditional and modern advertisements are concerned, it is evident that the modern techniques are highly beneficial and efficient in delivering the message to the consumers. It helps in targeting the consumers in the most effective way and the features of mobile advertising have led to more interactive ways to

target the consumers through personalized contents and easy targeting. Hence, the technological advancements have led the mobile advertising to present greater possibilities compared to the consumer expectations.

Future of marketing advertising is through mobile advertising; its market share had reached 48% usage in the Arab world and offline media will be vanished completely after a period of 10-15 years due to its ineffectiveness and high expenses and production cost (Samer, 2017).

All future is for online and it's a must that any business company has to have an advertising marketing team who have good background and experience of online marketing campaigns to develop and lead the company to a wide success. Advertising expenditure on electronic advertisements will be doubled twice through a year, especially the advertiser programmatic applying technique that will make everything for the advertiser, it makes optimizing.

As a marketer, you put the content and it does all the task, the new automation trend attitude and the campaigns will be automated 100%, this will make it easy for everyone to make advertisements by himself (Samer, 2017).

5.3 Types of Mobile Advertising

Nowadays, most of the time is spent staring at the smart phones. Hence, it is not surprising that the advertising budget of the companies on mobile advertising is increasing. Since the year 2014, the spending on mobile ads has been increased by around 76%. The choice of using mobile advertising has proven to be highly beneficial and a correct strategy would result in overwhelming response.

There are different types of mobile advertising. The most integral part of the mobile advertising includes the use of applications, which are used by every mobile user. These apps have become a very powerful form of mobile advertising. It could either be done through designing the mobile apps or to advertise through them. Designing the apps would be a tough job and would require highly technical skills and the brand would have to hire an app developer for that purpose (Soroa-Koury & Yang, 2010).

It might be less effective and getting greater audience to download the app would be a struggle in this competitive world. Hence, the second option in app is to advertise in other popular and highly used applications. One example is advertising through the games application which includes banner or native

advertisements built into the glow of the game. The benefit which the brands gain out of this type of advertising is that they do not have to design any app and it would be a hassle-free work. But the major drawback is that there is no control over the app quality and the content presented on that app (Okazaki, Katsukura & Nishiyama, 2007).

Banner advertising is also a very traditional way which features texts and graphics. This is a type of mobile advertisement which is not preferred or liked by the mobile phone users. The users result in increasing frustration with the banners as it interferes with the content they are viewing. In addition to this, a banner add on the mobile devices are difficult to understand and read. They look small and are not very appealing to the customers. The biggest advantage of the banner ad is that they are comparatively inexpensive to design and could reach large market at the same time. Another type of mobile advertising includes native ads which appear in the same style of form on the app or website. They include the in-feed ads on social networks along with the widgets recommendations and the paid search results (Barnes, 2002).

They are more frequently used compared to the banner ads and are comparatively more effective than the banner ads. These types of ads do not require very sophisticated creative design and are mostly seen to include just a headline or a thumbnail. But these are hard to scale because of the fact that they might appear different on the platform they appear.

The most commonly used advertising campaign on the mobile phone includes the text messaging, which is easy to use and is supported by the major carriers. Texting is something which is supported by all the phones hence giving big reach to the campaigns. They are brief and do not include or require highly creative design. In addition to texting, there is also a multimedia messaging service (MMS), which is available on the mobile phones. It is similar to SMS but is a more modern technique as it allows the users to receive audio, video and graphics along with just text on their mobile devices. MMS is a way which delivers high quality media and is beneficial for both the parties as it includes visual merchandise and delivers effective message. The market chooses this according to the kind of marketing tool and the product it is offering. All these types of mobile advertisements help marketers to reach to their target audience (Flores, Chen & Ross, 2014).

5.4 Consumer View of Mobile Marketing

It is essential for the marketers to understand the consumer perceived values with regards to the mobile marketing. From the previous studies, it has been identified that there are different benefits of mobile service including emotional, monetary, functional and social value. The perceived value of the consumers could affect their preferences; therefore, consumer view is important to understand. It is however based on the novelty and the situational value.

The novelty value of the customer had an impact on the social and the emotional value for entertainment, monetary and for information service (Schierz, Schilke & Wirtz, 2010). On the other hand, the situational value refers to all types including the monetary, functional, social and emotional value. The consumers believe that mobile phones are highly convenient for them to use. There is a strong effect on the consumers' loyalty resulting from marketing and content reliability. There is increased customization due to mobile marketing and it has led to adapting, using, and developing purchase intention resulting from mobile marketing. In addition to that, the consumer view also reflected that there are significant emotional benefits and outcomes.

With the adoption of the use of mobile devices, consumers enjoy the services of mobile advertising, as there is increase in the level of entertainment, interaction and understanding. The consumers enjoy this type of advertisements and find it highly informative and less irritating (Chowdhury, Parvin, Weitenberner & Becker, 2006). Along with that, the customers also believe to have social viewpoint of mobile advertisement as well. A very significant impact is of SMS advertising which has a positive influence on how the mobile marketing is adopted and there is a direct use of this technique. There is also an increase in the consumer loyalty as there is word of mouth advertising taking place and as a result, the customers are ready to pay greater prices, specifically for the services that are highly entertaining.

The consumer behaviour can easily be gauged through this kind of marketing. The users are available and it must be borne in mind that users are mostly active on this device. However, the consumer point of view must also be understood. Mobile ads has been a home to online customers wide range of customers offering vibrant and trending online messages. Mobile advertisements offer a wide range of online styles and they are promoting brands in the market for their premium quality. This also served as an opportunity grab for the wide range of

customers to have received some recognition on the online platforms. (Fletcher, Greenhill, Griffiths, and McLean, 2016).

5.5 Mobile an Advertising Medium

There is a continuous development in the technology, providing the organization with latest techniques to do their business. There is a massive growth in the electronic commerce and business due to the growth of Internet. With the use of application technology, networks and business transactions, there is a development in e-commerce and it is proven to be the tool to increase their efficiency and cut down costs. Internet growth has led to enabling digital methods to the company's supply chain and escorted to greater customer satisfaction. Companies are using these techniques to market their goods and services. E-commerce has resulted in providing the customers with highly effective tools to compare and search prices and purchase goods online (Leppaniemi & Karjaluoto, 2005).

With the growth in e-commerce, there is also a rapid growth in the use of mobile phone around the world. Hence, this excessive usage has led to enabling the development of a completely new approach transforming E-commerce into mobile commerce (M-commerce). There is a great opportunity for mobile commerce as the

users of mobile are 3 times more than the PC users. The appealing feature of M-commerce industry is that it can reach everyone almost everywhere in the world. This created a new advertising channel known as M-marketing, which differs from the traditional media online marketing (Jun & Lee, 2007).

The mobile marketing is deemed as one of the most flourishing methods of advertising. This is because the brands are changing their dynamics of marketing catering to the needs and responding to them as per the consumer demand. However, many researchers shedding light on the history of online advertisement stated that have still pinpointed online ideal to be of search engine marketing (SEM) figure and stereotyping content type but the industry seeks opportunities to expand and embrace the opportunity gap (Gurău, 2008).

Mobile advertising is defined to be the mixture of immediacy and positioning. It is used to explore and to generate customer value through the time and location sensitiveness and personalizing the wireless information service. Mobile advertising is a new approach to develop mutual beneficial relationships with their customers; it also allows them to enable new revenue streams and opportunities to support the access to its providers and enabling the consumers with the added value to mobile experiences through advertising (Humphreys and

Wilken, 2015). It is also the most effective tool that helps to build customer loyalty, develop customer database and brand awareness.

This approach has not only transformed the marketing practice but also influences the attitude of the consumers towards the process of marketing. Mobile advertising affects the consumer behaviour and attitude and is very different from the traditional marketing approach.

As mobile phones are usually tied to the individual all the time, mobile advertisements are seen as a medium to reach the customers effectively but is also seen to invade consumer's privacy (Leonardi, Huysman & Steinfield, 2013). According to advertiser perceptions, there is a greater investment in the amount spent on the mobile and digital video advertising 2017. It can be seen from the charts below:

Majority Are Planning Increases on Mobile and Digital Video Advertising in Next 12 Months

Spending Optimism for Video and TV Advertising Types

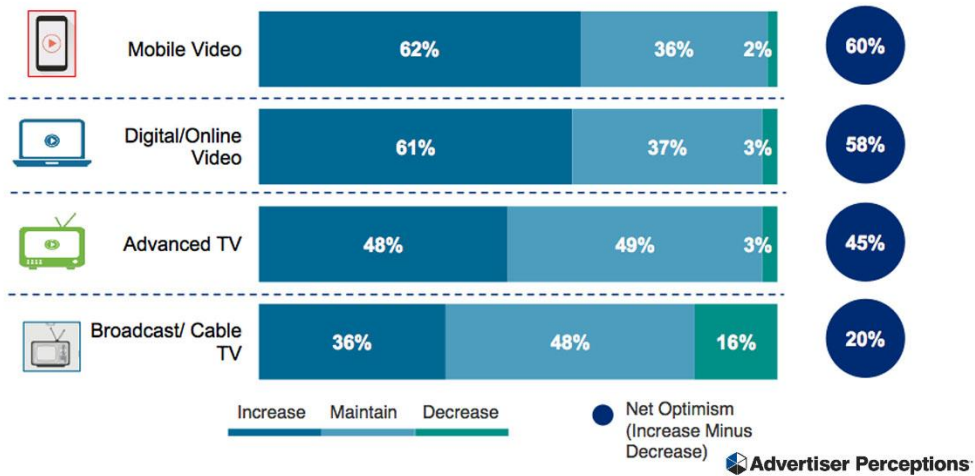


Figure 5.2: Spending optimism for video and TV advertising types 2017.
Source: Advertiser Perceptions.

5.6 Consumer Attitude Towards Mobile Advertising

There is no stable attitude of the consumers towards the form of mobile advertising, as consumers are however very highly familiar with mobile advertising in general as they are exposed to this type of Ad on daily basis. Consumers' attitudes have a massive influence on the effectiveness of the advertising, the brand attitudes and also the purchase intentions.

Any consumer who particularly enjoys the advertisement will be likely to hold an attitude that would be favorable to advertising the brand. The consumer's

attitudes are influenced by certain dimensions in advertisements. These dimensions include the one in printed advertising which use colors and photography influencing the attitude of the consumers towards the advertisement (Mangold & Faulds, 2009). When the online advertising is used, interactivity is said to have a positive influence in the attitude of the consumers and promotes the mental imagery of the consumers. In addition, with regards to the television advertisement, the problems regarding consumers include that they have very limited attention to the advertising.

As mobile marketing refers to delivering the advertisement through wireless devices using a wireless network, it has led to significant promotion in sales of goods and services and building brand awareness. It allows the consumers to personalize information benefiting all the stakeholders. Mobile marketing has gained popularity because of excessive use of mobile phones as personal devices. (Bruwer, Saliba, and Miller, 2011).

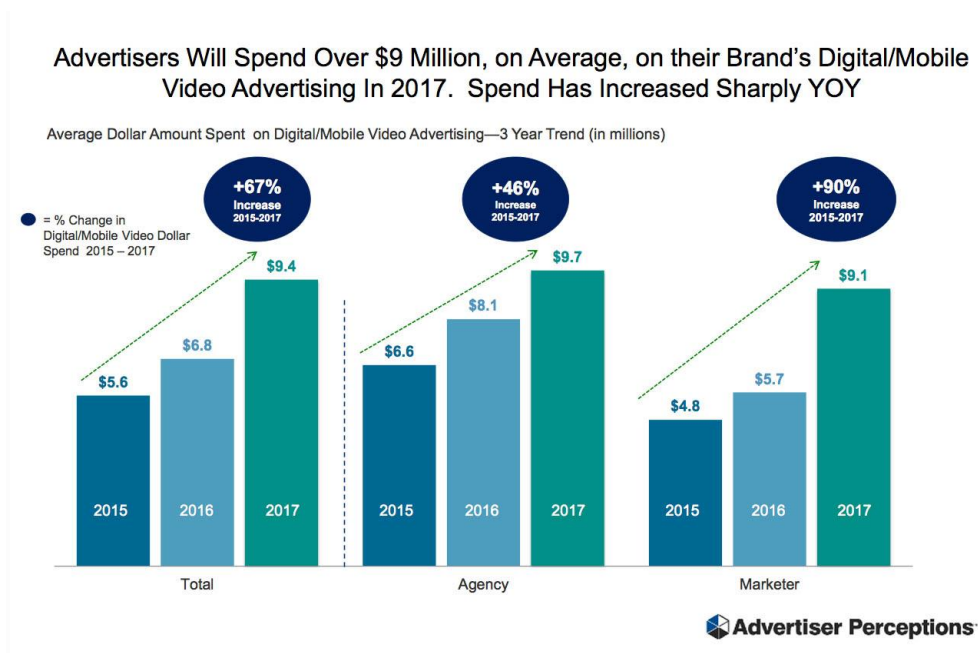


Figure 5.3: Average Dollar amount spent on digital/mobile video advertising 2017.
Source: Advertiser Perceptions

According to advertiser perceptions, there is a greater investment in the amount spent on the mobile and digital video advertising 2017. It can be seen from the figure above that the advertisers will spend more money of their online and digital campaign on the new technique of mobile video advertising style, so it's clear from the figure how is the digital video advertisement moves so quickly from the agency which gives in 2015 number of 6.6, 2016 come with 8.1 but in 2017 it jumps to 9.7, on the other hand the marketer gives in 2015 number of 4.8, 2016 come with 5.7 lastly in 2017 it jumps to 9.1, finally all shows the average dollar amount on digital mobile video advertising. In total we can noticed that the movement from 2015 jump from 5.6 to 6.8 in 2016, while in 2017, stepped up

gradually to 9,4 of total number with 67% increased of two years with the acceptance of mobile advertising, there is a positive consumer attitude in this regard. It builds long-term relationships and leads to two-way exchange of information and develops a strong association with the brand and the consumers.

The positive attitude of consumers means that they are agreeing upon receiving the advertisements and are likely to read the message as soon as they receive it. This increases the willingness to purchase the product and enhances the perceived value of the product (Chiang & Hsieh, 2011).

The biggest consumer attitude is related to interactivity which is the most important benefit of mobile advertising. It is generated through the apps in the mobile devices as they facilitate two-way communication between both the parties. There is a greater probability that the consumers act positively on the advertisement and result in remembering, retrieving and acting upon later on the purchase of goods or services.

5.7 Mobile Advertising Effectiveness

Mobile marketing has proven to be a very useful tool in the advertising world. However, that mobile marketing has gained a major segment of the overall digital media time spent accounting for more than sixty percent. Yet, hesitation among advertisers persists while allocating budgets for mobile ads. Usually advertisers need substantial evidence before they make any large sale changes to the media strategies (Grewal, Bart, Spann & Zubcsek, 2016).

This means that the mobile marketers yet need more convincing to see the potential rise in the overall advertising online due to mobile marketing. The effectiveness of mobile advertising will become more efficient if advertisers become more accepting of the raise of opportunities laid next to them with the advent of mobile ads. The probability to recommend is three times higher in mobile ads than in computer advertisements. The researchers argue the reason to be mobility and easy to share than compared to desktop ads. Thereby, the effectiveness of the mobile marketing can be stated through the proximity to purchase through mobile tells more about how compelling proposition this new medium is for advertisers. The personal experience that every individual goes through is most likely the reason why there is a constant growth in the mobile gains share.

Smart phones are the future of Communication Marketing and this is clear in the rate of using which reached 80% of world smart mobile usage and 67% the rate of mobile usage in Middle East and it's increasing by the time to high percentages (Samer, 2017).

5.8 Mobile Ads on Different Demographics

Mobile marketing is integral to the overall marketing of any brand or business. Thus, it has become crucial for marketers to understand the demographics of their consumers. This also helps narrow down the ideal consumers and target them. The return on investment (ROI) is always higher when the businesses and marketers know their consumers very well. The demographics provide a clear vision to marketers to strategize their advertisement through age, class, gender, geographical location and other personal information is provided to the marketer (Armstrong, Kotler, Harker & Brennan, 2015).

Demographics refer to the statistics measuring the characteristics of the population. It is said to be the parameter that is used to segment the targeted audience in different groups that are specified. Common demographics include age, gender, language, income and marital status. These traits help the audience to be more specific when making accurate targeting. Using the demographics in

marketing helps the marketer to target the right audience and reduce the wastage cost. Hence, it saves the budget of the company, as correct targeting is the most important success factor. These variables are used very commonly to base the segment for the sake of group distinction of customers and the consumers. It is the easiest way to evaluate and help the companies target the right users (Bouhlef, Mzoughi, Hadiji & Slimane, 2011).

Furthermore, this type of segmentation is essential because of the fact that it can allow the organization to estimate the correct size of target market as the communication methods could be efficiently achieved. The needs, wants, demands, desires and the habits related to consumptions of the customers are often figured out through these variables. Hence, the market is normally divided into age, gender, social class, number of family members and the income generation (Karjalainen, Lehto, Leppäniemi & Jayawardhena, 2008).

Considering the role of demographics in the world of advertising, as mentioned before allows the marketers to target the audience in a more specified way. The group members share a common trait and help the advertisers to run a successful campaign. It has also enabled the advertisers to identify the potential audience who are meant for specific population group. It helps them gain maximum

profits as the right market is targeted hand so the marketers combine different parameters to define the demographic profile (Palka, Pousttchi & Wiedemann, 2009).

The recent years have welcomed many designers on board with launching active fitness wear for exclusively for online customer's wide range of customers in order to cater to the market. online customers fitness line has been treated exclusively for the online customers wide range of customers market. Anna Scholz has been in the business of online advertising for over twenty years took the initiative of providing luxury fitness wear for online customers wide range of customers has become a trendsetter (Fletcher, Greenhill, Griffiths, and McLean, 2016).

It becomes crucial for the mobile marketer to know where their target audience is. When mobile marketing is used, the knowledge about their consumer becomes more accurate and the chances to have rightly targeted are very likely due to the demographic information marketer's use.

5.9 Mobile Advertising Impact on Business

There has been an immense growth in the experiences of the mobile advertising. With the increasing demand and effectiveness of the concept, businesses can benefit themselves from the mobile advertising. There are new opportunities which are available through the mobile advertising to the companies (Sarwar & Soomro, 2013).

Every medium of advertising has the advantages both consumer and the advertiser can enjoy. However, mobile marketing in the recent years have proven to be extremely beneficial. Accessibility is the biggest advantage of mobile advertising. People can keep their cell phones with them wherever they go. It means that the companies can reach more potential customers irrespective of where they are. Time relevance is the second biggest advantage of mobile advertising, as it is the marketing strategy through which the customers could be reached without any delay. The customers keep their phones with them all the time so they are able to send time sensitive messages such as special notification.

It is also cost efficient as compared to the other marketing platforms. More customers could be reached with less money spent. Hence, it is essential for those who have a tight budget (Oh & Xu, 2003).

Intimacy is another advantage of mobile advertising as there is an increase in the customers' relationship. Most of the people use their phones for the personal message and for conversations. Through this factor, the companies can build better connection with their customers and could lead to increase customer loyalty and repeated business. It also allows creating marketing pitches on low-pressure, which in turn develops friendliness instead of aggressive large campaigns. Furthermore, it can help the companies to build customer database. As the customers receive an ad, the information provided can lead to loyalty marketing and greater customer retention (Darke & Ritchie, 2007).

5.10 Branding Technique in Mobile Advertising

There are different branding techniques used by marketers in order to multiply the effects of mobile marketing. The first and foremost is understanding that the message, design of the message, delivery and timing should all entail the user convenience. The user-centric designs help yield positive and better results.

This way the consumer feels important and is more engaged. The mobile advertisers have the best chance to get the attention of the users with popup ads especially when the consumer is very much involved in the process. Timings matter the most in this case (Peters, 2014; Mora and Rocamora, 2015).

Understanding the importance of twitter hashtags as they can shape up a trend. By using tweets and incorporating hashtags to promote a campaign can attract consumers better. Now the most crucial brand technique mobile marketers can use is the Geotarget. In this method, the marketers can actually keep the location in mind and that becomes a primary parameter to targeting the ads. A location based behavioral targeting is a unique approach that helps the advertiser to target keeping in mind the behaviors of the consumer (Darke & Ritchie, 2007).

Chen & Xie (2008) stated that on online consumption is often treated as the way wide range of customers tries to express them by the online choice they make. The consumption pattern must not be decoupled with content of the media. For the online customers wide range of customers, however, the consumption of online may be entirely different in the past years with minimal to littler online barring, taken as a segment of deviant content types from the mainstream. The content has been treated object and not appropriate for the online. However, there is

a bigger chunk in the online audience that has the buying power of geographically unreachable otherwise online (Beale, Malson, and Tischner, 2016).

Furthermore, with the rapid growth and advancement in the advertising approaches, there are different ways through which the branding could be done. One of the strategies include going beyond banners, which leads to more effectiveness to serve the customers in better way. The second way is to invest in the in-app advertisements, which are also growing at a very drastic rate. There is a shift in the behavior of the consumers and it leads to engaging more with the customers. Locally, it is the perfect channel for precisely targeting the customers and delivering the required message. By targeting the right market, the companies would be able to significantly boost their effectiveness.

5.11 Future Vision Of Mobile Advertising

The digital marketing has made great impact on the world today. As time has passed, the companies are allocating more budgets to the digital and mobile advertising compared to the budget allocated to the television and print media.

There are several challenges faced by both buyers and sellers, which is the major factor that helps to appeal greater return. Mobile advertising is growing at a very rapid pace in terms of usage. Consumers are seen spending more time using their smart phones compared to the desktop computers. The mobile phones are the top of the digital ad category for growth (Blanco, Blasco, & Azorín, 2010). Everything is becoming mobile. From websites becoming accessible through mobile to easy payments done from mobile, everything is becoming easy. The modern phone is transforming the world completely and hence has a very interesting future for the marketers.

The brands are more obliged to listen to where their consumers are heading, their presence and their attitude. It has helped brands better understand what the consumer wants. Accessibility is one of the major factors that pave ways for mobile marketing to grow in multifaceted ways. The use of mobile phone has increased in the past decade and thus, it has led to individuals paying more attention to what brands are saying to them. Every user wants to have privacy to information that brands can deliver and this medium helps the brand to inform consumers about the brand, discounts, collections and ...etc. (Wind & Hays, 2016).

With the billions of dollar spending on mobile advertising, it can be indicated that there is tremendous success that is reaching all the consumers on just a small screen. It enhances the ability of the company to acquire the consumers in the real time and this technique has gained massive popularity. With the transformation of the brands to the digital platform, there is a significant contribution on the overall advertising (Beatrix, 2007).

Mobile advertising is a very user-friendly technique and has a massive impact on the overall industry. It is very evident that the future of mobile advertising is very bright and promises better engagement from the customers and return on investment. The advertisers tend to reach their customers with ease and offer relevant information, discounts and promotions on the mobile devices. It is estimated that there would be a huge rise in the demand of the mobile advertising considering the fact that it is a profitable situation for all the parties (Natale, 2014).

5.12 Summary

This chapter proved to be a very effective to understand the nature of Mobile Advertising. It was analyzed that mobile advertising has been growing with the passage of time and has led to reaching maximum number of customers within no time. High penetration of mobile phones have provided greater opportunities to the organizations since it allows them to send interactive, personalized and responsive messages to the target market. Kuwait has been a country where online purchase has a bigger market compared to other GCC countries. Hence, mobile advertising leads to relaxing the mobility constraints and it can be expected that the mobile advertising be very favorable and location sensitive.

With mobile phones being a highly personal device, it allows the companies to access their target market anytime and anywhere. The changes in the technological development and the increase usage of internet have led to development of marketing communication channels to reach the customers. Different customers have different attitudes towards mobile advertising depending on the demographic features. The growing importance of mobile advertising means that there is very positive future of mobile advertising.

CHAPTER (6) Online Consumer Behaviour & Community

6.1 Online Consumers and Community

The Internet has given influence to formation of online communities. However, online is a web based gathering in the virtual world. Compared to the physical communities, online/ virtual communities are way more spread, scattered and not geographically bound. The web based gathering place is known as online communities for consumers, customers, partners and experts to come together to discuss problems, provide solutions, post reviews and brainstorm new ideas. This is a more engaging way of communication where products, services and brands may be modified, accepted, idea formulated...etc. (Simon, Simon, Brexendorf, Brexendorf, Fassnacht & Fassnacht, 2016).

The online communities, in the recent times, have gained limelight because of social media technologies. The online community of customers has gained widespread attention not only by e-commerce industry but also the marketers. The digital presence for a consumer's makes it easier for the brand to target them specifically and the brand is fully aware of leaving the consumer with

the personal experience especially in the mobile advertising. However, the online communities are very active on all forms of social media. They share digital photos, videos, opinions, reviews, listen to each other and...etc. The age of customer has also played a vital role in democratizing the information distribution online. The online communities provide the same information in terms of consumer reports, reviews that are far more trusted than any usual site. (Brodie, Ilic, Juric & Hollebeek, 2013) However, more than 70% of the buyers engage in online research before making any purchase. This explains the buying behavior of the consumers that conduct a small research before making any purchase decision.

These customers have turned into online communities for the real reason of offering a more real time meaning and engagement with a brand/ company, contrary to conventional communication channels such as email and phone. This is a more engagement platform for consumers to know their brand and company better. This creates a two-way communication. These communities form closeness with the companies to know them better in terms of their work ethics and other activities (Jung, Kim & Kim, 2014).

6.2 Influencing Online Consumer Behaviour Factors

The online consumer is exposed to number of factors and sites that may influence their decision. By building the best online store may not be sufficient but the ability to basically align the standards of an online consumer with their behavior is very important for the sales to go up. However, there is an issue of information available online businesses should know before selling online.

There is a need to know and understand the niche and the product so that to specify the target audience is a must. If a consumer does not feel rightly targeted and may feel missed out on the campaigning, the chances are negative in influencing their decision power (Kao, Rao Hill & Troshani, 2017). The need for recognition of the brand is very vital for the consumer online, when they search for the solution, the brands and web pages that appear on the search engine must be optimized. Consumers want instant fix and solution to the problem which means an all-time availability of the brand is very important. The online consumer evaluates the alternatives also. In terms of an expensive product, they would review all other products. In the process of purchase decisions; they would listen to the influencers also for reviews and make a quick research (Koufaris, 2002).

After going through the whole process, then results in the purchase making decision. The FFF Model of Online Consumer Behavior: To understand the consumer behavior, here is a model introduced by two management professors in the year 2012, Dange and Priyadarshini. According to this model there is an internal and external factor that influences the buying behavior. Later on, it goes on to customer's application of filtering elements such as which store to buy from and revision of the filtered buying behavior (Kumar & Dange, 2012).

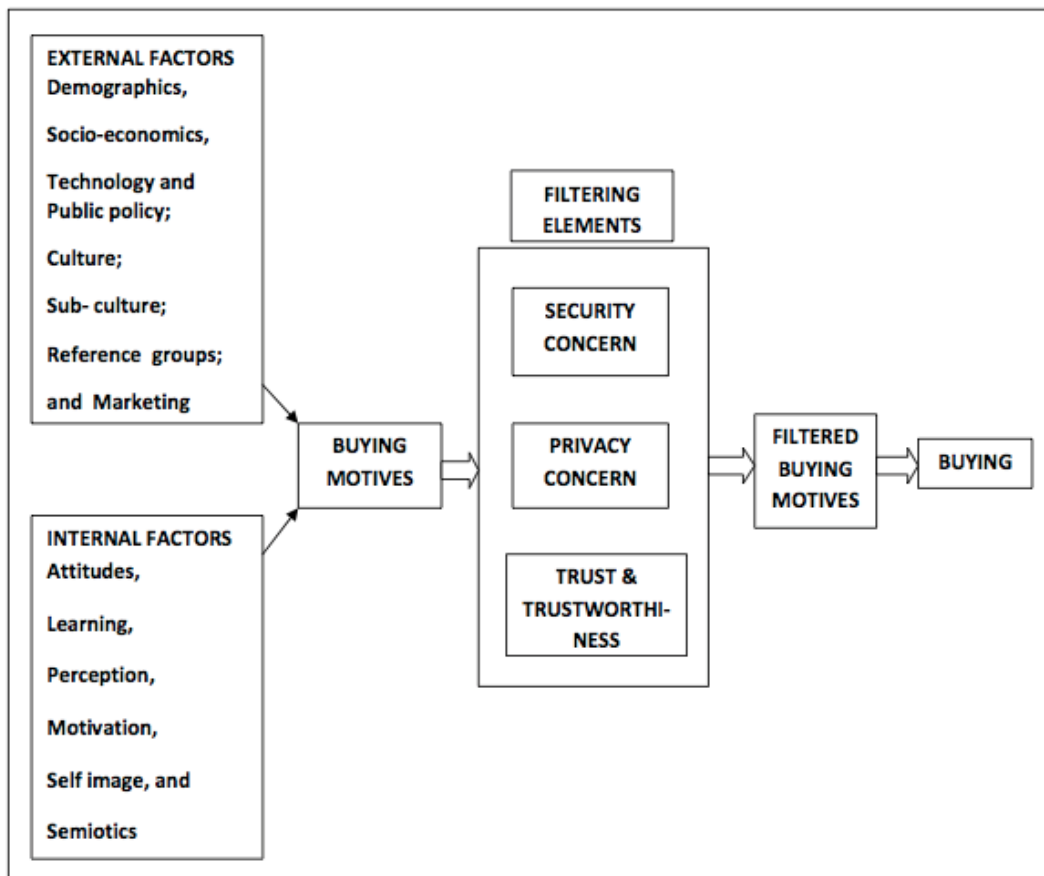


Figure 6.1: FFF Model of Online Consumer Behavior
Source: Kumar, V., & Dange, U. (2012).

The above is the graphical representation of the process, where factors such as internal factors that include attitudes, perception, self-image and are the influencing factors which the external factor are the socio economic factors, public policy, technology, reference groups and culture.

6.3 Decision Process of Buyers

The decision process is used by the buyer concerning the market transaction in the stages of before, during and after. However, these stages are very crucial for a buyer and a brand must evaluate all these of the stages to be able to convert the traffic. It can be viewed as a specific form of a cost and benefit analysis a consumer draws out of the multiple alternatives available to them. The most common example would be shopping and the decision of what to eat becomes important (Khalifa & Liu, 2007). The process of decision making is known to be psychological construct that takes into account the preferences, choices, attitudes, brand experience, pricing, perception and other aspect into account. This suggests that a purchase decision cannot be seen, but can be inferred from observing behaviors that makes a decision. There is need to recognize the problem, identify what it is and type of the product is required to solve the problem.

Searching for information; the consumers carry out research on the product that would satisfy their recognized problem/need. The consumer now evaluates the present alternatives to the need and researches more to reveal the multiple products. Now comes the process of purchase decision where the consumer has evaluated and analyzed all the options and now would make the intent to buy the product but two factors are still influential which may change the decision such as the opinion of the peers on the product and unforeseen circumstances. Finally, comes the post purchase behavior where the consumer experience matters post purchase dissonance feeling that the purchasing another product would have been a better choice.

6.4 Online Advertising Attitude Communities

There are many benefits of shopping online such as low cost overall incurred by both ends, a larger reach of audience, a message delivery combining sound and sight. Thereby, the most apprehensive factor is Internet advertising is that digital consumers have the choice to self-select the ad message. To understand the attitude of community online for the online advertising, it must be understood that the message has to be specific to the audience. Through the demographic targeting, specific and defined customers are targeted. Compared to traditional modes of

advertising, online advertising is more applicable (Constantinides, 2004). However, the digital buyer or consumer is more doubtful about the online advertising, this may lead to a less effectiveness or create greater regulations.

The consumers in an electronic marketplace are more inclined towards self-select advertising message, which furthers the goals of consumers to become a main requirement. The digital consumers are not passive receivers of the message anymore which may be the case in traditional advertising such as TVC where the consumers receive the information and message passively. Therefore, they actively select the advertising message or disregard the message completely (Weinberg, 2001).

6.5 Information Acquisition & Evaluation

The information of the advertisements is acquired through various means. The first and foremost are the analytical tools that are built in the social media web and mobile apps. Just like Facebook provides its advertisers with all the statistics in terms of pay per click and...etc. (Garay, Font & Pereira-Moliner, 2017). The same way Google Adwords also allow the advertiser to be able to gauge the competency and effectiveness of the method by viewing how many impressions

and viewers clicked on the link. Thus, this is the basic way of gauging the evaluation of the method. But the latter part is the earned media where the advertiser can actually listen to the consumers via different means such as blogging. Bloggers are reviewers, opinion leaders, thus their opinion matters and they lead with them some audience (Taylor, Fritsch & Liederbach, 2014).

The reviews and testimonials people are willing to engage themselves into is also an integral part of the evaluation process. The online comments, reviews, videos and other content generated by users are basically their response to the advertisements and campaigns. The marketing managers often find out if their campaign is effective and reaching to the right audience by viewing number of clicks and impressions along with the subjective opinions of their customers (Hudson, Roth, Madden, and Hudson, 2015).

6.6 Influencer's Effect on Buyer's Decision Making

The social media influencer plays a very vital role in the influencing and decision making power for other consumers also. To use social media influencer marketing is basically the marketing strategy where someone who can build relationships for your practice, the building of relationships with people. Regardless of the size of audience an influencer can reach, the brand may benefit

from it and may not be able to reach single alone. This is moreover like asking opinion leaders and find the right medium which reach to the masses for them (Kim & Srivastava, 2007).

All these influencers have some size of audience who listens to them and follows their opinion which means the brands need to listen to this influencer. In case of negative word of mouth, the brands can suffer plummeting sales therefore, to control and sometimes hire an influencer also becomes important. However, these influencers are sometimes paid and most of the times they review product, services and provide their opinion out of their will. These influencers have great power over influencing the consumers and potential buyers. These influencers might be present on social media such as Facebook, Instagram, Twitter etc. or they run their own blogs, it must be understood that they are heard and people value their opinion (Hajli, 2014).

In this way a positive word of mouth results for brands as buyers most of the time impulsive buy the product and make a positive purchase decision. However, in the case of makeup, this influencer often influences the decision by providing reviews on products. Sometimes in the case of confusion consumers often search and type keywords that are often found in these blogs to know what they have to

say about the brand and the product. The reviews often influence the purchase decision. It is the stimulus that is tested when the influencer affects a buyer's confidence to make a purchase decision. Brands often pay bloggers for reviews because they have their unique audience and the influencers will make the decision making easier for the consumers (Bowen & Bowen, 2016). Here are some of the important components of the influencer marketing strategy:

- 1.The need to identify the subjects of influence that must target the brand's target audience and consumers
- 2.To engage and relate with the target influencers through social media channels and emails.
- 3.Check which influencers are good for the brand.
- 4.Measure the earned media content and find out which influencer will be more suitable and which subject/topic would be more beneficial for the brand.
- 5.Repeat the process and work towards convincing the consumer towards conversion.

6.7 Background Information About Kuwait

The researcher is going to talk about his home country Kuwait that is the field of study for this thesis research. Kuwait is a an Arabian Gulf country located in the Middle East, first established in 1718 by a group of Arabian tribes. They settled in

Kuwait because of its location near major cities and the Arabian Gulf, which helped them in fishing, pearl diving and trading with other cities.

Kuwait lies between Iraq and Saudi Arabia it is south of Iraq and north east of the center of Saudi Arabia. Kuwait city is the capital of Kuwait is a historic port city; this helped Kuwait expand and trade and made the city progress due to the availability of resources. Kuwait is a desert and has hot dry summers and cold winters it does not have a lot of farming due to the harsh desert ecosystem. Kuwait also has a lot of sandstorms in the summer, in the winter it does not rain a lot and rainfall varies from one year to another.

The population of Kuwait according to the public authority for civil information (PACI) the population of Kuwait is 4,504,073. The number of expats is 3,140,530, which is 69.73% of the total population. On the other hands the number of Kuwaitis is 1,363,543, which is 30.27% of the total population. This means that the number of expats is more than double the Kuwaiti population (paci, gov, 2017).

There is a lot of diversity in the Kuwaiti culture because there are a lot of people from different nationalities and ethnicities. The official language in Kuwait

is Arabic but a lot of Kuwaitis and expats also use English. In Kuwait English is widely used and almost everything from road signs to government paperwork is written in both languages.

6.8 Government Support of Youth

The Kuwaiti government, representing in the Ministry of Youth is encouraging small business and medium enterprises through various ways. There are large campaigns from the Ministry of Youth specializing in supporting young entrepreneurs who are starting their business ventures. They provide them with assistance by organizing events and conducting media campaigns. The Ministry has social media accounts and they corroborate with a lot of the local social media influential figures.

The Kuwaiti government organizes and sponsors many kinds of events related to Small and medium businesses that would help them gain publicity and exposure. These events are increasing in numbers and are gaining popularity and expanding annually. Some of these events are:

6.8.1 Hala February Festival

This annual month long festival that takes place in the month of February coinciding with the national and liberation day of Kuwait, which is also in the month of February. Hala February has a lot of diverse activities from music concerts to shopping festivals. During this festival, small and large businesses all have some support from the government and the festival brings in tourists from neighboring countries which helps the economy hugely.

6.8.2 National Council for Culture and Arts

The National Council for Culture and Arts organizes various activities of arts exhibitions, festivals, including Qurain district Cultural Festival, a festival of theatre, music festival, summer cultural camps for children and young people, arrange field visits to the Book Fair as well as archaeological activity and restoration of historic buildings such as Kuwait Museum, Craft house, Dixon house and painting Art exhibition.

6.8.3 Kuwait International Fair

Kuwait international fair is a government organization that specializes in organizing events all around the year. They have a lot of different kinds of events and shows like the annual book fair and the motor exhibitions. Business from each of the fields can rent floor space in the exhibitions and promote their goods and services. These events have drawn a lot of audiences and people attend them because they would find all the competing similar businesses under the same roof.

6.8.4 The Heritage Village

The heritage village is under the name of the ruler of State of Kuwait The Amir, Sheikh Sabah Al-Ahmad Al-Jaber Al-Sabah is a traditional Kuwaiti exhibition that opens its doors to people every spring and winter seasons. It has a lot of old traditional products and traditional restaurants; and this village is designed as old city of State of Kuwait. Moreover, the Government supports the youth enterprises projects, which are demonstrated in this heritage village, besides the hand, made crafts which some retired people are performing. This village is located outside Kuwait city in the western desert of Kuwait; a lot of people from GCC countries love going there and also some tourist like to visit this traditional place as the weather in this time of the year is cold and nice.

6.9 Kuwait Capital of Arab Youth 2017

In 2017 Kuwait was chosen as the Arabian youth capital. An event, which was held under the patronage of his highness the Amir of Kuwait Sabah Al-Ahmad, which means, that it is supported by the head of the government. The event was focused on all

of the Arab youth and participants were from all over the Arab world. The event made Arabs from different countries exchange cultural, economic, social and political discussions.

The event's slogan was "Here is Youth", with the participation of Arab youth, organizations and institutions concerned with young Arab people. It is a one-year event involving all Arab youth focused on encouraging young people to innovate and participate in youth work at the cultural, social, political and economic levels, as well as to enhance the role of young people in the development process. This would have a positive impact on all of the participants when they exchange ideas and personal experience with one another in the different fields.

The logo of this event has been designed to have Kuwait's word in Arabic letters with the icon logo of the “location” as new logo for the big youth event at



Figure 6.2: Kuwait Capital of Arab Youth
Source: Ministry of Youth, State of Kuwait

Arab region reaching a global level by confirming and enhancing the role of the state of Kuwait through its diplomatic and humanitarian work.

This logo design explains for the all participants and for online website users' that State of Kuwait which is small in area is in the heart of the regional event which plays a vital role for all youth in Arab countries.

The Ministry of Youth work for flourishing the country through the Kuwaiti youth community, which constitutes 72% of the society as a whole. The Kuwaiti Government encourages and support youth to reach their goals to make Kuwait a solid basis for their achievements and innovations.

6.10 Online Behaviour Of Kuwaiti Society

The online behavior of Kuwaiti society can be very well gauged by their active presence on social media and the online buying patterns. The researchers have studied the patterns and states that Kuwaiti society and the consumers are top the list of online shoppers comparing to other Middle Eastern societies. In the year 2015, a study conducted by researchers stated that in three months period of observation the Kuwaiti consumers topped the list of online shopping compared to other regions in the Middle East. This is also because of the developments in the infrastructure of the society (Bian and Veloutsou, 2017).

To understand the online behavior of the Kuwait community, one must understand the fast growing face of Internet technology to have penetrated the Middle East. Out of which the Mena region is very eagerly using the Internet and mobile technology making the Internet as a virtual world to be a success. The community of Kuwait now exists virtually also with their online presence which accounts for 60% of the mobile time spent on social media. However, the social media also turns out to be influencing point for the online behaviors, to understand that it must be borne in mind that only in the recent years the use of Internet, social media and mobile phones has tripled. This is the phenomenon observed in three years period.

The use of Internet and mobile phone has increased while other media habits that are more conventional have substantially decreased. (Abbas & Hamdy, 2015). This describes a shift in the overall media consumption habits of the Kuwaiti community which has now experienced changes. The online community however, has become more widespread as out of the total of 3.3 million of population has 2.6 million of the total are Internet users. This is a huge figure for any community to understand their changing behavioral shifts in terms of media consumption habits. Thus, there has been a growing use of Internet which paves way for advertisers to focus on online ads more than offline ads.

However, the void between marketers addressing the behavioral shift and the opportunity gap leaves the consumer more tapped on their phones and Internet. Coming to online shopping, it becomes crucial to analyze that out of 2.6 million Internet users, 93 million are online buyers. This is a huge figure for a nation to have a growing e-commerce industry. Online advertising is the highest in Kuwait and compared to the traditional stores, e-shopping provides more benefits in terms of low cost and time saving.

However, the developing industry of Kuwait is advancing on a steady pace, it combines a standard lifestyle. When these factors control the daily routine, such as more adventure and maintain a certain lifestyle, online purchase has become a natural option in many regions such as USA, EU and GCC.



Figure 6.3: Most user visits of online websites in GCC countries (2016). Source: Ipsos

The above illustration explains the most famous online sites by market and the number of transactions they have. The above illustration also draws a comparison in terms of four countries to check if they have similar or different online transaction sites. This tells a lot about the most famous sites to Souq.com which remains constant in all four countries. However, all the four experience few common sites such as Amazon, Ali express, Souq.com and ebay. Those four sites remain popular amongst others (Ipsos, 2016).

6.11 Penetration of Online Payments in Kuwait

The online payment methods as discussed in a survey conducted by MasterCard illustrated the deep rootedness in Kuwaiti society. The society has seen an interesting growth in the financial institutions, banks in encouraging customers to more ATMs (automated teller machines). The survey conducted by MasterCard talks about the attempts to find out the awareness of the customers, usage patterns and reasons for online shopping, with the growing demand for online shopping. The e-commerce has experienced a boom and is ever growing industry in Kuwait in the recent years. (Rouibah, Lowry & Hwang, 2016) Comprehensively, the difference between age, occupation, income, attitudes, and education level were also studied to view who shops more. Out of 400 participants who took part in the survey in the period of three months experienced a shopping in the first go at least for once which accounts for 95% of the total respondents. (Rouibah, Lowry & Hwang, 2016).

National Bank of Kuwait which is one of the best and well-known banks not only in our country but its rated, as the best bank in Gulf countries in Middle East region. It has also many branches overseas such as in United Kingdom and in some European countries.

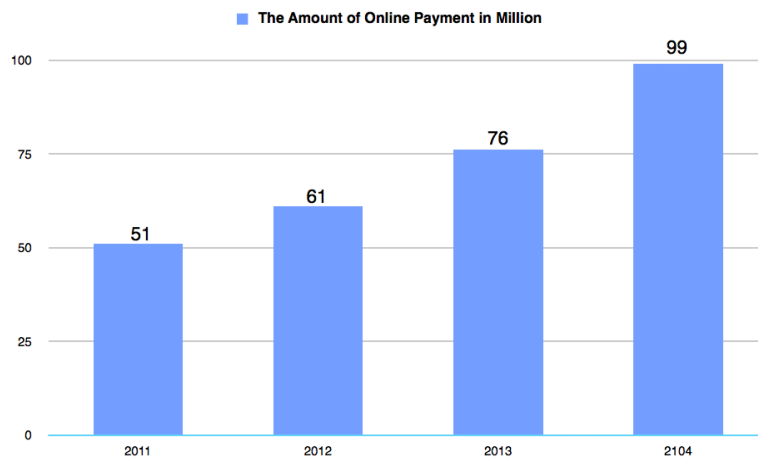


Figure 6.4: Amount of online payment gateway in NBK (2011-2014).

Source: Abdo Manager of online payment gateway at NBK, Annual NBK report.

Abdo, Manager of online payment gateway at NBK, talked about the high rate of online users in State of Kuwait which had a great jump in the world of marketing online business. He stated “Looking at the amount of online payment chart, we can notice the rapid increase in the amount of money consumed through online from 2011- 2014, which reached 99,000,000 Million Kuwaiti Dinars”.

It is known that the rate of payment to banks had increased rapidly than before and “you can see that in our annual report” he added, bank transactions had exceeded million Kuwaiti Dinars. This interprets online users’ addiction to online marketing in general and the interest of shopping through the different platforms effectively (Abdo, 2016).

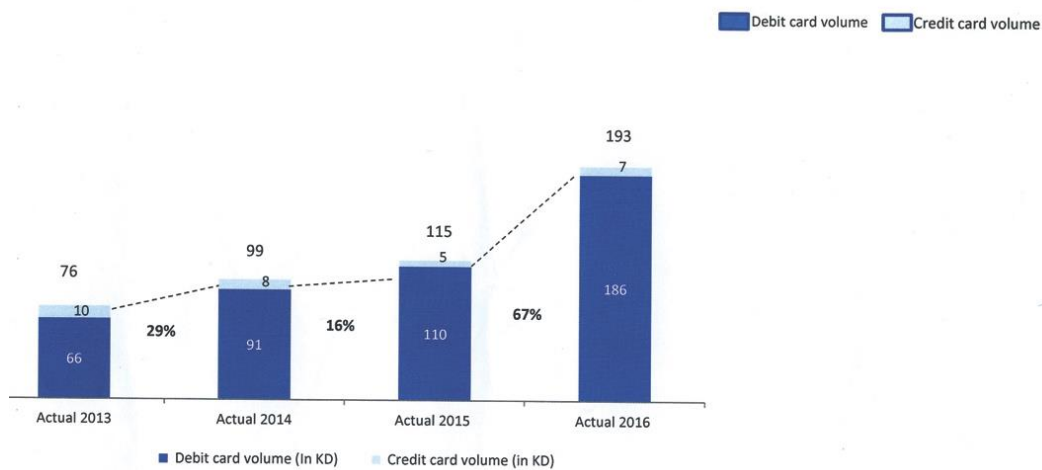


Figure 6.5: NBK online payment gateway usage (2013-2016).

Source: Abdo, Manager of online payment gateway at NBK, Annual report

Looking at the bar chart above, we see that online Payment gateway had increased vastly in the field of economy in 2013 the payment through Debit card and credit card had reached 76,000,000 Kuwaiti Dinar while in 2016 had over jumped to 193,000,000 Kuwaiti Dinar, which means that your business is depending enormously, online payment had helped in finalizing the financial matters which were done in the past manually and it takes a lot of time to accomplish them.

While today with the breakthrough of technology and the wide spreading of smart phones and the awareness of society members towards social media applications. You cannot do any financial matter without your credit and debit card

that are essential for anyone who wants to share in any project. When you are at home, office, club and if you abroad, you can do online shopping from different websites and mobile applications without the need for cash many, the credit cards are the alternative.

K-net is national company of Kuwait that provides electronic banking services to the overall banks in the region. K-net is a very serious and committed organization adopting state of the art technology in different fields of electronic banking, making the whole experience of online banking more pleasant and user friendly, thereby, changing solutions and standard development organized the service globally to all the member banks in the banking community in Kuwait. K-net is the changing and more advanced face of technology that seeks to increase efficiency, security and accuracy to conduct the financial transactions to all the clients. K-net is the pioneer providing financial services that are online and electronic to all the banks in Kuwait which transcends boundaries and extends the service to reach out to its member banks and the clients (Aldhafari, 2015). In the state of Kuwait most businesses now are done through using k-net credit card which facilities e-commerce transactions in Kuwait. In the annual report of k-net payment gateway, it is clear the vast increasing amount of online merchants.

| Years | 2014 | 2015 | 2016 | 2017 |
|---|------------------------|------------------------|--------------------------|------------------------|
| Growth in PG Transactions | 43.2% | 35.5% | 32.8% | 32.6% |
| Number of PG transactions | 11 Million transaction | 15 Million transaction | 19.5 Million transaction | 26 Million transaction |
| Amount of PG transactions in Kuwaiti Dinar | 384.5 KD Million | 500 KD Million | 697 KD Million | 925 KD Million |
| Number of online merchants | 599 merchants | 735 merchants | 956 merchants | 1218 merchants |

- (PG) Payment Gateway

Table 6.1: K-net payment gateway, growth in PG, number of transactions, amount of PG transactions in Kuwaiti Dinar and number of online Kuwaiti merchants (2014-2017).

Source: Aldhafari, director of online payment gateway and Tasdeed platform of K-net. Annual report, Shared Electronic Banking Services Company (K.S.C.C.) K-net.

K-net transactions online have been growing in the past couple of years as the chart above shows. In 2014 there were 599 merchants that shown a growth of knet payment gateway by 43.2%. There were 11 million transactions during in 2014 and the revenue generated was KD 384.5 million (Aldhafari, 2014).

In 2015 knet reached a huge increase in online transactions, there were 735 online merchants. The growth of payment gateway transactions was 35.5% there were 15 million payment gateway transactions. The revenue increased from the previous year and reached KD 500 million (Aldhafari, 2015).

There was a big growth in the number of online merchants in 2016, it reached 956 with payment gateway growth of 32.8% from the year before. The number of online payment gateway transactions was 19.5 million, with a value of KD 697 million (Aldhafari, 2016).

Alothman the chairman of the board of directors of banking services knet, had declared that in Kuwait the increase in electronic payment gateway online rose up by %32.6, he had stated that in his speech during the general assembly of the company for the end of the financial year 2017. Alothman stated that the company carried out 263 million electronic payment process in 2017, which worth 15.9 billion Kuwaiti dinar.

In addition, in 2017, knet company had introduced a service of security identification to protect and increase the security of online payments of their clients, which is called “Two Factor Auth”. The company implemented the OTP

technology to verify the identity of the cardholder at Online purchases. Knet had expanded the base of its services to government sectors in 2017 to serve more than 49 government sites through various electronic payment channels, This was clear by the performance of more than 4.9 million e-government payments, which worth 513 million dinars, achieving a growth rate of 42% this year (Alothman, 2017).

Ministry of Finance announced that in 2017, they would stop working in paper stamps and every process will be done electronically through KNET. During this year, more than KD 97 million was collected through electronic stamps from government sectors (Alothman, 2017).

The researcher believes that online payments and transactions are increasing due to the growth of the e-commerce industry. The increased usage of smartphones and wide spread of Internet usage, made online payments crucial nowadays. Many businesses are using online platforms to increase their sales, and it is also more convenient for their clients to shop and order online. There seems to be huge potential future for online payments because Kuwait is moving forward in technological services.

6.12 Ramadan Effect on Online Consumer in Mena Region

The rise in the digital literacy in the Mena Region has given rise to the emergence of Internet as a popular source of entertainment, socialization, researching, specifically in the month of Ramadan in their leisure time. The marketers have not fully analyzed the potential of the Internet and user behaviour. The advertisers are still consciously making big budget allocations for the traditional mode of communication such as television commercials, radio, and outdoor and print advertisements. However, the new digital option experience very less budget.

It doesn't change the fact that there are yet many brands in the Mena region competition for the same conventional methods and spots on billboard, newspaper and television meaning that the advertisements not only make them expensive but also the chances to make an impression on the target audience are very less. Contrasting it with the opportunities laid down to the marketers and brands in the Mena region, to reach the consumers more effectively and less costly is through digital marketing (Alhusaini, 2016).

This needs to be understood that digital marketing cannot be fully effective as majority of the brands do not understand the significance of digital marketing in the region. The consumers are present online which is most likely to define the target audience and get response from them compared to traditional methods of advertising.

Thus, to understand that the holy month of Ramadan is celebrated in the Mena region by most of the brands allocating higher advertising budgets and using traditional methods are blindsiding to the rise in search and Internet use. There is however, changes experience in one month of the users in traditional media consumption which is relatively cluttered advertising landscape. The media consumption habits change in one month, which lays down an increase of opportunities for brands to understand how to filter their communication tools and message (Alkhamais, 2016). Throughout the Arab world and all other Muslim states, the month of Ramadan is treated differently where the connection with faith is stronger, the bonding with family and friends become stronger as less work hours, reduced school timing and more resting are entailed. However, the combination of celebratory month and free time means more time to spend online where the consumer spending goes twice to thrice as high as normal consumption habits.

More videos are viewed in the month of Ramadan in the Mena Region.

YouTube remains the number one experience video sharing site with a growing path in the region due to its popularity in the Mena region. The viewers experience a reliance on Google as internal data points a huge spike in different content categories on YouTube throughout the month of Ramadan. This includes cooking shows, recipes, religion, spirituality, gaming, television, comedy programs, telecom, Internet, auto and vehicle (Rizk, 2015).

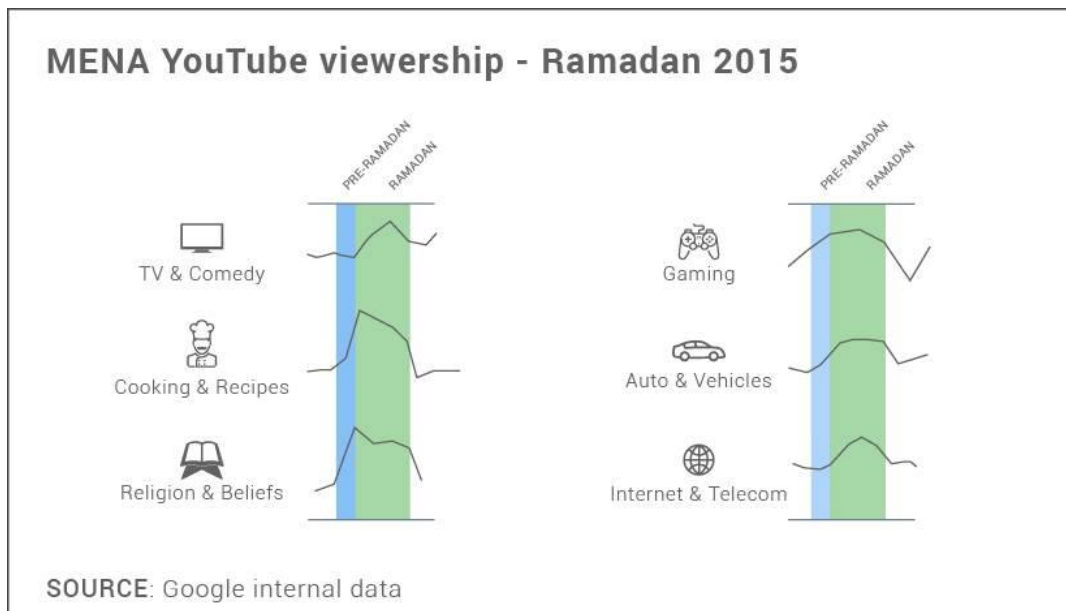


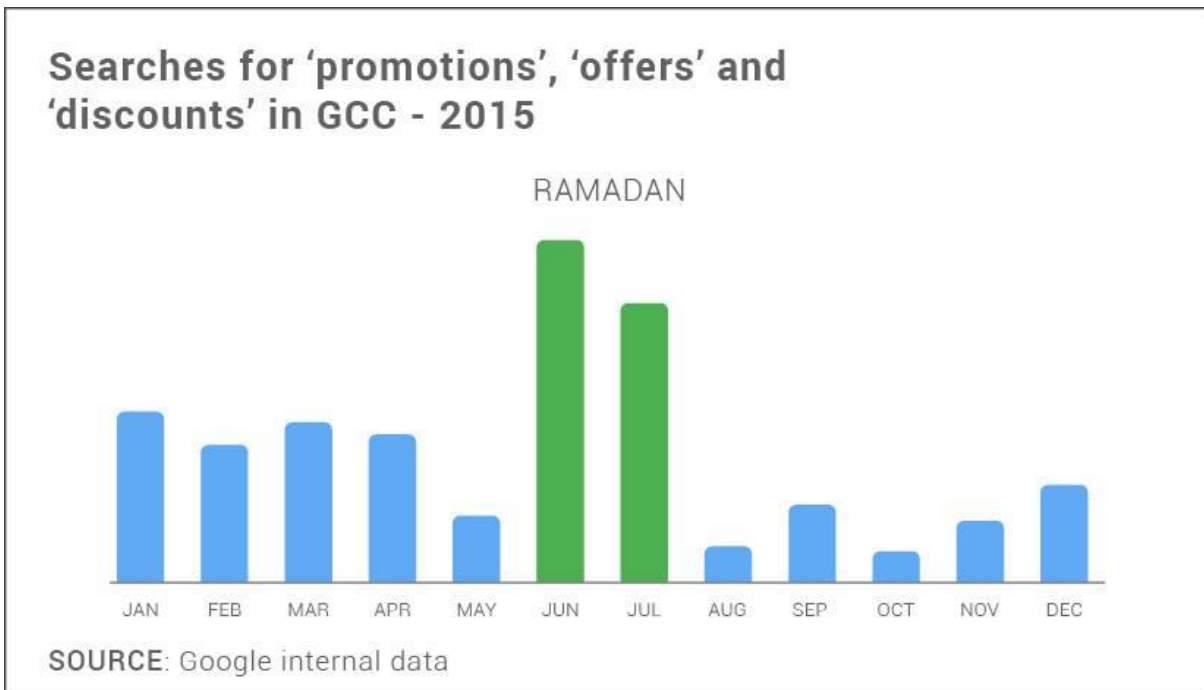
Figure 6.6 YouTube viewership at Mena region, Ramadan (2015).

Source: P. Rizk, Business Development Manager in the Mena Region, Google INC.

The above graph is the representation of the Mena YouTube Viewership alone in the year 2015. This represents that the viewership of YouTube is divided into subcategories. The most famous categories in the month of Ramadan are TV

and comedy, cooking shows and recipes, religion and belief, internet and telecom, auto and vehicle and gaming which triples in the month of Ramadan compared to the remaining 11 months (Rizk, 2015).

According to Google Data more searches were performed in the month of Ramadan. A comparison was drawn which shows that the GCC doubled during the month of Ramadan 2015. The reasons can be related to the deals and promotions offered in the month of Ramadan for instance big supermarket and shopping malls promotions and deals were among the most search topics in the year 2014 and 2015 specifically in one month (Rizk, 2015).



YouTube Search options such as 'Promotions', 'offers' and 'discount' in GCC (2015).

Source: P. Rizk, Business Development Manager in the Mena Region, Google INC

The above is the graphical representation of the searches of the offers, discounts and promotions in the month of Ramadan to be almost doubled compared to the rest of the year. The usage of smart phones has increased in the region of Mena. In Ramadan, the mobile search is specifically attractive because of the chances the brands serve the needs of the consumers by making attractive and enticing packages and deals. The offers made in the month of Ramadan attract the consumers. In the month of Ramadan in 2015, a total of 60% of queries regarding the packages on mobile phones were experienced. This is basically 5% higher than the average mobile share observed in any other month, this increase becomes a million of searches in just one month. (Rizk, 2015).

6.13 Consumer Interaction in Ramadan Advertising in Kuwait

Ramadan is the holy month which holds high regard from all Muslims all over the world. All media forums prepare for this distinguished month in the year by producing and broadcasting special programs which coincide with the Islamic principles of the month. In Kuwait, there is a special Radio stations which is called Al-Quran Station, which has all time high reach and penetration than any other station scores higher in the month of Ramadan. Google Data suggests that in the

month of Ramadan, people tend use YouTube more and perform searches more than usual on the Internet through their mobile phones (Kanafani, 2016).

Thus, brands invest heavily in the month of Ramadan in the traditional channels of advertising, despite the cost of advertising that skyrockets in the month and the chances for impression reduce. The Mena Region experiences high digital media consumption over the past few years, producing a very different and unique evolution in the patterns of entertainment for the month of Ramadan. The previous years were different where traditional channels of advertising were broadcasted before TV serials and they were widely popular. Now there are many series creating a heavy competition for viewers' attention (Alkhamais, 2015).

During the month of Ramadan TV viewership is high, hence businesses increase their TV commercials during this month. Kuwait financial house (KFH) is an Islamic bank that made a TV commercial which gained popularity. This bank promotes their existence in Ramadan by uploading the commercial on social media platforms and posted the video in YouTube. The bank's TV commercial gained a lot of views during that period and their video reached 90,000 views (Alqabas, 2013).

Gulf bank in State of Kuwait also had launched a TV commercial during the holy month of Ramadan in 2013 that saw great success. The video got 41,000 hits in that period of time; this led to the banks Instagram's account increasing of followers by 66%, the bank also saw a 21% increase in twitter followers. Al Roumi, E. Assistant General Manager of Marketing stated ""We are very proud of the high demand for our TV commercials and the interest shown by our viewers through the Bank's social communication channels throughout Kuwait"" (Alqabas, 2013).

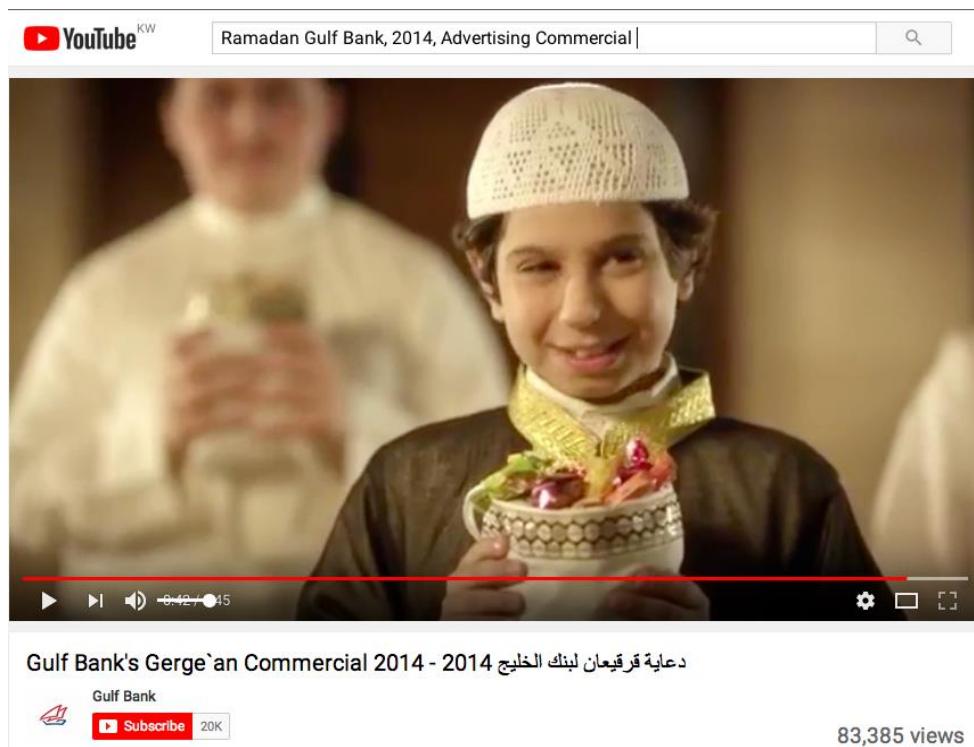


Figure 6.8 Gulf Bank successful TV commercial launched in Ramadan (2014).
Source: Retrieved from: <https://www.youtube.com/watch?v=-z8RAA5zvVM>

Due to the wide success at Ramadan in previous year, Gulf bank had launched in 2014 three successful TV commercials with a total of 700,000 views during that specific month. The theme of those commercials was associated with the holy month of Ramadan and they had cultural references. The first one was about a housewife decorating her home for the holy month and surprises her husband with the new home decoration. The second was about “Qerge’an”, (Traditional cultural celebration) which is similar to Halloween in Europe, it comes in the middle of the month and children go to houses singing festival songs and the people offer them candies and coins.

This advertisement showed five young boys wearing traditional Kuwaiti clothes going to a house and instead of singing traditional songs they had a juke box and played and sang an R&B song. The third one was about the Eid, which is the first day after Ramadan, and it is a holiday for all Muslims. It showed a family visiting their grandparent’s house and getting gifts from their family (Alqabas, 2014). Consequently, there were a lot of competitions in the field of advertising among different business sectors, as it’s very clear that Banks had focused upon consumers’ interaction with Ramadan advertisements. Another example of this competition, is Boubyan Bank which had made a TV commercial that was filmed in Romania, and has uploaded the video on the video content sharing website

“YouTube”. This commercial was highly successful and the bank gained 20,000 of followers on their social media accounts. Most major corporations try to produce good commercials during the month of Ramadan because in this month TV viewership has a very high demand (Alqabas 2014). The last example of consumer interaction with online advertisement was with “Zain” which is a multinational telecommunication company based in Kuwait that made a hugely successful commercial in the holy month of Ramadan. Their commercial was a song about living in peace that addresses the problems of violence in the Middle East. The commercial featured various music artists from the Arab world. The company stated that they got 4 million views in the first 5 days since the video was posted on YouTube (Alqabas, 2016).

6.14 Ramadan Offline Advertising Expenditure in Kuwait

| | | Year | | | Month | | | | | | | | | |
|----------------|------------|---------|------------|---------|---------|---------|---------|---------|--------|---------|---------|---------|---------|---------|
| | | 2014 | | | 2015 | | | 2016 | | | 2017 | | | Totals |
| | | July | Augu st | Totals | June | July | Totals | June | July | Totals | May | June | Totals | |
| Brand | Media | Amount | Amount | Amount | Amount | Amount | Amount | Amount | Amount | Amount | Amount | Amount | Amount | Amount |
| ZAIN | TV | 1262261 | | 1262261 | 540303 | 632783 | 1173086 | 2120110 | 466766 | 2586876 | 276362 | 1222460 | 1498822 | 6521045 |
| | OUTDOOR | 140980 | 73455 | 214435 | 128732 | 136840 | 265572 | 88420 | 236560 | 324980 | 163738 | 133578 | 297316 | 1102302 |
| | NEWS PAPER | 271114 | 80358 | 351472 | 106058 | 47259 | 153317 | 183720 | 134407 | 318127 | 116080 | 36357 | 152437 | 975352 |
| | RADIO | 45105 | 17865 | 62970 | 15075 | 33730 | 48805 | 13840 | 20030 | 33870 | 5435 | 22635 | 28070 | 173715 |
| | MAGAZINE | 1400 | | 1400 | | | | | | | 1600 | | 1600 | 3000 |
| | Totals | 1720859 | 171678 | 1892537 | 790168 | 850612 | 1640780 | 2406090 | 857763 | 3263853 | 563214 | 1415030 | 1978244 | 8775414 |
| VIVA | TV | 3633588 | 146 | 3633734 | 574082 | 1393504 | 1967586 | 1148220 | 206906 | 1355125 | 53788 | 270598 | 324386 | 7280831 |
| | OUTDOOR | 82057 | 83695 | 165752 | 141995 | 142620 | 284615 | 45120 | 32500 | 77620 | 167350 | 122380 | 289730 | 817717 |
| | NEWS PAPER | 209775 | 124662 | 334437 | 65767 | 9537 | 75304 | 20512 | 55686 | 76198 | 66252 | 5964 | 72216 | 558155 |
| | RADIO | 41590 | 6685 | 48275 | 17355 | 16450 | 33805 | 14925 | 1875 | 16800 | | 15230 | 15230 | 114110 |
| | MAGAZINE | 3400 | | 3400 | | | | | | | | | | 3400 |
| | Totals | 3970410 | 215188 | 4185598 | 799199 | 1562111 | 2361310 | 1228777 | 296967 | 1525743 | 287390 | 414172 | 701562 | 8774213 |
| CLASSIFIED ADS | NEWS PAPER | 1037874 | 1225608 | 2263481 | 1055910 | 722903 | 1778813 | 815788 | 814705 | 1630493 | 1038196 | 607668 | 1645864 | 7318651 |
| | Totals | 1037874 | 1225608 | 2263481 | 1055910 | 722903 | 1778813 | 815788 | 814705 | 1630493 | 1038196 | 607668 | 1645864 | 7318651 |
| BMW | TV | 1123956 | 146 | 1124102 | 1055323 | 1669457 | 2724781 | 1384156 | 586122 | 1970278 | 86237 | 526974 | 613212 | 6432372 |
| | NEWS PAPER | 81760 | | 81760 | 77840 | 40240 | 118080 | 180968 | 9440 | 190408 | 139157 | 47080 | 186237 | 576485 |
| | OUTDOOR | 2500 | 2500 | 5000 | 2500 | 2500 | 5000 | | | | | 69000 | 69000 | 79000 |
| | MAGAZINE | 2800 | 1200 | 4000 | 1000 | 2500 | 3500 | 900 | 2000 | 2900 | 4100 | 2100 | 6200 | 16600 |
| | Totals | 1211016 | 3846 | 1214862 | 1136663 | 1714697 | 2851361 | 1566024 | 597562 | 2163586 | 229494 | 645154 | 874649 | 7104457 |
| OOREDOO | TV | 2223696 | | 2223696 | 640351 | 706257 | 1346608 | 840497 | 25670 | 866167 | 3261 | 13309 | 16570 | 4453040 |
| | OUTDOOR | 223342 | 112638 | 335979 | 79425 | 72126 | 151551 | 49330 | 59980 | 109310 | 527340 | 369665 | 897005 | 1493845 |
| | NEWS PAPER | 74678 | 4497 | 79175 | 52129 | 38608 | 90737 | 44398 | 33643 | 78041 | 37759 | 24112 | 61871 | 309824 |
| | RADIO | 52705 | 82910 | 135615 | 36925 | 7120 | 44045 | 14850 | | 14850 | | | | 194510 |
| | MAGAZINE | 6573 | | 6573 | | | | | | | 700 | | 700 | 7273 |
| | Totals | 2580993 | 200045 | 2781038 | 808830 | 824110 | 1632940 | 949075 | 119293 | 1068368 | 569060 | 407086 | 976146 | 6458491 |
| GULF BANK | TV | 1780020 | 9666 | 1789686 | 181746 | 100930 | 282676 | 1083009 | 154477 | 1237486 | 69242 | 126838 | 196080 | 3505928 |
| | NEWS PAPER | 22914 | 6348 | 29262 | 62826 | 12210 | 75036 | 67044 | | 67044 | 14070 | 2946 | 17016 | 188358 |
| | OUTDOOR | | | | 4100 | | 4100 | 34550 | 3750 | 38300 | | | | 42400 |
| | RADIO | 240 | | 240 | 5780 | 330 | 6110 | 14830 | | 14830 | 8560 | 2570 | 11130 | 32310 |
| | MAGAZINE | 1250 | 800 | 2050 | 2000 | 1450 | 3450 | 800 | | 800 | 850 | 3600 | 4450 | 10750 |

| | | | | | | | | | | | | | | |
|--|---------------|--------------|-------------|----------|---------|---------|--------------|--------------|---------|--------------|-------------|-------------|-------------|--------------|
| | Totals | 180442 4 | 16814 | 1821238 | 256452 | 114920 | 371372 | 1200233 | 158227 | 1358460 | 92722 | 1359 54 | 228676 | 377974 6 |
| KUW AIT FINA NCE HOU SE | TV | 665031 | 150 | 665181 | 196366 | 175054 | 371420 | 550844 | 142274 | 693118 | 101769 | 2524 13 | 354182 | 208390 1 |
| | OUTD OOR | 29188 | 30141 | 59329 | 103122 | 103702 | 206824 | 178060 | 104780 | 282840 | 108965 | 8904 0 | 198005 | 746998 |
| | NEWS PAPER | 148392 | 76203 | 224595 | 124740 | 59544 | 184284 | 64172 | 67764 | 131936 | 37505 | 4242 6 | 79931 | 620746 |
| | MAGA ZINE | 2800 | 4300 | 7100 | 800 | 800 | 1600 | 800 | | 800 | | | | 9500 |
| | RADIO | | | | 5365 | | 5365 | | | | | | | 5365 |
| | Totals | 845410 | 11079 4 | 956204 | 430393 | 339100 | 769493 | 793876 | 314818 | 1108694 | 248239 | 3838 79 | 632118 | 346650 9 |
| NATIO NAL BANK OF KUWA IT | TV | 951943 | 117 | 952060 | 297558 | 311093 | 608651 | 29438 | 925 | 30363 | 40427 | 2286 88 | 269115 | 186018 9 |
| | NEWS PAPER | 48554 | 59632 | 108186 | 122292 | 66655 | 188947 | 107423 | 81687 | 189110 | 124564 | 6250 0 | 187064 | 673307 |
| | RADIO | 1690 | 5350 | 7040 | 59265 | 53375 | 112640 | 107885 | 98400 | 206285 | 53355 | 4733 0 | 100685 | 426650 |
| | OUTD OOR | 7625 | 7625 | 15250 | 54969 | 46391 | 101359 | 41610 | 49130 | 90740 | 75355 | 8003 3 | 155388 | 362737 |
| | MAGA ZINE | 14739 | 7050 | 21789 | 8050 | 7300 | 15350 | 3800 | 4500 | 8300 | 13800 | | 13800 | 59239 |
| | Totals | 102455 0 | 79774 | 1104324 | 542134 | 484813 | 1026947 | 290156 | 234642 | 524798 | 307501 | 4185 51 | 726052 | 338212 1 |
| MCD ONA LD'S | TV | 917510 | 52560 7 | 1443117 | 203906 | 85943 | 289849 | 150049 | 266815 | 416863 | 174582 | 2596 47 | 434229 | 258405 9 |
| | OUTD OOR | 2500 | 2500 | 5000 | 67650 | 9375 | 77025 | 24300 | 27800 | 52100 | 36440 | 7409 0 | 110530 | 244655 |
| | NEWS PAPER | 5624 | 36500 | 42124 | 6200 | 5000 | 11200 | 58240 | 38020 | 96260 | 36345 | 1248 0 | 48825 | 198409 |
| | MAGA ZINE | 3950 | 3100 | 7050 | 4050 | 7650 | 11700 | 11200 | 12600 | 23800 | 8250 | 6150 | 14400 | 56950 |
| | RADIO | | 4085 | 4085 | | | | 4545 | 4245 | 8790 | 5605 | 7945 | 13550 | 26425 |
| | Totals | 929584 | 57179 2 | 1501376 | 281806 | 107968 | 389774 | 248334 | 349480 | 597813 | 261222 | 3603 12 | 621534 | 311049 8 |
| LAN D ROV ER | TV | 659600 | | 659600 | 92179 | 141791 | 233970 | 1339187 | 6421 | 1345608 | 44405 | 3932 3 | 83728 | 232290 6 |
| | NEWS PAPER | 125920 | | 125920 | 49360 | 13600 | 62960 | 120568 | 4920 | 125488 | 96500 | 9702 4 | 193524 | 507892 |
| | OUTD OOR | | | | 2500 | 6250 | 8750 | 8660 | 9820 | 18480 | 5000 | 2500 | 7500 | 34730 |
| | RADIO | | | | | | | 3055 | | 3055 | 12415 | | 12415 | 15470 |
| | MAGA ZINE | 2600 | | 2600 | | | | 900 | | 900 | | | | 3500 |
| | Totals | 788120 | | 788120 | 144039 | 161641 | 305680 | 1472370 | 21161 | 1493531 | 158320 | 1388 47 | 297167 | 288449 8 |
| Totals | | 159132 40 | 25955 38 | 18508778 | 6245593 | 6882876 | 1312846 9 | 1097072 2 | 3764617 | 1473533 9 | 375535 8 | 4926 654 | 868201 2 | 550545 99 |
| IPSOS STAT / Statex © Printed 11/10/2017 | | | | | | | | | | | | | | |

Table 6.2: Advertising Expenditure in Kuwait (2017). Ramadan Offline Advertising Expenditure in Kuwait. Source: M. Kazi, Digital media account manager at Ipsos Kuwait.

The above table shows the amount of advertising expenditure of Offline media since (2014-2017) for the biggest companies in Kuwait in different sectors such as telecommunications co. (*ZAIN, OOREDOO, VIVA*), motors (*LAND ROVER, BMW*), banks (*KUWAIT FINANCE HOUSE, NATIONAL BANK OF KUWAIT, GULF BANK*), restaurant (*MCDONALD'S*).

The Ramadan TV commercial for ‘Dar Al-Shifa’ private hospital was greatly successful it reached one million views in Ramadan of 2017. The commercial theme was a mixture of drama and comedy, which was a different approach for the hospital in their advertising. The huge number of viewers for these different commercials in Ramadan shows that the best time to produce attracting commercials is in the holy month of Ramadan (Alqabas, 2017).

With the transformation in the advertising landscape, this industry now has a major influence on the customers. It has changed the philosophy of advertising and the way it is operated in the world. It has also been observed that there is a massive increase in the advertising budget of big companies in Kuwait especially in the holy month of Ramadan, of which is shown in the chart table above (Kazi, 2017).

During Ramadan 2014 the ministry of information gained 1 million Kuwaiti dinars in revenue during that month alone. This is an increase of 30% in commercial revenue; this shows that the month of Ramadan is the most profitable month for media outlets. The ministry of information's advertising revenue during the month of Ramadan in 2015 saw an 8% increase. In 2016 the revenue rose by 10% and it also rose 15% in 2017, this shows that advertising spending in the holy month of Ramadan is gradually increasing (Aljarida ,2014).

Ramadan is a special festival season for advertising industry in Kuwait. It does not only imply religious obligations but in the fast track world of businesses have also integrated according to the marketing business. With the evolution of marketing, and the significance of Ramadan, everything changes, and observed in one month, therefore, the advertisement scale also changes. The value of Ramadan is often portrayed through ads and these ads reflect on the significance it has on the people of Kuwait. However, the most vital aspect is how many brands want to play along the lines in order to provide what their customer values. The basic aim of the advertising in the month of Ramadan changes to deals and more discounts observed than in any other festival season as Ramadan is followed by Eid, therefore, the importance is multiplied.

6.15 Kuwait as a Smart City

Internet penetration in Kuwait is very high and more and more people are using the Internet on a daily basis. This made most government and private sector businesses start moving towards being more Internet friendly. The future of business and commerce is looking very bright with the Internet. The Kuwaiti government has a vision in making Kuwait more digitalized, which would help both the services and the people using online platforms.

The Kuwaiti government wants to make Internet access available without charge in public places. This would be beneficial for the Kuwaiti society users and it would provide all the people with free Internet, which they can enjoy and communicate with others. State of Kuwait Government had made a deal with Huawei Technologies Co., Ltd, which is a multinational networking and telecommunications equipment and services company that is based in China. The researcher concludes that this would help Kuwait in becoming a digital based country where you can get access to Internet online services whenever you want and where ever you go.

6.16 Summary

This chapter laid emphasis on the online consumer behavior and community. It described the online consumers in Kuwaiti community and the factors that influenced the behaviors of the online consumers. It was identified that there were several factors that had an impact on the decision making of the online consumer including the other members of the community.

There was also a focus on the decision making process of the buyers and the attitudes of the communities towards online advertising. There was a detailed discussion on the online behavior of the Kuwaiti society taking into consideration the religious festivals such as Ramadan and the change in advertising techniques in this month. The researcher explained the importance of online payment methods in Kuwait society and how the community adapted to the change in the online revolution and the effect of the impact on their decision-making regarding the product. Moreover, there was an overlook upon customers' interaction with offline and online media stressing upon online advertising process through Mena region including Kuwait which is the core of the researcher's study thesis.

CHAPTER (7) Integrated Marketing Communications

7.1 Definition of IMC

The integrated marketing communication is one of the vital marketing tools as the name suggest it integrates all tools together to form a marketing mix that caters to the brand. It is achieving the harmony of each marketing tool so that the message that reaches the consumer stays cohesive. However, it is very important for the brand to be very certain about the brand to have a same message across traditional and online advertisements. This is very important to achieve brand awareness and create higher recall value with positive attitude (Kitchen, Brignell & Jones, 2004).

IMC has been evolving since ages, in the previous times it was known as integration of communication. This communication was associated with brand value, data integration, data sources merging, developing better customer understanding and also integrating different online and offline channels to achieve maximum benefits (Kitchen, Brignell & Jones, 2004). However, with the passage of time, there have been different concepts explaining IMC. It is known to represent an approach which is both tactical and strategic to plan the

communication management of the organization. It basically requires the company to associate themselves with diversified strategies for the betterment of their company, to form messages and resources to enable meaningful engagement with the audience (Madhavaram, Badrinarayanan & McDonald, 2005). The core idea of IMC is to formulate a clear position of the stakeholders and to encourage them into a positive relationship which is of the mutual value. The above definition serves to link the relationships at the business level as these systems are important within the organization, as they require the cultural change. It is also necessary for the organizations to develop a relationship, which is effective, and need collaboration and a rational attitude so that interpretations could be contemporary.

Lee & Kotler (2011) described integrated marketing communication to be a way of viewing the whole marketing process from the point of view of the customer. Crucially, the marketing communication is the most important process to deliver the message. There are different methods available that needs to be used to mainly gauge the consumers and persuade them to buy the product or service. The integrated marketing communication is a way that created a relationship between the customer and the firm. This bond is very vital business as brands create brand loyal customers who have higher recall value when it comes to products of the same category.

7.2 Theories of IMC

The Integrated Marketing Communication has gained huge popularity because of the number of benefits it provides to the businesses and the consumers. It creates a relationship between the brand and the consumer that makes businesses gain their targeted costumers. The integrated marketing communication had several methods to reach their potential audience but the main target is to create a medium that can persuade and inform the consumer (Lauska, Laurie & Mortimer, 2014). The bridge created between firms and consumers is for two purposes to inform them about the product/service or the business and to persuade them. The integrated marketing communication also makes sure that the audience has received the message which is a primary step.

Integrated Marketing Communication impacts consumers to understand better the product and brand. There is however, a difference between a promotion and an advertisement and a marketing communication. Integrated Marketing Communication (Imc) is a style of promotional activity that focuses attention on communicating to customers via different means: Above the line (ATL) and below the line (BTL) are essentially advertising techniques targeted towards specific audiences and for specific purposes. Above the line advertising uses Mass media as

a medium to promote brands and reach out target consumers. It employs T.V and Radio advertising, print advertising and Internet banner Ads. ATL is the most preferred form, which media agencies compete for prime time spots in T.V, Radio and appropriate page and size in print or web. This kind of advertising is usually aimed towards a large number of audiences and is much more effective, when the target group is very large and difficult to define.

BTL advertising follows an unconventional and direct form of marketing communication. These include activities such as distribution of pamphlets, handbills, stickers, promotions, brochures placed at point of sale, on the roads through banners and place yards. BTL advertising, it could also involve product demos and sampling at crowded areas like malls and market places. Below the line advertising also focuses on direct mail and email, often using highly targeted lists of names to maximize response rates. BTL techniques ensure recall of the brand while at the same time highlighting the features of the product.

Other mixed technique is Through The Line TTL advertising, which refers to promotional strategy taking advantage of the beat of ATL and BTL advertising concept, ensuring maximum growth of the product on the brand, here the customers are guided from one medium to another. Through the line advertising not only

spans the marketing message to the masses across different media for better exposure, but also allows to target specific audiences using different platforms for a higher return in investment (ROI).

The main reason for choosing integrated marketing communication that the message which may be a persuasive message or information can reach the audience through all channels effectively and suitably. Conventionally there are many steps and tools in the marketing communication and they are several elements such advertising, Sponsorship, sales promotion, word of mouth...etc. (Percy, 2014).

- Advertising: is essentially a part of marketing and is more suitable to create long term relationship with the consumer, stronger brand image and brand building. However, it is very vital for business to advertise their products not only for the purpose of conversions but also for the reasons to create a brand image. This creates the initial level of awareness. Advertising takes most of the promotion budget in any campaign to reach masses. However, Television commercial is deemed to be the most expensive forms of advertising among all (Schultz, Patti & Kitchen, 2013).

- Sponsorship: is very important and fall in the sub branches of public relations which is to create corporate image and relationships. It is vital for business to have work on public relations as it creates a strong corporate branding. Sponsorships costs are allocated in the marketing budget as they are taken as essential for business (Schultz, Patti & Kitchen, 2013).

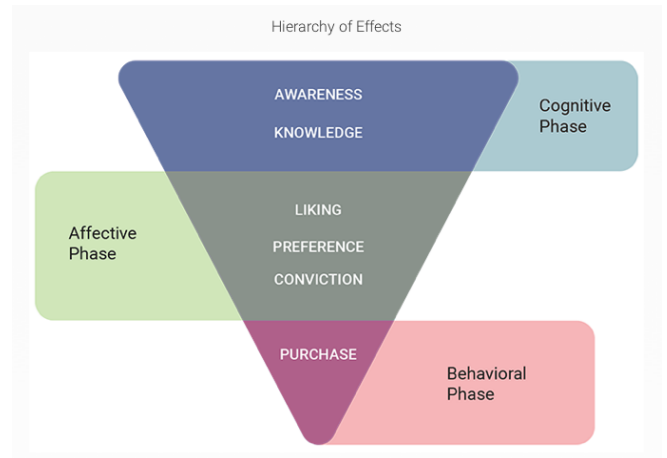
- Sales Promotion: This is short-term promotion plan to stimulate the buying behavior of the consumer. The aim of sales promotion is not similar compared to other marketing mix that looks into long term relationship building with the consumer. Sales promotion focuses on increase sales immediately. It may not be a quick fix to building long term relationship. It persuades the consumer to purchase more products and also attracts new consumers. So basically this strategy is applied to target potential and existing consumers. So it can be stated that this theory of The Integrated Marketing Communication is basically used for simulative offers to encourage consumers to make purchases in the limited time offer. To measure sales promotion, it is easier to have IMC plan (Schultz, Patti & Kitchen, 2013).

- Word of Mouth (WOM): Shedding light on the significance of word of mouth, it must be borne in mind that this is the oldest forms of marketing communication and yet deems to be the strongest. This creates either a positive image for the brand or a negative subject to the consumer's personal experience. However, it can be monitored and organic in nature. However, businesses do have the power to monitor and control to some extent in terms of having influencer marketing and other activities. Thus, Word Of Mouth (WOM) strategies if organic are the most beneficial. This way consumer reviews the products and out of goodwill spread their opinion. If the word of mouth is negative, it can be very damaging for the overall brand building of a firm.

Mass media, on the other hand has failed to claim its efficiency in reaching the besieged audience. Word of mouth is considered to be the tool to break the barrier. The Internet has however made the channels for communication more convenient and reachable of information to masses. The feeling and experience can spread faster than in any other form of communication. It may be difficult to control word of mouth and make sure that the right content of communication about the brand is delivered (Schultz, Patti & Kitchen, 2013).

7.3 Models of Advertising Effects Theory

The hierarchy of effects model is a model which tells advertisers to make an advertisement in such a way that the customer goes through all these six stages namely awareness, knowledge, liking, preference, conviction and purchase. It is created by Robert J Lavidge and Gary A



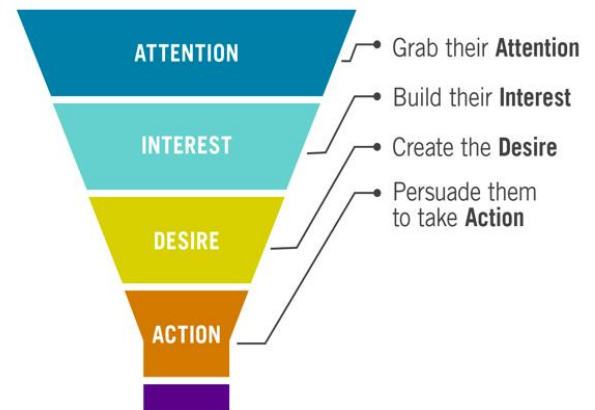
Steiner in 1961, the hierarchy of effects model suggests six steps to consumer buying

Figure 7.1 Hierarchy of effects model. Source: Schultz, D., Patti, C. H., & Kitchen, P. J. (2013). The evolution of integrated marketing communications: The customer-driven marketplace, Routledge.

behaviour as shown in chart below and they are Awareness, Knowledge, Liking, Preference, Conviction and Purchase.

- Hierarchy of effect models is the primary theory of integrated marketing communication framework which studies the hierarchy of effects, logically dissecting and looking to the sequential task of the marketing message. The impacts on the consumer awareness to make the purchase and study their purchase decision, is also studied. This model states that one step leads to another, first the marketing message influence and then the purchase action of

the consumer. The first segment of this theory is the cognitive part that means consumers have very well received the message and are aware of the message. The second step of the process is the effects shoring on the reaction and attitude to the promotional messages. The final step of the theory is now studying the behaviour that is the actual purchase of the promoted brand. Because of this process an AIDA model was created (Schultz, Patti & Kitchen, 2013).



- AIDA model fundamentally came into existence through the hierarchy of effect model. Elmo

Figure 7.2: AIDA model. Source: Schultz, D., Patti, C. H., & Kitchen, P. J. (2013). The evolution of integrated marketing communications: The customer-driven marketplace, Routledge.

Lewis created this model claiming

that the marketing communication's influential process has to be divided into four simple steps; Awareness, Interest, Desire and Action. This model is mostly useful for sales training. Therefore, it has been deemed as the most influential theory that works best for the marketing communication. The model talks about the process in terms of how to shift the buyer from the start of awareness to receive the message and show reaction to the action. Awareness is the fundamental step towards knowing about the brand, it

means that the target audience has noticed the message and the promotion. Now the audience comprehends the message and understands it and shows interest in the brand/promotion message. Followed by these steps is the consumer's arousal of the desire to look for the promoted product or advertisement now reaching the last stage of action which is to purchase the product seals the deal. Adding to that, every marketing mix element can influence the steps in the AIDA model (Schultz, Patti & Kitchen, 2013).

7.4 Benefits of IMC on Online Advertising

Understanding how beneficial integrated marketing communication can get, one would certainly understand the number of benefits it has not only for the consumers but for businesses as well. It is known to be the bridge that fills the gap between consumer and the brand. In the early days, brands did not exercise in activities that involve most of consumer engagement. The traditional medium of advertising are all one-sided communication where the consumer was only at the receiving end (Babin & Zikmund, 2015). It was hard for brands to know what the consumer demanded. The IMC established the concept of two-way communication where the bond between the brand and the consumer became stronger. This way brands could identify the needs of the consumer and also monitor their response to the message.

There are many benefits of Integrated Marketing Communication, which help brands to flourish by achieving them, and they are as follows:

1. The horizontal integration occurs in marketing mix and in different business operations for instance finance, production, communication and...etc.
2. The relationship marketing content is very helpful as it generates a bond of loyalty with consumers and therefore, creates competition with the competitors.
3. The IMC has been proven as useful in increasing profit margins, as well as the effectiveness of the method.
4. The integration of methods is very vital otherwise it may give mixed signals to the consumers that may not understand the concept or the big idea the brand is putting forward.
5. A consistent message all across the marketing channels leads to a higher recall value and helps consumers remember the brand better than others. This can also result into increased sales (Amin, and Hussin. 2014).

7.5 Importance of Integrated Marketing Communication

The importance of Integrated Marketing Communication can be noticed by understanding the number of benefits it provides to the business. This is very essential for the managers to understand the value of consistent image to be exhibited at the end user (Levenburg, Schwarz and Motwani, 2015). By providing the same quality and same message, there are less chances for the message to be diluted. This is also effective in terms of earning more profit for the company. However, agency fees are also reduced when the brands use the same agency for all sorts of communication. The workload however, is also reduced as one agency single works on the same message (Levenburg, Schwarz and Motwani, 2015).

The briefing, creative sessions and other planning for the strategy are all well integrated. Thus, it is very vital for the business and marketing managers to rather focus on creating a work and strategy that allows all sorts of communication that reaches the end user to be coherent and do not create any confusion. A mixed message always gets lost in the delivering process (Mora and Rocamora, 2015).

Integrated Marketing Communication is a continual process that transmits messages to the stakeholders to achieve the objectives of an organization along with creating higher recall value, higher persuasion value, strong communication

and strong brand image for the product/service/brand. The current practices of IMC are very integral and consumer central. It is integral to the overall growth of business and marketing industry. Companies need to understand the changing dynamics of consumers in terms of their growing awareness and communicate with them as they are primary stakeholders (Tiago & Veríssimo, 2014). However, The IMC, needs to be consistent in nature to influence consumers towards buying and making purchase decisions. The challenges for small businesses to keep up with the marketing communication practices and integrated the available resources in a more favourable fusion to build a bridge between the consumer and the brand.

Integrated Marketing Communication is very integral to the overall growth of the businesses such as their marketing communication plans directly hit on sales. To grow not in terms of profit but also market share and relationship with consumers, it is important to understand how crucial it is to have an integrated marketing communication. The brands that communicate with the consumer are more likely to succeed in hitting the right message with high conversion rates also. Through conventional marketing communication many aspects had to be measured as a feedback of integrated marketing communication. The results of businesses had to approach different agencies for separate campaigning plans and if the message was not integrated well then the marketing spending failed to yield

positive results. However, with the advent of IMC, more cohesive and well integrated marketing plans are formulated by one agency that single looking after sales promotion, advertising, press relations and direct marketing. The same information is communicated to the press release; it goes into featured articles and reinforcing in advertising. Direct mails and follow up mails from the press campaign and advertising provide prospects with more information (Kitchen & Burgmann, 2015). According to creative consistency, the same message is sent through every communication tool. The different tools are exposed to the same creative treatment. To repeat the headlines, key words and phrases, images makes sure that the customers receive a consistent message every time they see the elements of the advertising campaign. Since an advertising campaign is well integrated, it means the money can also be saved by using the same content such as images, video clips, and copywriting and design costs. In case of an external supplier such agencies, the fees also reduce as single delivery forum is used (Kitchen & Burgmann, 2015).

Finally, the customers want businesses to talk to them with information using the formats according to their preferences. The business customers and consumers have the upper hand in selecting which product information they want to receive via text message, direct mail, telephone and email. Through Integration

marketing communication it can be checked that the targeted audience receive the same message no matter what communication method is used (Kitchen & Burgmann, 2015).

7.6 IMC Towards Online Consumers

The integrated marketing communication (IMC) is the most crucial methods for advertisers and businesses to gain maximum profit and cost effective ways. In the Mena Region and other parts of the world, the business and consumer markets are growing tremendously and the integrated marketing communication (IMC) approaches provided the most efficient ways to combine the communication and concepts.

Consumers have gained a lot of power in terms of choosing what brand and product they want The awareness of the brands and becoming conscious has led them to be more responsive to their needs (Rate, Ballantyne Kerr & Moutinho, 2017). However, the IMC helps them spread the process by providing the correct information in terms of persuasive information. The IMC creates an interactive communication mix for parties such as the brand, business and the consumer to come into contact. The researcher states that these ways the advertisers get hang of what the consumers are thinking. This is called feedback; this can be on the

advertising campaign, the brand and the business or about the product and service. It also could be based on a consumer's experience, influencers and other means (Tripathi & Siddiqui, 2017). The purchase decision is highly proportional to the brand availability, if the brand is available everyone online and offline will receive the message. When the message reached the right targeted audience, then the decision making abilities of consumers may favor that brand. However, the availability of the brand does not only means available on the counters but also available in terms of each such as their online presence and offline presence. The brand with active social presence is most likely to communicate and interact better with consumers than brands that are less active. It is the consumer engagement that leads to convert. The traffic to online stores or footfall in retail stores and shelves is also very important (Ieva, Ieva, Ziliani, & Ziliani, 2017).

But the chances are that the traffic generated may not be purchasing the product. The chances are very unlikely for the majority of the traffic to make purchases in their first visit to online stores. Therefore, conversion is very important. Consumer's feedback suggest that they appreciate when firms engage themselves into incorporating IMC activities. They feel more involved, however, the involvement of the firm is what drives consumers towards making the decision more favorable for the business. Ads and sales promotions turn out to the most

integral tools of IMC in terms of persuading consumers into a positive purchase decision. Therefore, the marketers involve themselves into seasonal and off seasonal promotions to tackle the consumer mind inclining towards sales (Singh & Singh, 2015).

Technology seems to be another influential factor such as the presence of brands, online activities because consumers want to feel more important and involved. When brands spend more time in consumer engagement, the consumer loyalty is created and hence leads to positive word of mouth that is more organic and user generated content favoring the brand. Therefore, to understand consumer behavior it is a must to understand where the consumers are present. In today's world, the consumers are actively presented online. This gives advertisers another medium to have more engagement (Amirkhanpour, Vrontis & Thrassou, 2014).

Brands that are involved in the different marketing activities that make the consumers feel important are most likely to become consumer's first choice. It is basically the loyalty that brands thrive for, thus creating a strong recall value every time they look for a product in a category. Thus, the decision making power depends on many aspects such as personal experience of the consumer with the brand; if the experience was favorable the chances are very unlikely that the

consumer would change their preference. The other influential factor is word of mouth and influencers who convince people to do otherwise. The need for brands to listen to what the social influencers are talking about is very important. Strong brand recognition and recall value are very important. Not online brand awareness is important but also brand recall value. The quality, pricing point and other important factors such as availability are equally important for a consumer (Ieva & Ziliani, 2017). What IMC can do in this regard it creates strong brand awareness and recall value. This can be achieved through social presence of the brand.

More IMC activities are needed, which can be tactical and seasonal also. This way the brand continuously reminds the consumer of their presence and this way they become more engagement also. Digital media and offline is also important for brand recognition to have more engagement and retail marketing, providing sales and promotional activities are also very important.

7.7 Word of Mouth Through IMC

This is often the part that comes later in the brand building of a firm or company. The businesses have to earn positive word of mouth. This is basically deemed as earned media (De Matos & Rossi, 2008). However, it is only achieved when the consumers involved into creating user-generated content. Word of mouth

in the IMC is only achieved when the message is rightly delivered to the right audience. The IMC is a tool to bring forward a consistent plan to earn consumers' trust and understanding. Online comments, their likes and dislikes, testimonials and reviews are a great way to gauge that (De Matos & Rossi, 2008).

Word Of Mouth is very integral for every business and therefore, it is considered to be a model for the IMC that builds a linkage for people in a society to communicate their ideas, services and products. It is also known to be supplementing all kinds of communication elements in the integrated marketing communications. There is personal interaction through WOM that facilitates the overall efficiency of integrated marketing communications. Word of mouth is the oldest form of communications that existed before other mediums (Groeger & Buttle, 2014).

7.8 Models of Word of Mouth

The integrated marketing communications talks about three models of Word of Mouth in regards to their effectiveness. Firstly, The Organic inter-consumer influence model it deals with the first and the most simpler form of word of mouth, the businesses do not have any direct input on what is being said about the brand or the product, it is run by consumers as they talk about the brand, review

it on the basis of their consumer experience. The basic motivation behind this first model is to review the product, inform and warn potential buyers about a product not for any personal gain but out of their best interests. Because it all happens so naturally, that is why it is named organic model where individuals review and talk about the product based on their experience.

Secondly, the network co-production model, it is recognized as a one to one communication program. This model influences communication between the customers about the product by releasing some of the information about the product. This kind of word of mouth relies more on the online activities through using blogs and online communities as a method or sources to communicate about the message regarding the product.

Thirdly, the linear marketing influence model, which basically talks about the concept of influential consumers to create conversation with potential buyers and consumers about the product in terms of their benefits if they purchase the product. This model affects business to ensure that the credible and reliable influential sources spread the positive word of mouth and present the value proposition of the business to the target audience. This may be carried out through targeted ads and promotions through viable sources reviewing products. Marketers

deem this model to be very useful in terms of creating less chance for negative opinions to circulate. This is moreover a monitored approach where the word of mouth is circulated among potential consumer and customers (Percy, 2014).

7.9 Importance of Word of Mouth

Word of mouth (WOM) is considered the most trusted tool of Social Media (SM) to communicate the message to the target audience. (Casaló and Flavián, et al., 2008). Word of mouth can travel faster and reach more audiences, as it can benefit the products or services, or it can damage them and hurt the brand and reputation of organization (Mason, 2008; Richins, 1983). Word of mouth spreads at the speed of light as the statistics show that “An angry customer will tell up to 20 other people about a bad experience...” (Safko, 2010) and that’s only face to face. With the use of social media like blogs, Twitter, and Facebook, those 20 people can quickly become 20,000 or even 200,000!” (Safko, 2010; Solomon and Surprenant, et al., 1985; Brown and Broderick, et al., 2007).

There are several reasons why WOM is very useful in IMC, and the most important that Word of mouth creates buzz; as marketing buzz is the most important aspect in today's marketing. To enter into the popular culture and want people to talk about the product or service, it is necessary for an advertising

campaign to be attractive and have the acceptance to create buzz among the audience. This is the interaction of the buyer and the user of the product or service serving to amplify the original message of the advertisement. Buzz is also known as creating hype among the buyers where the communication between the buyer and user is formed (Groeger & Buttle, 2014).

The second most important aspect of word of mouth is viral effect. For an IMC, to be really effective is through viral advertising and buzzwords as a marketing tool that uses the pre-existing social media networks to create or increase brand awareness or target at achieving other objectives by self-replication of the viral process. These can be analogues, buzz words and viral ads. The viral promotion may be in different forms such as video clips, e-books, interactive flash games, text messages, images, GIFs and...etc. (Groeger & Buttle, 2014).

7.10 Effect of IMC Upon the Spread of SMEs

It has become crucial to understand that IMC has eased up many marketer jobs that were previously carried out individually. There is a blurring line between Public Relation (PR) and Advertising and it is IMC to credit for as this has benefited small business in terms of approaches and integrated marketing to deliver their message to the target audience (Naeem, Bilal & Naz, 2013). To affect the

communication tools for small businesses as it gets costly for them to pay for PR separately and other marketing communication tools separately; approaching different agencies for different marketing tools hampered the marketing efficiency in terms of increased cost and lesser results. The IMC brings together the digital, PR and traditional advertising together. This is why smaller businesses have the scope to reach to their target audience in a low budget and also saves time. The researcher also explain the benefits IMC has brought to the small businesses by giving tough competition to the traditional media tools such as Television, radio and newspaper with the advent of digital and other mediums that are comparatively low-cost options to communicate with the consumers better, gauge results more accurately. This includes online communication efforts, media relations and...etc where marketers understand that they have plenty of options available to them now (Taneja & Toombs, 2014).

Marketers have become more creative to reach to the potential consumers and untapped market. Small businesses know where their audience is and with the help of an integrated marketing communication, they have gauged their expertise on different available techniques, which may be quite old, similar non-media types of communication are available to them. When talking about IMC, it must be understood that there are not only powerful digital media tools that are

low-cost media options but experiential and struggle marketing also such as street painting, vehicle wraps ...etc. The job of integrated marketing communication does not end here (Madhavaram, Badrinarayanan, & McDonald, 2005). The role is extensive in choosing the right communication options, which are less costly for small businesses such as a Television commercial may not be the right option as it is costly and similarly newspaper is not the right option. The small businesses are now exposed to more options that are viable for their message proposition and equally compelling in nature. IMC helps a business in brand building to create database that rigorously monitors and responds to the needs of the market and relationships to be fostered between customers and practices.

The similarity between IMC and traditional marketing is to increase profit of the business. IMC is moreover a circular ongoing process that needs a continual communication with the target market and audio logical practices. The dynamics of the communication discriminate the conventional marketing from IMC, the older works to maximize profit transactions, whereas, IMC works towards increasing profit relationships. IMC builds a strong customer relationship management for the small business. The bond becomes strong through IMC and thus, more favourable in the longer run to maximize profit in both spheres; transactions and relationships.

7.11 Summary

The focus of this chapter was on the integrated marketing communication which is a very important marketing tool. It is an approach that optimizes the communication message of the company's brand. It means to integrate all those promotional tools that are used in marketing so that work can be performed effectively. There are several theories of IMC which include advertising, sponsorship, sales promotion, words of mouth, hierarchy of effect models and AIDA model. In addition to that, there are numerous benefits of incorporating IMC in the marketing process of the company. The importance of IMC is gauged with the fact that it contributes to the growth and development of the company and leads to better relationships with the customers. With the technological advancement, it is observed that there is greater use of IMC which have better results including positive word of mouth marketing as well. Integrated marketing communication is important for the marketing purpose of the company but it's also has similarity with the traditional marketing techniques as both of them functioned as the financial benefits for the company. However, as any tool of communication it has both advantages and disadvantages, IMC also has several ethical issues when digital marketing is concerned such as social exclusion, digital divide, privacy and marketing to young adults and children. On a whole, digital marketing and IMC are closely related and work together for the benefit of the advertising businesses.

CHAPTER (8) Small & Medium Enterprises (SMEs)

8.1 Definition of Small and medium enterprises (SMEs)

Small and medium sized enterprises (SMEs) when defined act to be the main distinguisher from the population of total enterprise. SME would help in establishing the basis for the collection, compilation as well as data publications, which successfully established the status of baseline and tracking annual performance development, furthermore being able to exchange and benchmark the relevant information in all ways such as regional, international and multilateral. Small and medium sized enterprises will enable the creation of effective framework to be able to determine the suitability of development programs to target and measure the effect of different focused policies. Lastly, they facilitate the effectiveness of coordination and collaboration amongst different stakeholders. (Hashim & Abdullah, 2000)

In general, when small and medium sized enterprises are being studied, they are said to be the most important pillar of the economic structure especially when the developing countries are being studied. It is an approach which is highly

followed by the developed nation because of the fact that there has been effective role of SMEs seen in the past in developed nations such as Southeast Asia. When the business environment is studied, the strategic changes have been accompanied by the changed trend towards the small business approaches as a result bringing changes in the structure of economic as well as social values when forming the international values (Olusegun, 2012).

The SMEs are categorized due to their dynamic nature and high flexibility in a way that they are very adaptive to the changes compared to bigger organizations. The smaller firms can take risks and are able to attain the highest degree of horizontal and vertical coherence as different economic sectors were being studied. It is a fact that was confirmed by the growth and survival reality that most of the SMEs are dependent on the services, and productiveness of their sector. This is the main reason why this sector contributes to be the most supplement part of the economy and the growth (Simpson & Docherty, 2004).

According to the International Labour organization, "small projects are those that employ between 10 to 99 labours, and those with more than 99 are large projects". On the other hand, the definition formed by the international labour organization is not dependent on the quantitative criterion which is used to define

the small business but it has rather adopted a different approach which is more descriptive and reflects how these businesses are important for the society. ILO approach does not define things accurately but narrates different aspects of the similar things. Their definition includes the following aspects:

1. The SMEs are very small units in the industry that are producing and distributing goods and services
2. The SMEs include different independent producers who work for their own account
3. The owners of the SMEs manage their projects with very limited capital
4. The SMEs employee low efficiency level

Hence, the definition of SMEs differs from person to person and country to country varying on the basis of their assets value and the number of employees. They are however the independently owned and operated businesses that are not very dominant in the field they are operating (Norlaphoompipat, 2008).

8.2 Importance of SMEs In Society

When the small businesses are being studied, we must take into consideration that these projects play a very dynamic role in constructing the national economy. The importance of SMEs is reflected as the capabilities and potentialities are

utilized and the skills and experiences are promoted as they are considered to be the most important source of the development process. There are several benefits of small business in a society (Humphreys and Wilken, 2015). It has been observed that small and medium sized businesses have become a major industry around the globe as it provides extensive job opportunities and contributes to improvement in the income along with promoting development which is provided on both the individual and the group level. Hence, as the government as well as the non-government authorities along with private sector are taken into consideration, it endeavours the provision of efficient infrastructure for the small businesses so that they can flourish and grow in the long run (Beale, Malson, and Tischner, 2016).

Furthermore, it has been noticed that the SMEs have been playing a very major role when the economic advancement is considered. Even though there is a difference in the nature of the role played by SME, it cannot be said that these businesses just focus on one face of developing these economies; they play the most important role. One such example is the Japanese economy which according to the definition is represented 99% by the SMEs as they produce 55% of the total manufactured goods and accommodate more than 80% of their total labour force. This does not include the primary industry such as the agriculture and other supplement industries. It also cannot be ignored that the role played by SMEs in the

economic development also differs from one country to another depending on the strength and position of the developed and developing countries (Jagongo and Kinyua, 2013).

When talking about the creation of small business, it should be considered as the most important establishment for the industrial base of the economy. The relevance of the small-scale industry increases as there are different economic phases in the developed countries and they suffer most of the economic problems. The most vibrant problem includes dependence on machinery import, non-availability of foreign currency, different equipment and systems and various forms of unemployment. These industries are considered important as reflected through the experiences of the Asian countries where these industries have been playing the most significant role to accommodate the labour force and increase their export size (Jagongo and Kinyua, 2013). Therefore, the benefits of Small and medium sized enterprises (SMEs) in the societies are shortlisted as follows:

- Projects result in unlimited benefits to the larger projects because of the fact that they are highly flexible and are responsive to the changes in the needs.
- The SMEs play essential role to enhance the export capabilities of the country and reduce the imports

- They are important to generate innovative ideas depending on the outputs of the product and services.
- The Small and medium sized enterprises perform number of essential tasks having mutual contracts. They are also characterized by their locality as they serve the people in their community areas and are in need of appreciation and self-esteem as they are also a source of satisfying the needs of the individuals.

8.3 Benefits of Online Advertising for SMEs

Social media has become one of the most important ingredients for the success of the company. They have changed the way companies form their marketing strategies and communicate with the customers (Elasrag, 2011).

These days companies are able to target particular customers who are relevant to their business and deliver their message that is related to their interest and needs, hence resulting in the overall promotion being more effective. It is very important that the companies understand social media and it is also very important to manage the changes in the business environments (Gilinsky, Stanny, McCline and Eyler, 2015). There are several opportunities that are formed by the social media and are leading to the creation of more effective content by the businesses and allowing them to foster communication throughout the globe. The usage and formation of a

strong social media and networks can definitely result in increasing firms' competitiveness and maximizing their customer reach without investing significant amount. With the development of information technology, multimedia has resulted in companies becoming information intensive. There becomes a partnership between the online agents and the firms and help them strengthen competitive advantage especially for SMEs. For example, there are more than one billion active users of facebook and the message sent through this forum has exceeded 20 billion around the world (Hanna, Rohm and Crittenden, 2011).

This illustrates how rapidly social media is being adopted by the customers and is influencing their lives. The utilization and dependency on the social media and online marketing is believed to increase with the passage of time making it important for firms to adapt to this change in the current situation (Beale, Malson, and Tischner, 2016). Online marketing and social media is a very easy-to-use and cost-effective communication platform and helps to exchange information in the most prominent way. The marketers focusing on online marketing are able to develop more focused strategies to target a customized segment of the industry. It is also an easy way through which the companies are able to promote their products and services (Hongyu, Jun, Tuo, Jingnan, and Yan, 2011).

However, it should be noted that many small and medium enterprises fail to understand the influence and prospect of using social media and hence continue to rely on the old and traditional methods to communicate with their audience. Even if these methods might result in a slow growth of the companies, they would still face immense difficulties to address to the challenges in the rapid changing environment in which the business operates. Nevertheless, in order to convince the customers and marketing the products, the traditional media becomes ineffective. Therefore, it is important that the businesses should utilize the social media very proactively and promote their products and services to enhance their brand's competitiveness in the market (Hopkins, 2012).

As the companies adopt social media, it results in generating immense benefits from the business and involves improvements related to the quality of staff, communicating internally, and developing the community procedures. Internet has led companies to gain access to those resources and market which were previously not available. It also helps in increasing the credibility of the company, contributes in expanding their customer and supplier base, creating opportunities for others to invest, encourage innovation and development of the strategic partnership (Hudson, Roth, Madden and Hudson, 2015).

The business owners should realize that online marketing costs effectively compared to the traditional communication tools and it also focuses on the word of mouth marketing. It enables the general public a communication that is customer-to-customer and has become the most efficient tool of marketing. It definitely helps in constant growth and increasing revenues. There can be a clearer advantage over the competitors and the results of this marketing could be seen immediately (Fischer and Scaraboto, 2013).

8.4 SMEs Customers & SM Communication Effect

Over a period of time, the companies in term of brand management have been facing two completely unlinked dimensions. These include customers' empowerment influencing significantly on the brand communication, and the loss of brand authenticity (Hopkins, 2012).

The significant growth in the popularity of social media has raised several questions with regards to brand management, whether it is important that the knowledge of consumer perception of brand created through communication has led to significant influence on how the content is created by the company (Hudson, Roth, Madden and Hudson, 2015).

As the social media platform is concerned this new media communication provides opportunities to the customers to interact with one another and hence the SMEs entrepreneurs are the source of communication between the customers. Along with that, as there is increased use of social media by the customers, they are moving away from traditional communication tools including television, radio and magazines.

The social media communication has a positive influence on the overall brand equity as there is level of involvement of the consumers with the brands. The market intervention or the control of the company has resulted from the user generated social media communication. There is a difference in the product attitude including serviceability, durability, performance, defects and “fit and finish”. There is also a development of multi-attribute models of consumer preferences and this social media communication reflects the difference in the perceptions of exclusivity contributing to the positive brand value. There is also an influence on the intention of purchase of the consumers and it drives a permanent purchase of the same brand as the brand value is developing the positive perception of consumers regarding brand superiority is associated with the strong intention of purchase (Cook, 2014; Burns, Mullet, and Bryant, 2016).

The social media communication has a serious impact on the consumers, the purchase intention is positively affected and has a greater effect because consumers believe that the information which is provided by other individuals is credible and trustworthy. The social media communication which is user-generated has a significant impact on the brand perception (Beale, Malson, and Tischner, 2016). There is also a positive effect on the brand attitude and the brand equity, social media communication serves to build awareness and creates a positive association with the brand. As the behavioural impact is analysed, there is twice as much effect on the brand equity on the purchase decision of the consumers. There is a viral response that is created as there is a viral response which assists to spread the original advertising to the larger public. Hence, the social media communication has a very positive effect on the brand awareness, and the brand attitude (Cook, 2014).

8.5 Worldwide Online Enterprises Businesses

Small businesses have been a part of this world since decades, they have been the most important contribution to the GDP of the country. There have been numerous examples of tiny businesses that transform into million dollar businesses and have been a motivation for many. These businesses are known to dominate the

world business stage and there is a significant contribution to the employment of the country as well. Innovation and collaboration with the large corporate sector improves the human and technological capital improving their performance and productivity (Burns, Mullet, and Bryant, 2016). A few examples of the tiny projects that transformed into million dollar businesses are discussed below:

8.5.1 Google

Google began as a research project by two PhD students studying in a well-known university. It was just their dissertation theme and made a web page after a detailed study. Initially, the website was used as the university domain and then was later registered as the official website (Vise, 2007). After a decade, Google search engine started attracting loyal customers as the users on the Internet were growing significantly and because it was kept simple and user friendly, people liked the design and it's easy to use features.

Google started selling advertising once it was realized that there was increasing traffic on the website. That started the era of online marketing and created a benchmark for others. The greatest contribution to the success of Google included collective entrepreneurship which is a network organization allowing

diversified group of people to share risks and rewards which are associated with the delivery and investment of the new business opportunities (Vise, 2007).

There is a coordinated leadership group which is yet another factor for the firm's success. Their classic leadership was developed, as it was a small university project that became a billion dollar business. The commitment to the cutting edge is yet another factor that which contributed to the success of the business. It has always been committed to provide technology at its best and the information available on the website is more convenient and revealing to the consumers. The company expanded in the wisest manner and always focused on the new acquisitions and ventures which were outside the search-engine market. They offered the most convenient way to fit in the key business (Vise, 2007). Another most important contributor to the success of the firm was their subtle marketing as the company adapted to market changes (Aspers, and Godart, 2013).

8.5.2 Yahoo

Yahoo was another project of the students of Stanford University who belonged to the electrical engineering and their aim was to develop a website that was the guide for other websites. It was a tiny project that was seen as there was no scope and was counted as unsophisticated. However, within one year of their domain creation, the company received one million hit and it was realized that the

website has a massive business potential (Venkatraman, 2000). Later, the company received huge investment and their growth started. It was seen that the company was growing very rapidly and their expansion goal was achieved each time they acquired the company.

The most important success factor was Yahoo's ability to formulate and use the technology of search engines, which is the main aspect of searching through internet. The explosion of websites as they took into consideration which is the e-commerce and new potential users (Venkatraman, 2000). As those students who invented Yahoo had their own search engine, they commanded a strategic position by basing their proprietorship in a place which embodied their success story.

Hence, it was clear that the use of internet and willingness had been utilized along with creativity to make such invention. This creativity, timing and ability to adapt to the changes with the passage of time made their so-called "unsuccessful idea" a billion dollar business. It is just how they developed the use of technology into their business and achieved what they wanted just because their idea got hits and they got investments (Mullet, and Bryant, 2016; Aspers, and Godart, 2013). After this broad expansion of Yahoo email search engine services which became a useful platform for business communications all over the world.

8.5.3 Amazon

Amazon was a setup formed in a garage as an online bookstore. This very tiny setup became the largest online retailer in the world. It became an inspiration for others to do something different from others. It was said to be the unusual plan since the beginning of the 21st century, the e-companies were not surviving. However, Amazon's start-up became the most successful billion dollar project within short time (DeCandia, et al., 2007). As it is said, their success depends on risk taking to incorporating science in their business. They make two types of decisions and stick to them. Their decisions are either irreversible so they are made very carefully, or they are reversible and have two-way doors to be made very quickly. When the success is being studied, their type 2 decisions that are reversible decisions are the most important factors leading to their success (DeCandia, et al., 2007).

Amazon believes that they need to be fearless when making investments and they will definitely pay off. The company does not panic when they need to make investment, rather are free to invest their capital in different areas. Once they

experience that their segment is gaining consumers, they start investing in other areas such as Amazon web service and the Amazon Prime (DeCandia, et al., 2007).

They do not believe in the traditional firms but believes that innovation is what makes them different from others. They assign people who are highly passionate about their work and make the most stupid concept a successful one. The company believes in doing things that are out of the box and does not fail if one of their projects does not work. All they believe is that diversification, innovation, marketing, communication and hard work leads to success (Aspers, and Godart, 2013).

8.5.4 Facebook

The most popular social media website was just a coding project in the dorm room of the founder. After a decade, it became the global business having revenue of \$4 billion but having a worth more than \$100 billion. There are several factors that transformed this tiny one room project into billion dollar business. The biggest and the most important factor is: “moving fast”. The developer of Facebook did not write any business plan, nor did he do the market research (Stutzman, 2006). He just build what he thought was “cool” and launched it quickly. He believed that

giving ideas is not what brings success. The person has to apply the idea and making it happen. Wasting time is not a good idea, all that is needed is correct timings and quick achievement before someone else comes up with the same idea.

Just like Google, Facebook was kept very simple and easy to use. There was no overdoing which made the website highly complex (Stutzman, 2006). Most of the companies do this mistake and in order to add amazing features to their product, they end up making it complicated for the people to use. They did not add everything all together but made things with the passage of time after seeing that their system accepted the change and addition. This way everything they did worked without any problem and was accepted by the general public (Stutzman, 2006). The company believed that the product should be the prime product and not the business. All the energy and resources were used on making Facebook a product and not the business. After the Facebook grew, then only they focused on the advertising clients creating value for the shareholders.

The company believed that their best of interest includes their customers, employees and the shareholders and focused on the long-term vision rather than short-term financial rewards. Controlling the business was the biggest success factor as the key stakeholders supported their vision (Aspers, and Godart, 2013).

8.5.5 Instagram

Instagram is the online application to share photos and views. It is one of those few applications where even the biggest names from the world of celebrity are the users. Facebook acquired Instagram 2 years after it was launched. The business that was started on such a small scale has more than 700 million active users and the valuation of more than \$3 billion (Sengupta, Perlroth & Wortham, 2012). The success story of Instagram is such that owner believes that simplicity and creativity are two most important factors to solve any business related problem.

The co-founder of Instagram believes that leadership and management are two skills which tend to be the most important one for their success as they dedicated themselves to learning as fast as they could. This application focuses on youth as is seen in the multi-coloured stylised camera making it a fundamental part of the popular culture. It is a social network for everyone (Sengupta, Perlroth & Wortham, 2012). The developer of Instagram focused on making sure that the company is developed exactly the way they want it to. It took some time to connect the people and build the personality of the business.

Adapting to the changes and adding more features to the application have led to more people enjoying the forum. The ambitions and values of the company

embodies necessary technical expertise and is however considered to be the exclusive club. Another reason for their growth is that they do not believe on becoming big quickly (Sengupta, Perlroth & Wortham, 2012). They could expand within no time but the company focused on a highly cautious approach and favored the traditional method that is organic expansion. Even though the company can tempt to grow at a very fast pace, but they believe that there is a fine line and can lead to losing the exact perspective of what is actually needed of the business (Sengupta, Perlroth & Wortham, 2012).

8.5.6 LinkedIn

The main idea of this website was to write books about how to lead life and how to succeed. Then the founder of the website realized that this was the idea that only very few people would understand and so he dropped the idea (Breitbarth, 2016). The founder of LinkedIn studied from Oxford and however focused on designing, building and contributing to the improvement in the human ecosystem. The first idea of this was SocialNet where all that was focused upon was making a profile for the individual and state what they were looking for. However, the idea developed to be the dating service. It took some time to realize what was actually needed of the business and after feeling embarrassed by the idea of dating website, he then transformed the business and founded LinkedIn (Breitbarth, 2016).

The new startup was the shadow moment and required a lot of hard work and dedication to make it what it is now. The idea was to bring valuable aspect of the lives of the people they were building and also engaging to the press. Initially, it was not growing and there were few members. It took some years to get compared to the other social products and then gaining popularity and engaging people in it. All that made LinkedIn what it is today was the engagement of features, confidence, belief and patience. These were the factors that led to the success of LinkedIn as they did not stop after they kept on failing rather came up with better ideas every time and made their business profitable (Breitbarth, 2016).

8.5.7 Snapchat

Snapchat was yet another creation of the student of Stanford University. It was a college project and was launched with the name “Picaboo” in the living room of the student. It was basically a video messaging application which allowed the users to use various options such as clicking photos, record videos, draw and add text to send to the selected list of recipients (Piwek & Joinson, 2016). There is a limited time period for which these images, and videos stay and get deleted after that time.

With the passage of time, the company is adding features and bringing changes to their features which mean the reason for their success is innovation and adapting to the modern environment. Their target was to attract youth online users' attention which was gained gradually and there are billions of users of the application. The company believes in innovation, and improving its operations till the time it creates its own market space (Piwek & Joinson, 2016).

Their unique features allow them to be different in the market as there is no such competitor in the industry. It is mostly used for humour these days and its ghost face logo has led to attracting more and more people to use this application. Their strong decision making and looking for long term gain reflects their strong vision which made it possible for a college project to transform into billions of dollar business. The graphics, artistic involvement and sensational features is what makes snapchat different from others and so popular amongst the youth (Faust and Carrier, 2014).

8.6 Success of SMEs in Mena Region

The Gulf Cooperation Council countries have been facing two main issues in the recent times. These two issues include their macro-economic instability and their need for creation of jobs. Their economic instability is due to the reduced oil process and as they are mainly dependent on the oil reserves.

There are increased issues with regards to the public finances, the declining government revenues, and the public spending is yet another problem. There is also an issue with regards to the creation of job. With the increase in the number of expatriates and increasing population, there is an increased unemployment rates. The mismatch of skills and employment opportunities lead to further issues in the region. When the success of SMEs in the GCC and the Mena region is considered, there is an increased contribution of this sector in the industry. However, they are not being used at their full potential and there are many challenges that the SMEs in the Gulf region face (Biygautane & Al Yahya, 2014). Some examples of online successful projects in Mena region are listed below:

8.6.1 Maktoob.com

Maktoob is the first Arab e-mail service network which was established in 1997 in Jordan, Maktoob was founded by Samih Toukan and Hussam Khoury and they officially launched it in 1999.

The aim was to introduce a web mail service which would support the Arabic language for emails when there was no other email service which was free and had such intense support.

This helped the users who did not have Arabic keyboard or the browsers that supported the language to be able to send and receive emails with the help of virtual keyboards done in Java and used Java application (Callen, Cherif, Hasanov, Hegazy & Khandelwal, 2014).



Figure 8.1: Logo of Yahoo and Maktoob email service. Source: Yahoo.com and https://www.marefa.org/مكتوب#/media/File:Maktoob_logo.png. Researcher design.

This network was strengthened by buying some well-known and famous Arabic website blog forums such as Arab Women's Butterfly, sport forever and Arabs Travelers blog forums. The main reasons which led Maktoob.com to buy all blogs in the last period of time were to make all accesses to all blogs which are connected with their email service network “Maktoob.com” (Mesmeh, 2009).

This business strategy technique increased the number of website visitors, Ahmed Nassef general manager of Maktoob.com, said that the number of e-mail users of Maktoob.com, in the Arab world exceeded 16 million subscribers in the range of Internet users in our region from 45 to 50 million annual growth up to 50%.

Keith Nelson, vice president of Yahoo.com during a press conference held in Dubai August 2009, said that the deal underlines the company's commitment to investing in the Arab market to enhance communication with Internet users in the Arab world, pointing out that the choice of Maktoob.com was to achieve this step due to the several reasons for the success of the site in the forefront of the Arab-founder of the largest Arab information society on the web business, in addition to Maktoob.com management team experience which extended to more than 10 years. He added “this acquisition will allow for «Yahoo» provide e-mail services, research and news in Arabic for the first time since the company was founded.” Yahoo.com acquires “Maktoob.com”, value of the transaction is \$ 85 million. Carol Bartz, CEO of Yahoo.com said that such strategy agreement is to accelerate expansion in emerging high-growth markets in the Arab World” (Mesmeh, 2009).

The company Maktoob has a very large user base which is used by the company to develop services, and channels for the Arab users which were never introduced or found previously in the certain Arabic format. Several channels such as greeting, chatting and plain content were developed internally after which the company started diversifying through acquisitions and internal development.

8.6.2 Souq.com

Souq.com is a platform which incorporates the English-Arabic language and is the largest platform for e-commerce and is said to be the Amazon of the Middle East. It is the largest e-commerce platform in the Arab world which was founded in 2006, the company was linked to the internet portal of Maktoob and in the year 2017, Amazon acquired Souq.com for \$580 million. The company in the year 2015 was backed by the Tiger Global Management and Naspers Ltd and the fundraising was done at around \$ 1 billion. In the same year, the company had around 10 million monthly visitors which was the 2nd after Digikala the first and the biggest ecommerce startup in Iran which was founded in July, 2006 by twin brothers Saeed and Hamid Mohammadi. Digikala.com had 51 million visitors on a monthly basis (Faust and Carrier, 2014; Truong, 2009; Peters, 2014; O'Neil, 2014; Mora and Rocamora, 2015).

Till March 2017, Souq company had sold over 8.4 million products having various categories which included fashion, consumer electronics, household goods, health and beauty products and so on. Now there are around 45 million visits per month and with that it became the largest e-commerce platform in the Arab world.

Since Amazon has acquired Souq.com and has launched a global store on the website, it is seen that there is significant influence on the platform that fosters a regional e-commerce business/market that is intended to benefit everyone in the overall industry. The business was developed when there was no concept of online shopping in the region leading it to become the biggest online enterprise business. The approaches used by them have served them well by securing the majority of the market and providing platforms to new businesses to start-up on Souq. The technological advancement serves the customers and the merchants in the best possible way and innovation in the region is the basic key to their success. They invest in innovation and are passionate about solving problems (O'Sullivan Rey & Mendez, 2011). It has become a marketplace for companies to grow and have created different ecosystem for thousands of merchants (Faust and Carrier, 2014; Truong, 2009; Peters, 2014; O'Neil, 2014; Mora and Rocamora, 2015).

8.7 Kuwaiti Successful Online SMEs

The Kuwaiti economy for online SMEs is growing rapidly and has differentiated features with limited resources, the human element has an important role in the overall development of the country reaching the goal for the long-term success. The population is also not very large and there is extensive involvement of the government when it comes to small businesses. There is lack of awareness about the importance of online marketing aspect in Kuwaiti society and when the business sector is concerned, there are few large firms enjoying the wealth as there is imported marketing techniques acquired by them.

The concept of Small and medium sized enterprises (SMEs) is not very popular as there is a kind of ignorance regarding online advertising and the best ways to utilize those marketing platforms. The online users increased the power of success in the field of marketing in Kuwait which helped in raising the economy of the country as it plays an important role in the political and social life. The cultural trends are changing and the people are trying to transform into the modernized products.

Previously the majority of the industry was owned by the foreign companies employing non-Kuwaitis. However, with the increased demand in the economy, the industry started to develop rapidly and the overall expenditure of government and the individuals were increasing steadily (Salloum, 2017).

When the small and medium sized enterprises are concerned in Kuwait, it is shown that there is a business development in this region, however there are many companies which succeeded in building a strong basis for their existence in the local market. The successful online businesses in Kuwait had required that the rest of the SMEs take motivation from these successful firms and apply different strategies in their businesses to be able to compete in the market (Salloum, 2017).

The researcher will shed light on some of the most successful online small business enterprises in Kuwait, which had expanded their e-commerce from local market into Gulf market. This broad success and popularity had led some foreign investment companies from Germany (Rocket Internet and Delivery Hero), which work in technology, Internet and mobile applications to have full acquisitions of the two SMEs Kuwaiti enterprises. Rocket Internet had bought Talabat and Delivery Hero had bought Carriage.

8.7.1 Talabat

Talabat.com, the first website for online delivery service in Kuwait, Saudi Arabia, UAE, Bahrain, Qatar and Oman. Talabat.com mobile applications offer a service which provide an easy, fast way to connect customers with their favorite restaurants. It takes just few clicks from your computer to place an order through Talabat.com from your preferred restaurants.

The executive chef of general trading and contracting company Talabat.com A. Omar confirmed that Kingdom of Bahrain is one of the best states in the region that provide commercial facilities for investors, that makes it ideal directions for investments in the



Figure 8.2: A brief overview of Talabat.com in the Gulf and its growth. Source: A. Alomar, CEO of Talabat, Retrieved from <http://alwatannews.net/article/95222/>

field of information technology, hospitality, and retail services. He also explained in an interview with Bahrain News Agency that Bahrain holds high rates of Internet use. Electronic applications through smart phones for the citizens of Bahrain and residents therein, is considered as a great thing in meeting their daily needs through internet and smart applications. Al-Omar explained that Talabt.com for requesting food online had a great promotion in Bahrain through short time, expecting that the

project might realize better results according to the uprising market of the kingdom in the industry of restaurants and requests home delivery. He also noted that Talabat.com is expanding the geographical area after the great success in GCC, to include more Arab countries in Middle East and North Africa.

He also summarized the success of the website as that we now have more than 1700 restaurants in 6 Gulf countries. Serving more than 600 thousand users and holding about 30,000 daily orders in Kuwait, Bahrain, Emirates, Saudi Arabia, Oman and Qatar. As we witnessed in the last year 2014 the growth ratio is 140% in requests number in all countries in where we do work (Alomar, 2015). The total of downloading applications surpassed 1.5 million ones/users. And our application on Android system counted 4.6 classifications from 15 thousand evaluations, to be one of the first international applications in the field of food delivery that reflects how our customers are satisfied with our application in Bahrain and Gulf area. The concept of service relies on mutual cooperation with restaurants, and we communicate with them on permanent bases and periodical evaluation for accuracy in delivery and preparing food with high quality in appropriate time, the restaurant is responsible for delivery and maintain high quality and accuracy of delivery times, we have a machinery with restaurants to guarantee the quality of the content (Talabt.com, 2015).

The German *Rocket Internet*

company which is the biggest

internet company in Europe.

It had worked in the Middle

East from 2012 when they

had a prominent role in

launching the electronic marketing website

“Namshi.com” and “FoodPanda.com”.

Rocket Internet expanded their investment fund portfolio in Gulf Countries through full acquisition on *Talabat.com*, the Kuwaiti website with an amount of 150 million Euro (about 170 million USD) in 2015.

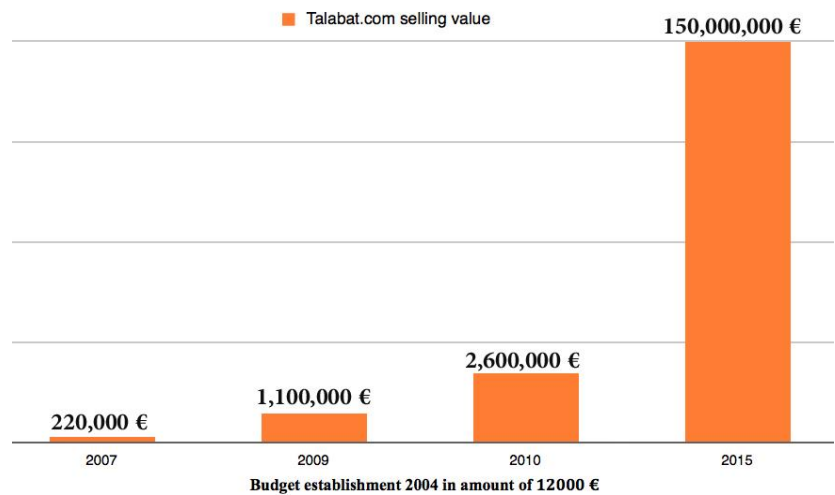


Figure 8.3: Talabat.com Selling value (2007-2015).
Source: Alasmar, Marketing director.

Why Rocket chose Talabat.com rather than other e-commerce projects in the same field in Kuwait? Talabat.com has a great expansion covering food markets in Kuwait, Saudi Arabia, Kingdom of Bahrain, United Arab Emirates, Oman, and the state of Qatar. Talabat.com also is considered one of the first online food platform in our region and one of the most visited websites in Kuwait and Gulf Countries with more than 30,000 daily, and the ratio of downloading the application on the website is more than one and half millions. Talabat.com also joins more than 1300

restaurants according to the last statistics. The purpose of Rocket's acquisition on Talabat.com is to add value to their operations in Gulf Region which is an uprising area and they have a recent revolution restaurants and a good place for investors, particularly, Talabat.com has market share which is more than 30% of online market (Alasmar, 2015).

The electronic website Talabat.com had celebrated that the number of requests reached 3 million in Gulf countries, and the site had honored the customer who got the number 3 million, and she was a female from Kuwait, she was granted her reward of 1000 dinars value. Alasmar the head of marketing department in Kuwait said that "our website shows our ability to provide the market in where we do work with rich various types of foods that fit to different kinds of tastes the list includes more than 300 restaurants in Kuwait market" (Talabt.com, 2015). We can notice that the ratio of acceptance on Talabat.com is increasing, as the data base of customers became more than 225,000 subscribers, and the daily visitors passed 10.000 visitors, with safe delivering for more than 3 million requests. The site offers various paying methods through ATM, credit cards or cash delivery. Furthermore, Talabat.com was rewarded as a successful e-commerce from Kuwait Foundation For The Advancement Of Science for two sessions 2008-2009 and 2011-2012 (Talabt.com, 2015).

Because of the high online penetration in State of Kuwait and the vast development of using smart phones in online ordering and shopping, many foreign companies keep eyes on online consumer behavior through the increasing mainstream in GCC countries, Rocket Internet CEO Oliver Samwer stated that “The online food takeaway sector is currently undergoing tremendous change. With the newly created Global Online Takeaway Group, Rocket Internet is at the forefront of consolidating the key markets in one of the most attractive online sectors. The Middle East is one of the most attractive markets with significant growth potential and highly attractive EBITDA margins”(Russell, 2015).

Talabat.com previous owner Jafar said that “we are proud today that we have the leadership of online food market coping with the latest developments and technologic innovations by which we seek to meet the needs of our customers effectively. He said “we always seek to provide our customers with flexible applications to enable them to request their favorite food simply and easily from more than 700 restaurants providing several of the international original food in Kuwait market only” so Jafar confirmed that Talabat.com “acquired 4.8 of 5 stars on Google store for applications that is considered as unique accomplishment as few applications and got this evaluation”.

To enrich its customers' experience Talabat.com sets in their hands many specific service of re-requesting on electronic website that allows the user to re-request without wasting time in

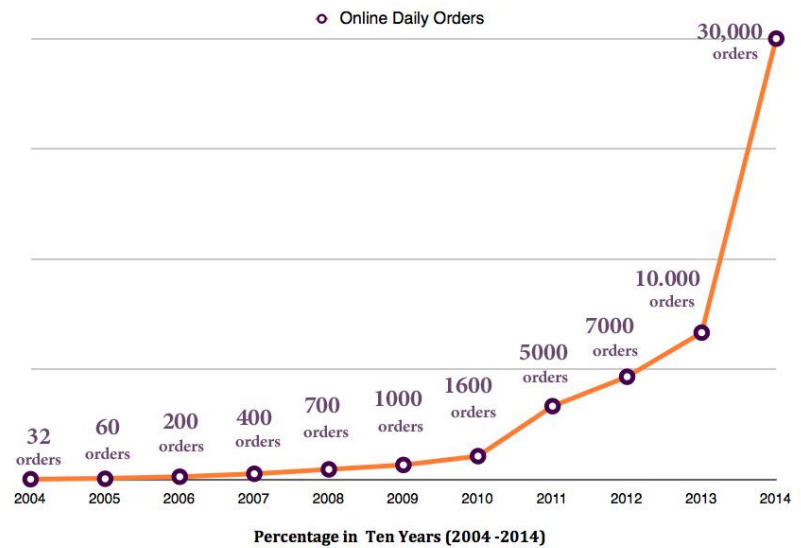


Figure 8:4: online daily orders on Talabat.com from (2004 -2014).
Source: K. Alotaibi, First Co-founder and Alasmar, Marketing director.

making it more than once, as it can adjust and add on it. One of the new

facilities also service of “requests payment” that have been designed to comfort customers from paying their money to pay for their requests as they can have an account on Talabat.com and balance it with an amount between 5, 10, 50 and 100 Dinars and when they request, money will be cut automatically from the balance if they needed that. So the customers can choose today between one of 3 means to pay for their requests through Talabt.com, either cash payment or using their balances or credit cards. More advantages are provided by Talabat.com to its customers offering them pre-paid purchase tools that they can give as gifts to their family or friends.

Jafar finally said “we did our best in enhancing presents to our customers to turn their experience with Talabt.com into great realistic pleasure distinguished by quality and flexibility and this is the strategy that we took since our e-commerce launched (Alanba, 2013).

Jaffar stated that Talabat.com “believing in the values and principles of social responsibility”, Talabat launched its humanitarian initiative to build a dialysis clinic in Egypt, and the medical equipment were supplied by the Kuwaiti Patients Helping Fund Society (KPHFS). Talabat also covered the expenses for the clinic’s construction by donating the project’s budget and support other charitable projects, which aim to help the needy and develop a sustainable community (Alasmar, 2015). Furthermore, Talabat.com have responsibility towards society members aiming to develop the human recourses for the progress and patronage of future youth in GCC countries. It had participated in the event of Manama in Kingdom of Bahrain Entrepreneurship and Youth Empowerment week, as their business strategies are considered as platforms for collaboration, learning, networking and inspiring and being inspired, this significant event drew a large host of award-winning entrepreneurs and innovators who drive sustainability and economic

development, along with entrepreneurs, students and representatives from many organizations (Alasmar, 2015). Talabat.com App and their website work together to promote restaurants and offer supporting different online and offline marketing tactics including social media, advertising and the PR activities.

After a period of three months of Rocket Internet acquisition of Talabat.com in 2015, another German company Delivery Hero which is based in Berlin and it is the leading global online food ordering and delivery marketplace. Rocket Internet had sold Talabat.com to Delivery Hero in the same year of their acquisition with a stake of 30% of Delivery Hero company, this means that this food online ordering platform is really a wealth and a good business investment in the world of online platform enterprises (Alasmar, 2017).

Kuwait's wide success in the field of online food business and the creativity in finding out the needs and the awareness of purchasing behavior of online users, this had led many foreign companies to enter the Kuwaiti market as it's the best field of online marketing in GCC region. Delivery Hero returned back after buying Talabat.com to Kuwait for another online enterprise food ordering App platform which is called Carriage.

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8.7.2 Carriage

Carriage is the most modern food-delivery establishment that has taken over Kuwait as soon as it was introduced. There was intense attention required as this startup was formed in order to gain success as marketing alone did not guarantee success. It was analyzed that addressing the need of the customers was the basic priority of the company followed by high-end product, to avoid frustration and to be able to encourage user retention.

The company's success depends not only on the magnificent marketing that they conducted but also because they were taking care of the genuine need with great quality product. Hence, it resulted that people started talking about carriage and recommend it to others. Their sales channel became very important for different fine and luxurious restaurants as they wanted to register to it. Carriage was linked with Talabat which is yet another similar project, hence the company realized that the restaurants shall handle the delivery themselves to be able to assure that there was no delay in the delivery process (Almutawa, 2017).

The aim of “Carriage” company is to be very constant with regards to the delivery and formulate a business model and cost structure which was highly beneficial to the company. In addition to that, they believed that the individual should not be

ashamed to do any type of work as it brings them success in the long run (Almutawa, 2017).

Caring about their customers was the long-term vision of the company and what drove them success was high end customer satisfaction and a name in the technology industry of Kuwait. Customers' attitude helped them improve their systems gradually and since they were very much attentive to the customer feedback, they were open to opinions and suggestions, ensuring all the flaws were overcome with time. They believed in transparency and providing a seamless experience to the customers. They know exactly where they need to deliver and provide assistance to the customers to track their order (Almutawa, 2017).

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“Carriage” a fast growth enterprise food online application delivery which had officially started in state of Kuwait on 20th May of 2016 with big online users demand on this food service platform, this had led the German company Delivery Hero to buy it from the founders of this online App with the whole acquisition of company stake with amount of 200 million dollar in May 2017 (Almutawa, 2017).

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Note:

- There are some information about the carriage story as a unique case study in Kuwait, which I already did the interview with the co-founder who informed me to wait till he gets the approval from the German company which bought from him this business “carriage” to include all interview details as it concerns the policy of the new management of Delivery hero company.

8.7.3 Choclateness

Choclateness has been established in 2007 and it is an exciting new small business “homemade sweets” managed by four young Kuwaiti entrepreneurs. They



Figure 8.5: Choclateness logo.
Source: Al Fadala Choclateness.net Co-founder, and
Retrieved from: <http://www.choclateness.net/about/>

offer rich and tempting chocolate molten cake. As a Choclateness team started with a capital of \$500 and then acquired a turnover of \$3 million on the third year alone, applying their creative strategy made "Choclateness" a well-known brand in the region of the Arabian Gulf Countries (GCC).

Their success is due to social media tools and the expansion of Smartphones through the high technology of social media Apps tools which they had already used increased the numbers of their followers and the popularity of their brand. This is shown in: Facebook, twitter, YouTube, Instagram, Path and Pinterest (Alfadala, 2014).

Alfadala stated that their small enterprise Choclateness had got many awards and they are as follows:

1.Best Small Kuwaiti Enterprise. For the year 2009 between more than 98 small enterprises in "Yalla Shabab Expo".

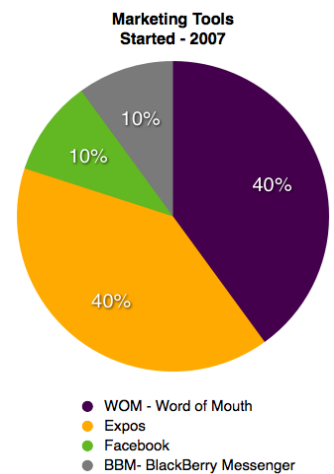
2.Best Small Kuwaiti Enterprise. For the year 2010 (Best Product/ Best Service) between more than 220 small enterprises in "Yalla Shabab Expo" at KIF (Kuwait International Fair).

3.One of best four small enterprises in Kuwait by Abwab Magazine.

4.One of the Top 10 small enterprises by Kuwait Finance House (kfh.com) Feb 2010.

Social media Communication & Business Strategy comes at the top of the recent advertising tools, and through online platforms Alfadalah added “we can reach our segment targets easily and effectively by studying the feedback of all online advertising campaigns through the comments and the percentage of “Like click” in social media application and website, this helped us to get specific and exact numbers of new visitors, the time of their access, the duration they exist on each page and users action “order or pay” while in the offline media it is difficult to measure and to estimate the success of the advertising campaigns” (Alfadalah, 2014).

The beginning of the establishment of this small business had started with the direct use of Word Of Mouth with their friends and family members, then they shifted to media tools such as Facebook and blackberry messenger because they were the only medium trends available in society at that time. The co-founder Alfadalah mentioned that the biggest percentage of our media usage during 2007 was to Word of Mouth (WOM) and exhibitions existence by 40% each, while social media tools (Facebook and BBM was 10% each) as it's shown in the chart (Alfadalah, 2014).



He added “In 2007 we had faced many difficulties at the beginning of establishing our business, a lot of friends said that food market is full of competitors and it is hard to prove yourself in it. But I determined to

Figure 8.6 Chocolateness Marketing tools 2007. Source: interviewed, Al Fadala Chocolateness.net Co-founder.

work hardly and did my best to reach my goals for setting this kind of nosiness. Gradually our products were known all over the country this is due to the successful online advertising and the effect of social media tools. We did a lot of promotions and offers by giving gifts and making competitions and draws”.

There is an inverse ratio between the proportion of WOM and the percentage of social media channels “Medium”, There is an increase in hours of WOM to fit to the amount of *Chocolateness* usage of new channels of social media, while the

percentage of existence of WOM is decreased comparatively with the new channels of social media, personal communication through name branding and spreading business fame (Al Fadala, 2014).

In 2008 – 2009 there was a great and clear change in the ratio of social media usage as it was existed strongly to communicate with our customers and followers through different tools mostly BBM messenger and Facebook. Competitions and questions for our customers were made via BBM offering marketing gifts to gain permanent

customers who will respond to our marketing ideas and contribute with us in their different celebration

occasions (birthday parties, national day festivals, weekend, exhibitions, and small projects). Alfadalah stated that Facebook reached the peak in social media marketing business in the year 2008-2009 as it obsessed about 30%, through our contribution activities. Exhibitions existence by 25%, then Twitter 25% and WOM and BBM 10% each as it's shown in the above chart (Alfadalah, 2015).

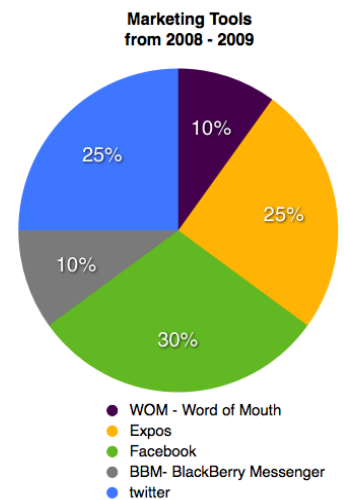


Figure 8.7: Chocolateness Marketing tools (2008-2009). Source: interviewed, Al Fadala Chocolateness.net Co-founder.

Facebook provided potentiality of sending one message to all groups and members who follow us in our page, which we used effectively as a marketing technique through “message all members” service, as we were able to send one message to all customers to reached 5000 followers and that was very successful in marketing our products and this advantage made us change from BBM trend to Facebook.

At the end of 2009, Facebook management had changed messaging system from “message all members” to “fan page”. This change had affected negatively who follow us through this social media website largely and small projects’ owners considered “fan page” as a negative service to promote their business. They didn’t accept because it decreased their products’ spread out.

While in America, the advantage of fan page is considered as the best marketing service as trend style. In 2010 Facebook broke down when another social media “twitter” showed up, this new social media tool was approved and utilized mostly in political affairs during Arab spring. Enterpurneur used twitter as online customer service to keep in touch with clients permanently in our society till today.

Alfouthala said “that social media is changeable and our online attitudes society depend upon the newest social media and mobile application”, he added “ new marketing platform kills the previous ones”.

The diagram shows that, Instagram reached the peak in social media marketing business in the year 2010-2013 as it obsessed ratio of 50%, Twitter 20%, then YouTube , WOM and Facebook had the same ratio is 10% each.

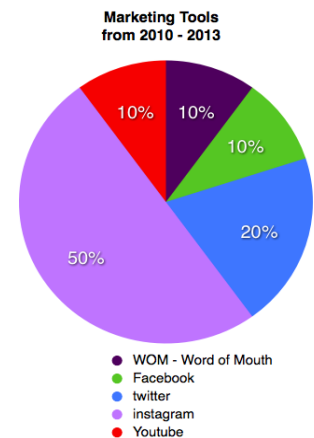


Figure 8.8 Chocolateness Marketing Tools (2010-2013). Source: interviewed, Al Fadala Chocolateness.net Co-founder.

What distinguishes Instagram that it will never vanish after the emerge of snapchat because Facebook had bought Instagram in April 2012 and it will have a flourishing future for online advertising marketing indicated that it will be at the ends of 2015 or the early 2016 when Instagram starts to present private platform for advertisement like twitter and Facebook and this will increase the income of Instagram and increment of followers. This paid advertisement will increase chances of entrepreneurs to advertise with can convey their item to greater number of customers in society.

By using Youtube for marketing our products we had competed the biggest companies for communication (Zain) and internet provider (Qualitynet) in Kuwait, we reached the highest watching rate during the holy month Ramadan and it was more than one million and three hundred thousand views. Through YouTube ad they “reached 70% of online users in Kuwait” RIZK said.

Alfadalah, stated that this

table shows, that we had used

different advertising channels

for marketing our company’s

products, instagarm was the

foremost one because it’s an

indirect marketing message and free one,

besides that it’s widely used by our targets

(society segments). The least ones came the TV, newspapers and cinema due to

their expensive advertising costs and the difficulty to measure the number of

targeted viewers and audience through them.

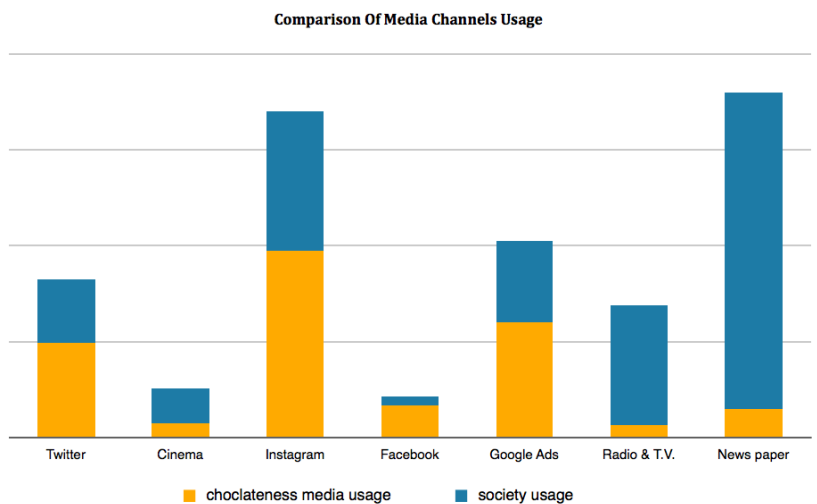


Figure 8.9: Chocolateness Media channels usage 2014.
Source: interviewed, Al Fadala Chocolateness Co-founder.

He added “we had used the paid advertisement in Facebook in July 2014, to increase our fans page followers and the number had jumped from 4,000 to 11,000

followers through one campaign with two online Facebook advertisements in Ramadan and we got more than 150% subscribers”. Hence, this campaign became the speech of Kuwait Street that we named “one million dollars project” we exceeded through the campaign all marketing advertisements through social media tools Cinema and TV in 60 days we reached our target and achieved “One million dollars net profit”.

In 2014, we had succeeded in our business project through our marketing strategies and by the help of online advertising we achieved our goals with flying colors and we reached one million revenue campaign due to our customers and followers for their trust in our best quality products. (Alfadala, 2015).

This nature of business has gained popularity in Kuwait as there is a change in the mindsets of the people. There is a transformation from a very traditional look to a modern international look as people are speaking up for themselves and gaining from the world of advertising (Knafani, 2017).

8.8 SM an Effective Marketing Tool for SMEs

In this era of globalization, where Social Media (SM) has taken over the world as a marketing tool which is very important and effective, Marketing is basically defined as the “identifying and meeting human and social needs” (Kotler & Keller, 2012). Despite the previous studies regarding marketing where it has been defined to be a simple process, there is a significant change in the overall marketing concept over a period of time. Marketing is not only a way to sell a product, but it is also a tool to satisfy the needs of the customers. Furthermore, it’s a process which builds and integrates relationships between the marketers and the customers to get best values.

It is basically related to meet the social needs and is connected to the way of life, to utilize the maximum benefits and for the wellbeing of the society in general (Davis, 1989). Social media as the word suggests is connecting two different parts. The first part is ‘social’ that signifies the customer needs to connect them with people and second part is ‘media’ that indicates the use of technology over the traditional ways (Daugherty, Eastin, and Bright, 2008). The combination of these two words reflects the social connection with others. People tend to know each other, socialize, and share similar ideas and thoughts. With social media, it has

become easier to communicate with others directly or indirectly. There is formation of various communities and networks with the use of graphics and dealing with people (Cesaroni and Consoli, 2015). People are becoming more interested in the graphics and the three elements which include: content, community and internet. Many are using this forum to create their own writing and publishing it through pictures, videos and links. It connects people and has become a new way to communicate with customers in the most efficient manner (Faust and Carrier, 2014).

When talking about the effectiveness of social media, it should not be forgotten that there has been a traditional way of marketing which had been very beneficial till the time social media was not introduced. Social media allows two-way communication opportunities to both the parties that is the seller and the purchaser (Peters, 2014). There is an increase in the customer trust with the use of social media as the customers get most relevant and latest information about the product from the other customers. There is an increase in the trusted reviews from the other customers who share their experiences on the social media. This means that the companies cannot hide or control their corporate messages but there is increased power given in the hands of the customers. Social media as a part of online advertising had widely affected the development of small and medium

businesses and making cheap platform of advertising and increase the targeting of community segments. All this had influenced largely in the success of the firms and communication businesses more than other ordinary media forms or types. Social media affected small business and easily targeted customers and this had helped greatly in the success of those small business (Samer, 2017).

Social media has become a highly convenient and comfortable way to sell the products, develop positive customer relationships and turn into the positive brand image and word of mouth (Truong, 2009). There is a very strong impact on the customer acquisition compared to the other marketing techniques. There is an increase in the online conversation through the use of social media as it gives access to many customers at the same time (Chau, and Tam, 1997). It could be used for networking and creating brand awareness for different segments.

Social media not only support the brand image but also is also becoming highly appealing to the customers. It is benefiting the companies by developing better reputation regarding the brand in the minds of the people. It strengthens the brand name and helps to search about the brands in a more appropriate way. There is an increase in the potential customers as the brand attributes have been simplified significantly (Faust and Carrier, 2014).

Through online advertising and social media not only the audience is gained, but it is a comparatively low-priced marketing strategy making it easier to engage with the customers. However, it is preferred that the company should use both the traditional and the modern technique of marketing (Salloum, 2017).

8.9 Advertising Apps Influence on SMEs

Social media and online advertising Apps have completely changed the businesses trend which had transformed into mobile applications. These apps have become the latest method of marketing communications in the recent times and have become the most effective and efficient tools for the small businesses entrepreneurs (Cesaroni and Consoli, 2015). In this era, it is normal that all the small businesses also make full use of the platform offered by social media to advertise their products and services and are open to the opinions and suggestions regarding improving their businesses. The increased use of technology and the decision to use online social networking technology depends majorly on the way people interact with each other and hence conclude that it is the main driving force behind the social network connection depending on the social identity and the subjective norm (Chatzithomas, Boutsouki, Chatzithomas and Zotos, 2014).

The core reason behind the performance management is team work and effective leadership. With the use of these applications, people are enjoying their lives and are connected to their loved ones with the smallest piece of information, therefore, it can be renamed as the media generated for customers (Carter, 2014).

As the topic of this study is related to social media and small businesses, it should not be forgotten that these modern techniques and applications have become the most important marketing tool for the favour of branding a product. As the businesses apply these applications, they are more inclined towards customer communication and lead to understanding the customers and the internal communication.

There is a creation of small businesses community and has been taken over by media for smooth interactions. (Alhusaini, 2017). The new trends save time and connect people more closely. It not only enhances the business growth but also results in massive expansion and providing opportunity to make lives easier. It allows the individual to bring in new ideas and increase contact by creating stronger ties with the customers. Social media usage has become the most common way to socialize (Salloum, 2016).

Entrepreneurs use these applications to build quick network of supporters which is very essential for the growth of the business. They tend to create long-term relationship with the customers and formulate an experimental approach to come up with better results and fulfill tasks that are highly challenging. The goals are developed and online presence becomes effective. There can be more appropriate social media campaigns which attracts more customers and experimenting better things. Social media applications not only provide opportunities to the small business to make a strong market place but also provide opportunities to the consumers to communicate in the most effective way (Alhusaini, 2017). Besides, it allows the small businesses to spread out their business using range of ties and also overcome issues which are faced such as rapid changes in the technology as there are no universal guidelines provided to the business regarding the dynamics of the technology (Samer, 2017). Hence, on a whole, social media mobile applications have a definite positive impact on the small businesses and also motivate them to use those platforms as there are no huge budgets required for these options. There is also a positive interaction with the customers as the customer perception is the most important part in the social media marketing (Bin Dhafari, 2015).

8.10 Summary

The researcher had tackled in this chapter the effectiveness of online advertising marketing through social media and its effect upon SMEs in State of Kuwait. The researcher has gained a full understanding about online advertising environment techniques and what contributions have been made. This chapter transformed and changed the researcher thoughts and beliefs about current SMEs marketing communication via online advertising and social media in Kuwait and GCC countries.

Through the study and data collection the researcher had noticed that people have been shifting to use online advertising in their business marketing, as most SME entrepreneurs have seen a drop in traditional media marketing. Furthermore, one of the main reasons for the SMEs success through online advertising is to choose the best medium to market their products and services to affect potential customers and target them effectively.

In general, SMEs are small in size, and that gives them the advantage of being closer to consumers than large companies, hence they are obliged to be friendly with their targeted customers which strengthens the trust and loyalty to

them. Planning is another important aspect in running any Marketing business, SMEs owners must draw an organized plan with explicit objectives for a better future and progress in the market field. Without the right targeted marketing strategies, SMEs entrepreneurs will face difficulties and it will be hard for SMEs to gain a good position among the competitive companies in the marketplace, especially in a changing and challenging environment of online advertising revolution.

This technical breakthrough became an essential part our daily life, and no one can predict what will be the new revolution of advertising in the future because it depends on society users and their attitude towards the new channels of social media and online advertising and how they react with innovation of tablets and smart phones nowadays.

CHAPTER (9) Conclusion & Recommendations

9.1 Research Overview

Kuwait is one of the countries that is in process of diversifying its economy away from the oil sector and aims to transform itself into a commercial hub in future. The government is planning on creating several opportunities for the companies especially for Kuwaiti youth who are mainly the strategic priority of Kuwait for future development.

The aim of this study is to evaluate the effect of Online advertising on the small and medium sized enterprises in Kuwait, it is however very much clear from the research paper that offline media through traditional advertising platforms is an expensive endeavour for SMEs. The focus of this research is to identify the potential benefits of online marketing, and to outline the difficulties, which are faced by the owners of SMEs. In order to grow in an efficient way, the SMEs in Kuwait needs to adopt different technologies which also include e-commerce, cloud computing and the enterprise system.

With the rapid advancement the technology throughout the world, there are significant challenges faced by small and medium business enterprises. (Scaraboto, 2013). As today's economy is known as digital economy, there are significant opportunities available to the users at both individual as well as organizational level.

There are major changes, which have been witnessed in these days to transform the business operations. These include: evolution of information and communications technology (ICT) which affects the overall structure of the industry and influences the extent of competition in business, gaining competitive advantage and enjoying an overall positive changes in the business through the integration of ICT and the direct association and impact on the business operations financially (Abdullah, Shamsuddin, Wahab and Hamid, 2012).

Those changes in business environment and its adoption have led to increase opportunities for the SMEs in both the local and the global market. These innovations tend to be considered as the main aspect of economic growth, efficiency and effectiveness. From the perspective of the small and medium sized enterprises, this leads to boosting competitiveness and efficiency and is said to be

the most critical factor for the success of the business. There is an important contribution to the sustainable competitive advantage for these enterprises and there is a wide range, which has resulted in substantial contribution in the areas of business such as networking, marketing, communication and also the resource planning (Abdulghani, 2004).

The benefits to the businesses are achieved by meeting both the internal as well as the external needs leading to business growth and development. However, when the small scale enterprises are being studied, it is noticed that they pay very less attention to understanding these phenomenon and applying them in their organizations to be able to compete with large enterprises and adopt new technologies for the sake of expansion in the business operations (Abdulhameed, 2002). When the small and medium business enterprises (SMEs) are being taken into account, it is always noticed that these business are highly flexible and have the potential to adapt to changes in the market. Due to operating on small scale, they can place and develop new ideas and present these ideas in a clearer way compared to the larger organizations (Al Ganem, 2005).

This is because they are small in size and nature and have simpler organizational structure which allows them to be more innovative and respond to

the environmental changes in the most dynamic manner. Being a SME, the strategic and operational decisions are taken by a group of individual who are mainly the business owners, hence, the skills and attitude of them is the main driving force of the success of these companies (Al Hadi, 1995). In other words, it can be said that the success of the SME is dependent on many persons who are holding responsibility to establish the needs and goals of the business company with respect to any development in ICT and to judge the impact of this in their enterprise.

Owing to the previous mentioned facts, it is becoming highly important for the SMEs to adapt to the modern technology and compete on national and international level by recognizing the central importance of several factors such as marketing and ICT for the sake of their success and development. A failure to adopt to these innovations and technologies is perceived to have a very negative impact on accessing the local and international market which contribute to inadequate robust information and improper management of resources (Al Gasser, 2003). The engagement of SMEs in the technological innovation, online marketing and the use of social media, results a development of trend, which is then to be followed by the SMEs. With the passage of time, there is increased competitiveness and with growing globalization, SMEs do struggle to compete with the larger

enterprises as these big organizations have extensive resources and there are very less financial constraints for their development (Al Hajeri, 1999). Hence, for the existence of the SMEs, they have to keep a pace with the dynamic changes in the business landscape. One of the ways through which this can be done is the enhancement of their image in the market and by forming new relationships with their customers. (Al Hattem and Moussa, 2001).

While the small and medium sized enterprises tend to grow through the implication of several sources such as adapting the online marketing in their business, there are several benefits which they gain from this adaptation. These benefits include cost reduction in the long run as the first and foremost benefit. The second benefit which has been identified is that the companies gain competitive advantage and their business can reach larger markets and they could also access international markets. There is a better customer relationship management, increased productivity, profitability, company's image, operational efficiency, and also variety of resources (Hajiha and Hajihashemi, 2008). Furthermore, there is also an improvement in the information and knowledge management so businesses are able to improve their internal and external online communication as well. On a whole, there is a dynamic progress in the performance of the business, which would be evident through the financial outcomes of the businesses (Mora, and Rocamora,

2015). As the perceived benefits of the results of prevailing online marketing have been highlighted, it can be said that these benefits are highly operated rather than just being essential.

Online marketing is seen to be the strategic weapon through which the SMEs can reach wider markets and can evidently compete with the larger enterprises. This tool would also broaden the market reach for the SMEs and would allow them to participate beyond just their local area and move to distant markets without having a need of their physical presence. (Abdullah, Shamsuddin, Wahab and Hamid, 2012).

9.2 Period of collecting data

This period extended for many months and it was distributed to many intervals. Questionnaires designed for all the ones who have small business enterprise projects, interviews with entrepreneurs, media active, influencers, managers of offline media such as newspapers, radio and Television.

9.3 Questionnaire Study Field Sample

The researcher had did the study upon small and medium business enterprises in Kuwait who took part in the event which was held on February and March 2017 in a period of two months as those months are the country's national celebration months.

The survey study tool which was applied for this research study, was questionnaire which was distributed during the event, as the researcher had mentioned before in chapter one, that this event was sponsored by the Government and under the patronage of His Highness The Amir of State of Kuwait Sheikh Sabah Al-Ahmad Al-Jaber Al-Sabah, and it was under the title “National Community Development Projects for Kuwaiti Youth”.

The event organizers had divided the Traditional Event of National days for youth project Expo 2017, into four periods. Therefore, the study population were the participants of the four periods and it was located at Al Mubarkia, Traditional Market Kuwait city, from: 05:00pm – 10:00pm on each weekend of the two months as it's illustrated below:

1st Period (16th February – 18th February, 2017)

2nd Period (23rd February – 25th February, 2017)

3rd Period (2nd March – 4th March, 2017)

4th Period (9th March – 11th March, 2017)

The researcher had tackled before in chapter one this distinguished event of National days for Kuwaiti youth small business enterprises, “Expo 2017” as it’s the most important Event for supporting Kuwaiti SMEs. Each business group has a chance to participate by offering them a location at the market to expose their products aiming to achieve their goals of business expansion.

9.4 Methodological Measures

To achieve the objectives of the study, the researcher had applied the statistical analysis SPSS to transform the primary data into understandable results and facts. The main topic of this survey was about the effectiveness of Online Advertising upon small and medium business enterprises (SMEs) in State Kuwait; this is done through SPSS statistics

This kind of analysis is beneficial for both qualitative and quantitative data, as it gives appropriate results for the data that has been entered and attains their

results. Moreover, SPSS analysis saves time and one can compare the data sets accurately, hence the researcher had applied it in order to get information on a scientific basis and to achieve the targeted objectives of the thesis research as well as to enrich the study content.

9.5 Sample Size

The researcher had made his study upon Kuwaiti business entrepreneurs, who had established their business recently. The sample size was 355 participants and all of them were Kuwaiti who runs their business on their own. 322 of the participants had responded to our study sample method and got involved in the questionnaire, while 33 of the total number of the sample were passive for different reasons: shortage of time, busy with their work of organizing through the event and others didn't complete answering the whole paper questions, so the researcher removed those from the measurement scale in order to get accurate study result.

The margin of error for the research study was low, it reached 2% with the confidence level 98% from the over all response of the questionnaire. Hence, this statistic method style was made to enrich the study targeted topic on the basis of a profound and accurate level of academic scientific research.

9.6 Study Tool

The study was based on a survey tool through a questionnaire, which is directed for small business entrepreneurs aiming to identify the scientific and objective variables. Besides using the qualitative and quantitative approach to measure the business owners' attitudes towards this new trend of marketing, which depend on online advertising. Another tool was used for data collections, which were direct and in-depth interviews.

9.7 Questionnaire form

Questionnaire paper Form

- Gender: a. Male () b. Female ()

- Age group: a. 18-24 () b. 24-30 ()
 c. 31-36 () d. 38-45 ()

Question 1: Which is the best effective communication platform for marketing your products successfully?

a. Facebook () b. Instagram ()
c. Twitter () d. snapchat ()

Question 2: Do you ever use offline media to advertise any of your products or services?

a. Television () b. Newspaper ()
c. Radio () d. Never used ()

If your answer is number (d), tell us why? -----

Question 3: What are the major difficulties faced by the small businesses in your region?

a. Financial problems () b. Marketing consultation ()
c. Technical shortcoming () d. Training and consultation ()

Question 4: Appositive attitude and effective changes in the marketing strategies, does help to gather new markets and customers?

a. Strongly agree () b. Agree ()
c. Neutral () d. Disagree ()

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Question 5: Do you think that government support or other financial support would help you adapt to the changes in the marketing strategies?

- | | |
|--------------|---------------------|
| a. Yes () | b. No () |
| c. Maybe () | d. to an extent () |

Question 6: Is there an increased productivity with the uses of social media?

- | | |
|-----------------------|-----------------|
| a. Strongly agree () | b. Agree () |
| c. Neutral () | d. Disagree () |

Question 7: would encouragement by different parties such as investors and government officials would help expand SMEs in long run?

- | | |
|-----------------------|-----------------|
| a. Strongly agree () | b. Agree () |
| c. Neutral () | d. Disagree () |

Question 8: Is there an increased competitiveness in advertising industry?

- | | |
|-----------------------|-----------------|
| a. Strongly agree () | b. Agree () |
| c. Neutral () | d. Disagree () |

Question 9: how much time do you spend to market your business online?

- | | |
|--------------------------|-----------------------------|
| a. Less than an hour () | b. two hours to 4 hours () |
| c. Five hours () | d. More than five hours () |

Question 10: what's the most effective media platform for better advertising?

- | | |
|--------------------|---------------------|
| a. Offline () | b. social media () |
| c. Influencers () | d. Google ads () |

Question 11: which is the best time to advertise your marketing messages for the online users?

- | | |
|------------------|------------------|
| a. Week-ends () | b. week-days () |
| c. Occasions () | d. holidays () |

Question 12: do you have trust in the credibility of the consumer targeted advertisements?

- a. Yes ()
- b. No ()
- c. Maybe ()
- d. to an extent ()

Question 13: Do the comments and reactions about your advertisements of social media users' affect your business?

- a. Yes ()
- b. No ()
- c. Maybe ()
- d. to an extent ()

Question 14: What are the most important things to consider when marketing an advertising material?

- a. Colours and coordination ()
- b. Content of advertising material ()
- c. Time to display the ad ()
- d. Choosing Ads platform ()

Question 15:As an online user where do you most encounter advertisements?

- a. Social media ()
- b. Video sharing ()
- c. Offline (traditional media) ()
- d. Mobile Messaging Apps, Google and websites ()

Question 16: Choose from the following online platforms tool which you mostly prefer in using?

- a. Social media ()
- b. Video sharing ()
- c. Google ()
- d. Mobile Messaging Apps ()

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9.8 Study population

For this study, out of the population of 355 participants, which the study was illustrated through questionnaires for those individuals, and the number of sample had reached 322 respondents of the total study population and the results would be obtained from this sample size. More details about the segmentation study population will be shown on the last chapter of the research thesis. The study population of this study includes the owners of the small and medium sized enterprises being run in Kuwait. The focus of this study was to lay emphasis on the smaller projects taking place in Kuwait mainly in the business sector. There were 355 small and medium businesses identified who were participating in the event and they became the study population for this study.

The study population refers to the entire group that is relevant for the study but it is not possible to cater all of them or take opinions of all of them therefore the study sample from the population is being selected who seem to be an easily accessible group for the study questionnaires. The research population in other words are said to be the massive collection of objects or the individuals who are

said to have similar characteristics. These individuals have common business behaviour, which make them relevant for result of contribution result.

9.9 Questionnaire Analysis

A)

| Gender | Percentage |
|-----------|------------|
| a. Male | 41% |
| b. Female | 59% |
| Total | 100% |

B)

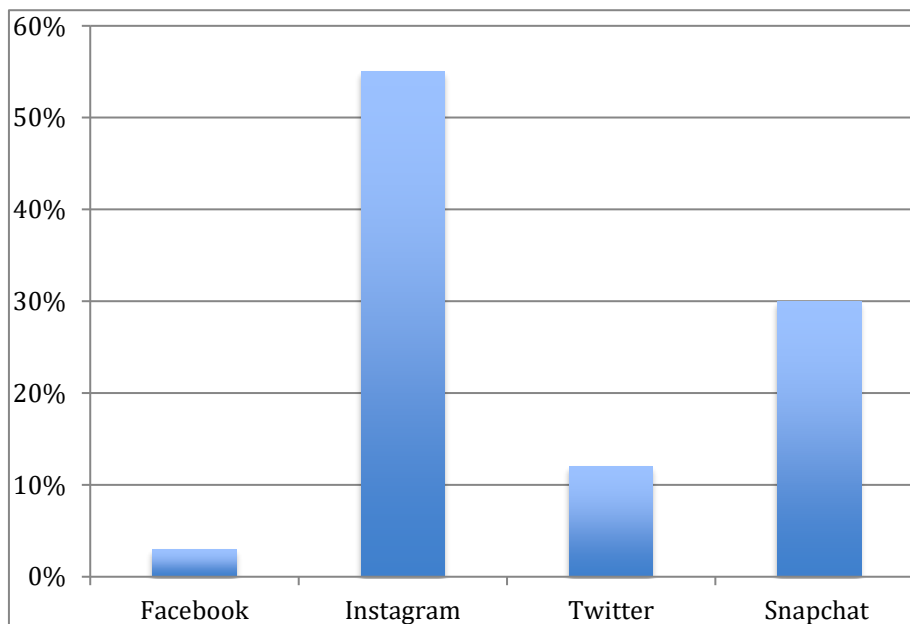
| Age Group | Percentage |
|-----------|------------|
| a. 18-24 | 10% |
| b. 24-30 | 40% |
| c. 31-36 | 35% |
| d. 38-45 | 15% |
| Total | 100% |

In this survey the sample population of the respondents' were 322, they were divided into 190 female and 132 were male participants in a percentage, which is shown in table (A). While the age group of the participants were between the ages

of 18-45 years old as it's shown in table (B). The age groups sampled in this questionnaire were between 18-24 year old account for 10% of the people surveyed they were 32 people. 24-30 year old account 40% of the total people surveyed they account for 129 business owners. 31-36 year old were 35% of the people surveyed they were 113 of the total. 38-45 year old were 15% of the people asked they account for 48 business owners.

Question (1)

What is the best effective communication platform for marketing your products successfully?



The first question is related to the most effective communication platform for marketing entrepreneurs' products successfully. The result showed that the

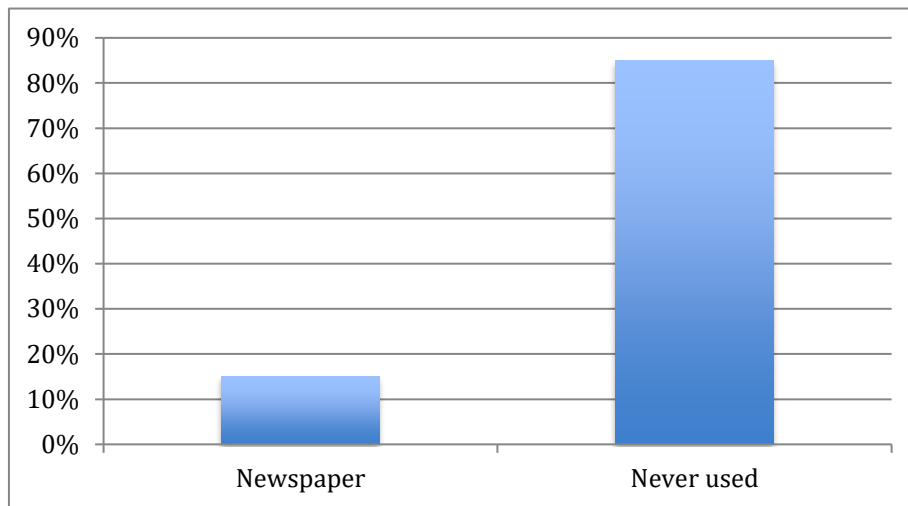
majority of the population in the study prefer Instagram by 55% with 177 respondents, Snapchat comes in second references by 30% with 96 respondents, while Twitter got 12% with 39 respondents and the last platform Facebook unfortunately got the least number 3% as only 10 respondents think it's a good platform for their marketing.

| Best Effective Communication Platform | Percentage |
|---------------------------------------|------------|
| a. Facebook | 3% |
| b. Instagram | 55% |
| c. Twitter | 12% |
| d. snapchat | 30% |
| Total | 100% |

From the numbers shown in the chart and table above, it is clear that online users in the Kuwaiti society tend to use mostly Instagram for marketing their products successfully, while Facebook is rarely used by online Kuwaiti users.

Question (2)

Do you ever use offline media to advertise any of your products or services?



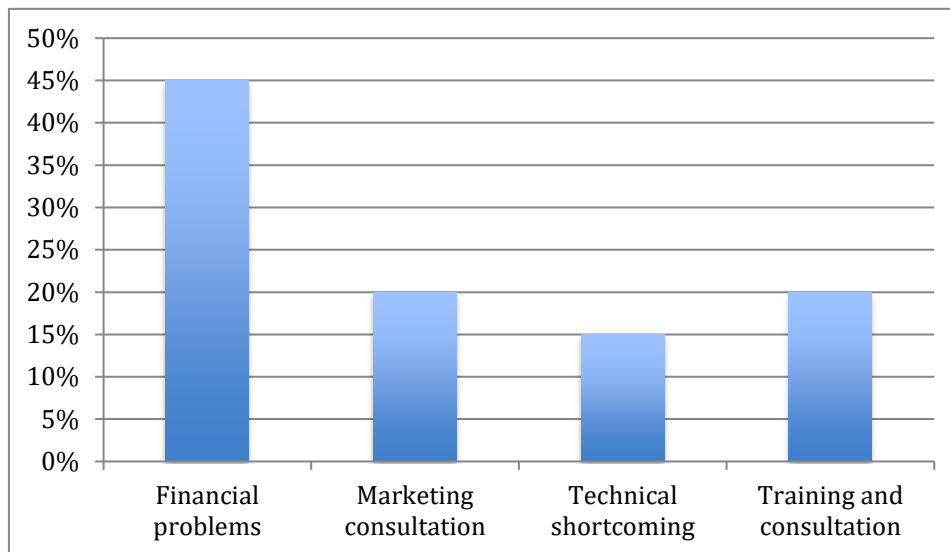
The second question was exposed to small and medium business enterprise owners' whether they use traditional media to market their services, products and brands. The results showed that the majority had never used Television and Radio as an advertising medium in their business activity. While 15% of the population sample in a number of 48 Respondents out of the total 322 populations study used Newspapers for advertising their small business. Lastly, 274 respondents reaching 85% answered that they had *Never used* the traditional media advertising for their enterprises. Furthermore, the researcher had pointed an open question for the population to give the reasons of being far from using offline media in their advertising business methods.

| Use of Offline media | Percentage |
|----------------------|------------|
| a. Television | 0% |
| b. Newspaper | 15% |
| c. Radio | 0% |
| d. Never used | 85% |
| Total | 100% |

When analyzing the result of the question, as shown above in the table, most of the answers agreed that the main cause for neglecting offline media was the high cost of traditional media advertising expenses, besides they could not measure accurately the number of respondents to their advertising campaign and have a clear image of reaction of consumers and their comments about the advertising products.

Question (3)

What are the major difficulties faced by the small businesses in your region?



Since it was evaluated that the majority of the respondents were facing difficulties operating in Kuwait, there was a need to understand and identify the factors that had an influence on small business companies.

| Major difficulties faced by the small businesses | Percentage |
|--|------------|
| a. Financial problems | 45% |
| b. Marketing consultation | 20% |
| c. Technical shortcoming | 15% |
| d. Training and consultation | 20% |
| Total | 100% |

There were 4 options given to the respondents to select from, shown above, which included financial constraints, marketing consultation issues, technical issues and training and consultation problems. The results showed that out of 322 respondents, there were 145 who stated financial problem to be the major problem. Along with that, 49 respondents chose technical shortcomings, which was 15 % of the sample percentage.

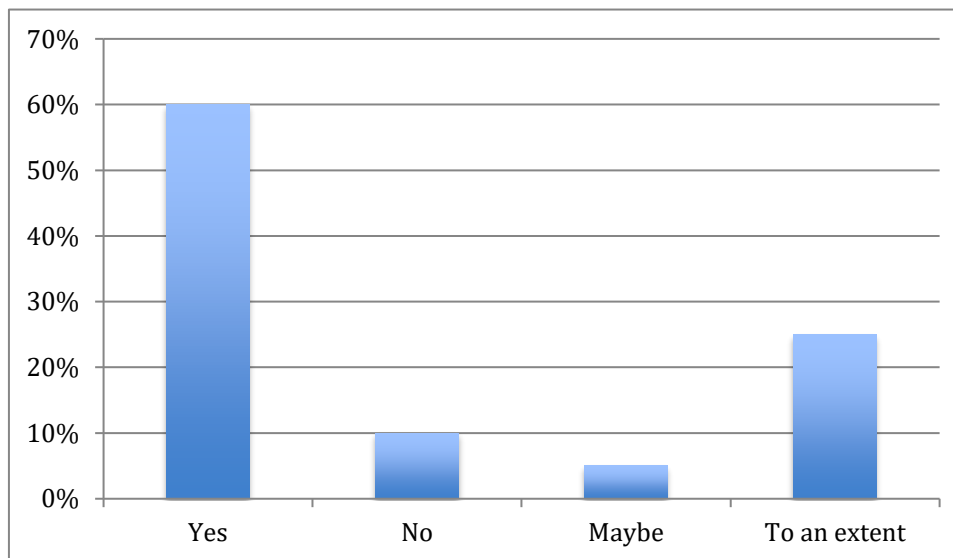
While 64 stated marketing and training consultation as their major problem, since they did not have any kind of marketing exposure. They were equal in the respondents' percentage with 20% for each.

From this question, it was clearly evident that each of the respondents had more than one problem out of those 4 options from which Financial problems was

said to be the biggest problem when SMEs were taken into account and difficulties were identified. This meant that if the staff of the enterprise were supported with efficient budget to manage their business from the marketing perspective, there would be greater chances for their growth and development.

Question (4)

Do you think that government or other financial support would help you adapt to changes in the marketing strategies?



This question was in relation to finding solutions to the limitations they face in regards to online marketing and adapting to the changes in the marketing strategies. As one of the main problems was the financial constraints, the researcher wanted to analyze whether government's or non-government's financial support in terms of

investment and other methods would help those small and medium sized enterprises to achieve their expansion aim through marketing or not. If there would be different departments that would assist these business projects to adapt to the changes such as different private investors or bank loans or some tax relief from government, there is a possibility that there would be changes in the way these enterprise work.

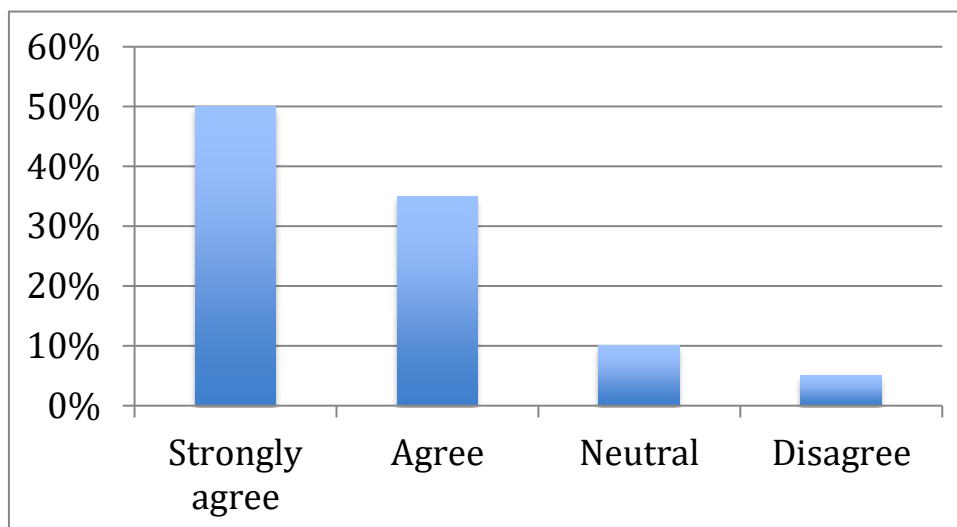
| Government & financial support help in the marketing strategies | Percentage |
|---|------------|
| a. Yes | 60% |
| b. No | 10% |
| c. Maybe | 5% |
| d. To an extent | 25% |
| Total | 100% |

There might be more modern ways that they could adapt in order to benefit them in future. The results of this question, shown in the table above, stated that the majority of the respondents showed affirmativeness 193 out of 322 respondents with 60%.

There were 5% who answered Maybe and 16 respondents were not sure on whether this would bring any positive changes in their businesses or not. While 81 respondents answered To an extent, and this reached 25%. The last option No, showed that respondents were not positive about this option and believed that government support only partially to their business, 32 of the sample responded negatively with 10% of total population.

Question (5)

Do positive attitudes and effective changes in the marketing strategies help to gather new markets and customers?



According to the responses of this statement, it was analyzed that there was a definite change in the mindsets of the people regarding online marketing and its benefits. 50% of the population which was 161 respondents showed affirmativeness

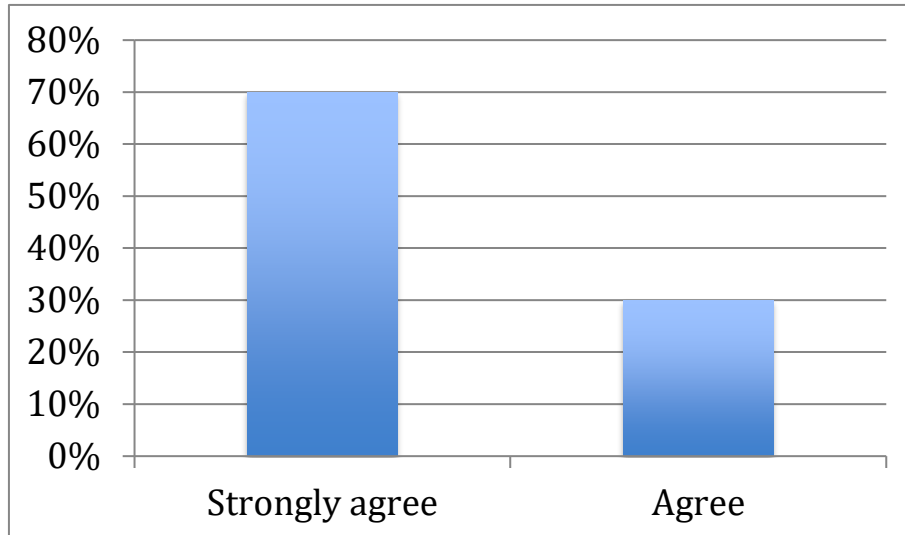
which created a positive hope that there might be a change in the marketing strategies of the SMEs in Kuwait and they would move towards social media as a forum of advertising and growth.

On the other hand, there was 16 respondents and 5% of population who disagreed with this statement meaning that they were amongst those who were not ready to accept changes and would always follow their old method no matter how much they suffer competitively and growth wise. While there were 113 respondents 35% of the population who agreed to this statement. There was also still 10%, 32 respondents of population who were neutral about this statement and did not agree or disagree creating a disrupted picture about their future planning, and this is analyzed in the table below:

| Positive attitudes and effective changes help in the marketing strategies | Percentage |
|---|------------|
| a. Strongly agree | 50% |
| b. Agree | 35% |
| c. Neutral | 10% |
| d. Disagree | 5% |
| Total | 100% |

Question (6)

Is there an increased productivity with the uses of social media?



This question laid emphasis on whether the use of social media would bring a positive impact on their productivity. The result showed that 70% of the respondents strongly agreed with 225 respondents to this, while there were 30% who just agreed with 97 respondents.

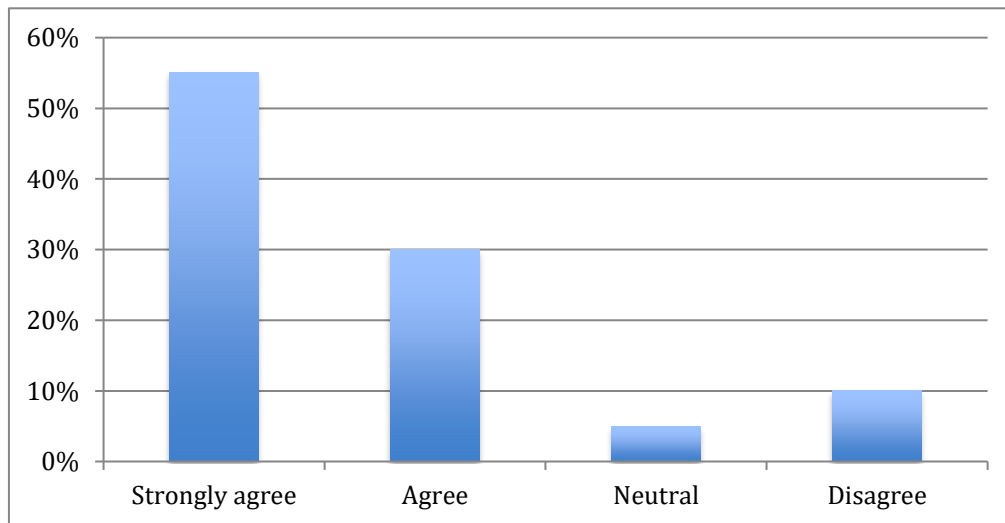
There was no individual who disagreed and being neutral with this statement considering the fact that by the end of the questionnaire there was a change in the perception of people regarding this statement.

| Increase of productivity with the uses of social media | Percentage |
|--|------------|
| a. Strongly agree | 70% |
| b. Agree | 30% |
| c. Neutral | 0% |
| d. Disagree | 0% |
| Total | 100% |

A huge number of agreement meant that people in Kuwait do want to adopt the change in the marketing strategy and did believe that it might result in increased productivity for their businesses and it was clear in the table above.

Question (7)

Would encouragement by different parties such as investors and government officials would help expand SMEs in long run?



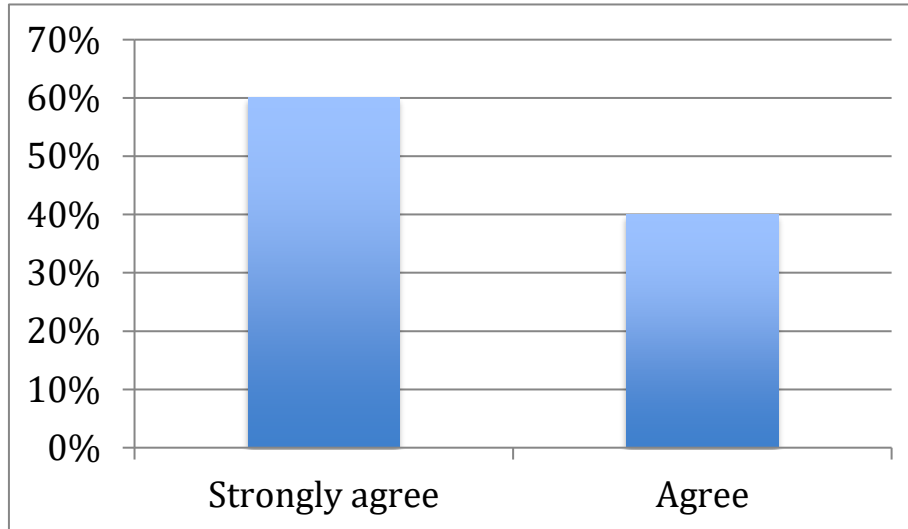
This question was related to the encouragement factor of these SMEs which needed motivation and understanding for its expansion in the long run. The results of this question showed that encouragement by different parties such as investors and government officials would help expand SMEs in the long run had reflected that majority of the respondents agreed that this would have a positive impact on their expansion in the long run. There were 177 respondents out of 322 who were positive with 55%. While there were 32 respondents who disagreed with this factor by 10%, this analysis is shown in the table below:

| Investors and Government officials help expand SMEs in long run | Percentage |
|---|------------|
| a. Strongly agree | 55% |
| b. Agree | 30% |
| c. Neutral | 5% |
| d. Disagree | 10% |
| Total | 100% |

On the other hand, there were still 16 respondents by 5% who were neutral about this statement that involvement and encouragement from several parties might or might not have any impact on their long run expansion. From this question, it can be evaluated that some people had a belief that this encouragement might help them in their small business enterprises.

Question (8)

Do you think that there is an increased competitiveness in advertising industry?



| Competitiveness in advertising industry | Percentage |
|---|------------|
| a. Strongly agree | 60% |
| b. Agree | 40% |
| c. Neutral | 0% |
| d. Disagree | 0% |
| Total | 100% |

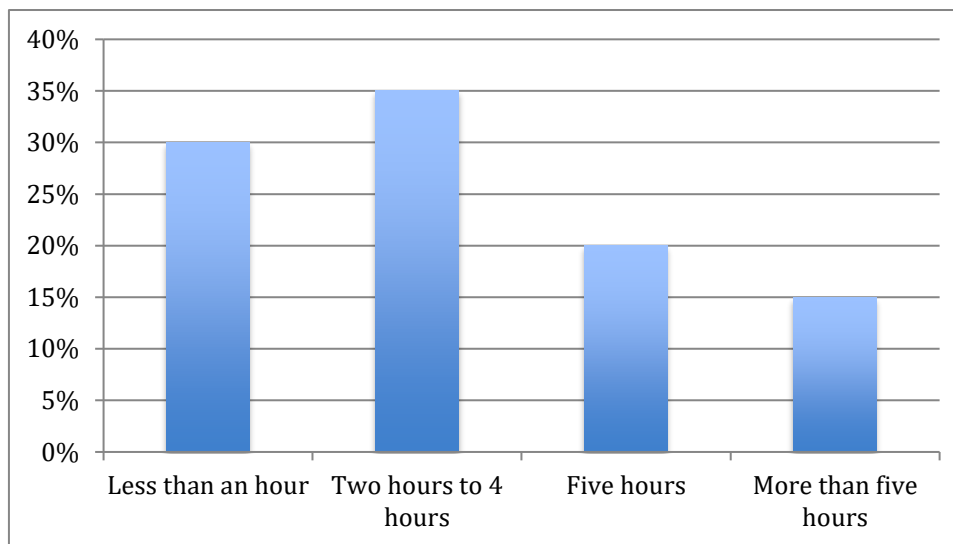
The above question had wondered if the use of social media contributes in increasing the competitiveness of advertising industry. The responses showed that 60% of the respondents strongly agreed to this question and the number of

respondents reached 193 individuals, while there were 40% who just agreed and they were 129 respondents of total number of population study, which were 322.

It's remarkable from the table below that there was no individual who disagreed and being neutral with this statement.

Question (9)

How much time do you spend to market your business online?



This question was related to the amount of time, which entrepreneurs spend in marketing their business. The responses were varied as we see from the table the least time was More than five hours and this reached 15% of study population with 48 respondents. Only 35% of the respondents were taking

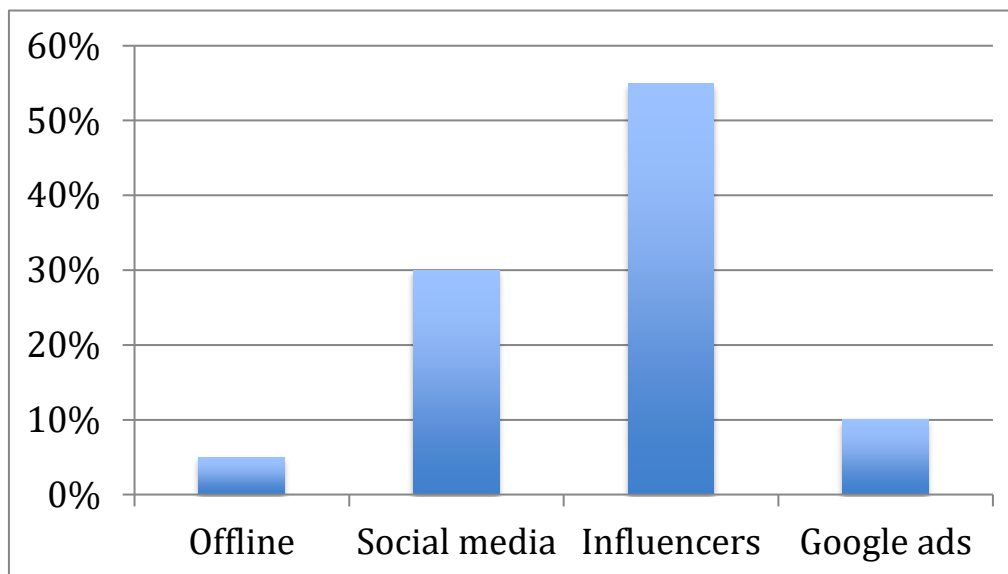
advantage of being online to promote and market their products from Two to Four hours and the number reached 113 persons. 20% of the population chose the option of five hours of marketing time with 64 respondents.

Lastly, from the table below it was clear that there were some marketers who spent less than one hour in online marketing and that reached the percentage of 30%, with 97 respondents, and this may have a negative impact on running their small business on long term.

| Marketing online business time | Percentage |
|--------------------------------|------------|
| a. Less than an hour | 30% |
| b. Two to Four hours | 35% |
| c. Five hours | 20% |
| d. More than five hours | 15% |
| Total | 100% |

Question (10)

What's the most effective media platform for better advertising?



This question however was related to the concept of social media marketing and online advertising and stressed upon the most effective media platform for better advertising.

It was an important question, which was associated to this thesis as the main concept of this study was to analyze the impact of social media marketing on the small and medium business enterprises (SMEs).

Hence, it was important to understand whether the respondents were aware of this concept or not. The results showed that there were only 30% respondents who used social media marketing as a concept of online advertising, this equals 97 respondents of the total number of study population. While using Google ads reached the number of 32 persons, at a rate of 10%. While, it was noticeable that

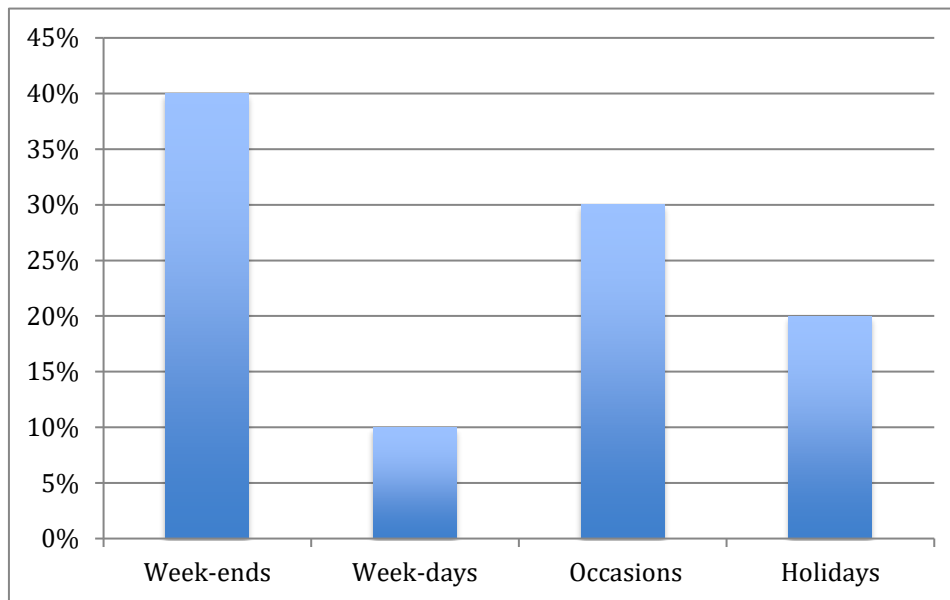
offline option was rarely used among the study population and the number reached 16 ones by 5%. Due to some reasons mentioned before such as the high cost of traditional media advertising expenses, inaccurate success measurement and return of investment (revenue).

According to the table below the highest percentage went for the option using influencers for marketing through social media as those influencers (Endorsements, celebrities) had become vital marketing communication tool for various businesses. According to the study using influencers reached 55% with 177 respondents.

| Most effective media platform for better advertising | Percentage |
|--|------------|
| a. Offline | 5% |
| b. Social media | 30% |
| c. Influencers | 55% |
| d. Google ads | 10% |
| Total | 100% |

Question (11)

Which is the best time to advertise your marketing messages for the online users?



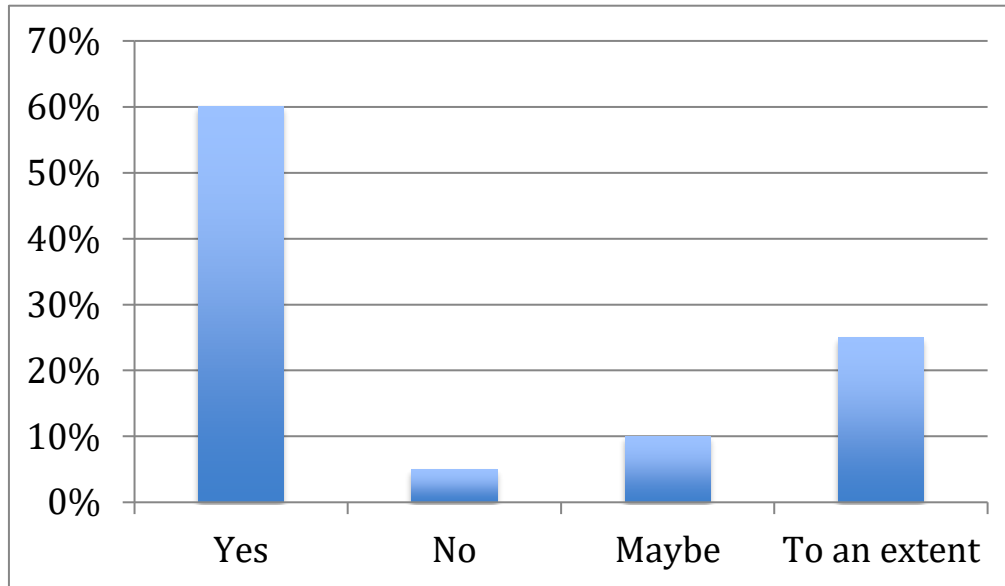
This question was related to identify the best time to advertise the marketing messages for the public aiming for the wide spread on certain time. The table results below showed that majority of the business messages were enormously sent on weekends with a percentage of 40%, and 129 people were sampled. While the weekdays got the least average advertising time and it reached 10%, which consisted of 32 respondents.

However, on some Occasions the number of marketing trend increase automatically as a lot of people celebrate their private occasions like mothers' day, new baby born, birthday parties, graduation, the period of Holy month "Ramadan" and New year, this option had reached 30%, and 97 people were sampled. On Holidays the marketing services are available to the public as they are the seasons for purchasing and shopping online, the rate of advertising time had reached 20%, which consisted of 64 respondents

| Preferable time to advertise marketing messages | Percentage |
|---|-------------|
| a. Weekends | 40% |
| b. Weekdays | 10% |
| c. Occasions | 30% |
| d. Holidays | 20% |
| Total | 100% |

Question (12)

Do you trust the credibility of online consumer -targeted advertisements?

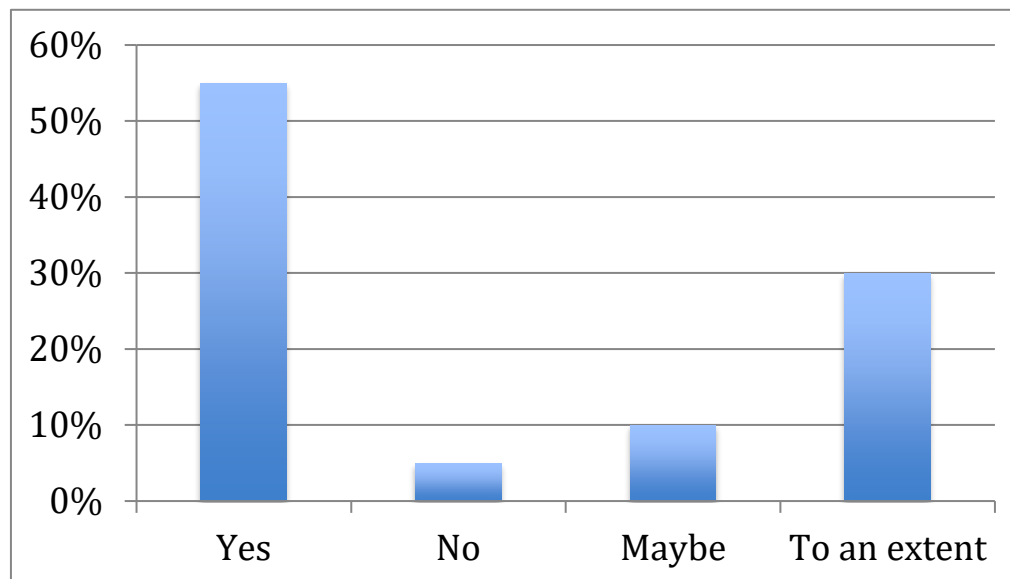


The credibility of online consumer-targeted is very important, 60% that consists 193 business owners said that they trust the credibility. Only 5% of business owners said that they do not trust the credibility they consist of 16 business owners. Whereas 10% of business owners stated that they might trust the credibility of online-targeted advertisements they account for 32 business owners. The table below showed that 25% of the people asked said that they trust the credibility but to some extent they consist of 81 people of those surveyed.

| Credibility of online consumer -targeted advertisements | Percentage |
|---|------------|
| a. Yes | 60% |
| b. No | 5% |
| c. Maybe | 10% |
| d. To an extent | 25% |
| Total | 100% |

Question (13)

Do the comments and reactions about your advertisements of social media users' affect your business?



The consumer's feedback for the social media advertisements is crucial.

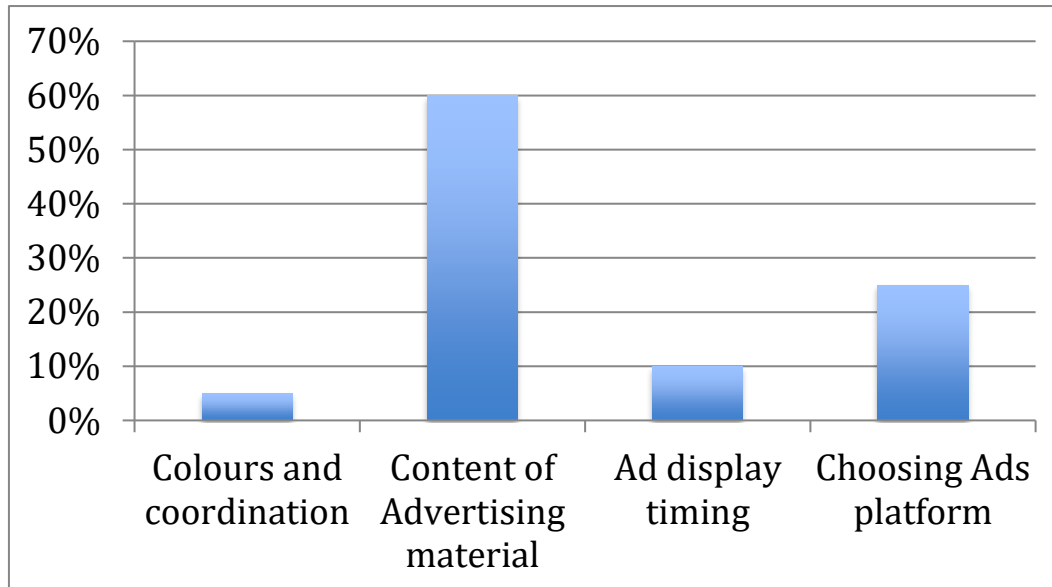
When we surveyed business owners and asked about the question above. From the

answers of the business owners who were asked in this questionnaire, 55% of them said yes, those represent 177 business owners. Only 5% of them said no they consist of just 16 business owners. 10% of the business owners asked said that the feedback of social media users might affect their business they consist of 32 people. The table below shows that 30% of business owners said that it affects their business to a certain extent, they are 97 business owners.

| Comments and reactions of social media users' | Percentage |
|---|------------|
| a. Yes | 55% |
| b. No | 5% |
| c. Maybe | 10% |
| d. To an extent | 30% |
| Total | 100% |

Question (14)

What are the most important factors to consider when marketing and advertising material?



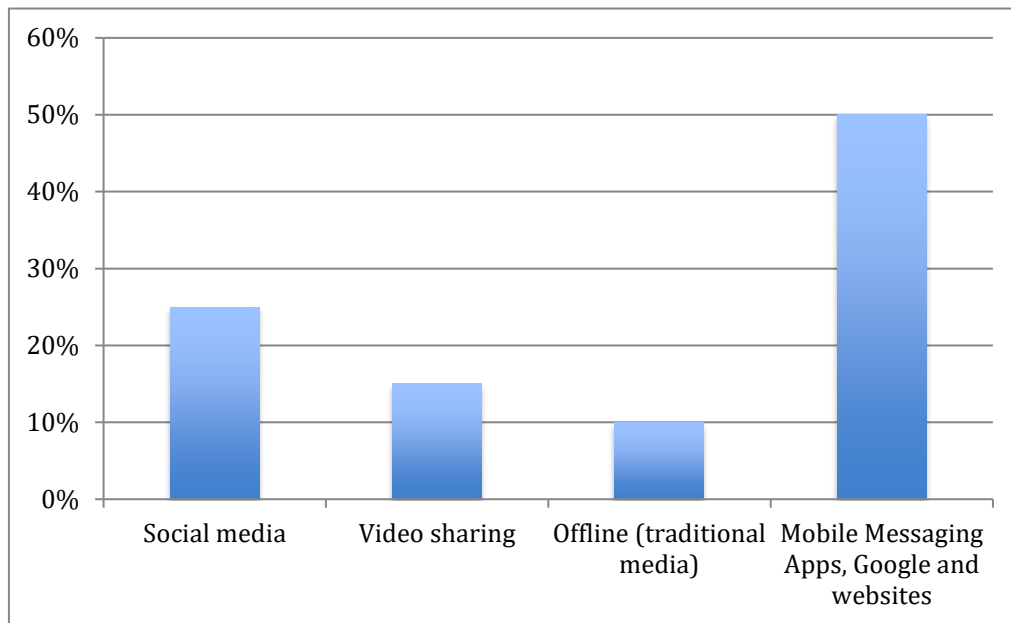
This question was asked to see the most important factors, which must be put into consideration when marketing advertising materials, as this method will have positive consequences. According to the above table we could notice that the highest rate 60% went for the option Content of advertising material as it's one the most important factors which entrepreneurs stress upon when marketing their business. As it is known that the success of websites depends on content quality, hence the content is described as "Content Is King" that's why it's classified as an effective element for success of marketing campaigns. 193 was the number of respondents who considered this aspect when advertising their products. On the

contrary, the Colours and coordination had got the least number of respondents, which were 16 as it reached 5% of total population. However, it was noticed from the below table that choosing Ads platform was described as a vital tool for marketing advertising materials because it reached the rate of 25% with a number of 81 people were sampled, while Ad display timing had reached 10%, with 32 respondents from the total population.

| Most important factors for marketing | Percentage |
|--------------------------------------|------------|
| a. Colours and coordination | 5% |
| b. Content of advertising material | 60% |
| c. Ad display timing | 10% |
| d. Choosing Ads platform | 25% |
| Total | 100% |

Question (15)

As an online user where do you mostly encounter Ads?



This question was related to finding out the widest spread platforms and mediums, which were broadcasted advertisements. In the table below the results of this question showed that 50%, with 161 of respondents chose Mobile Messaging Apps, Google and websites as mostly exposed and encountered.

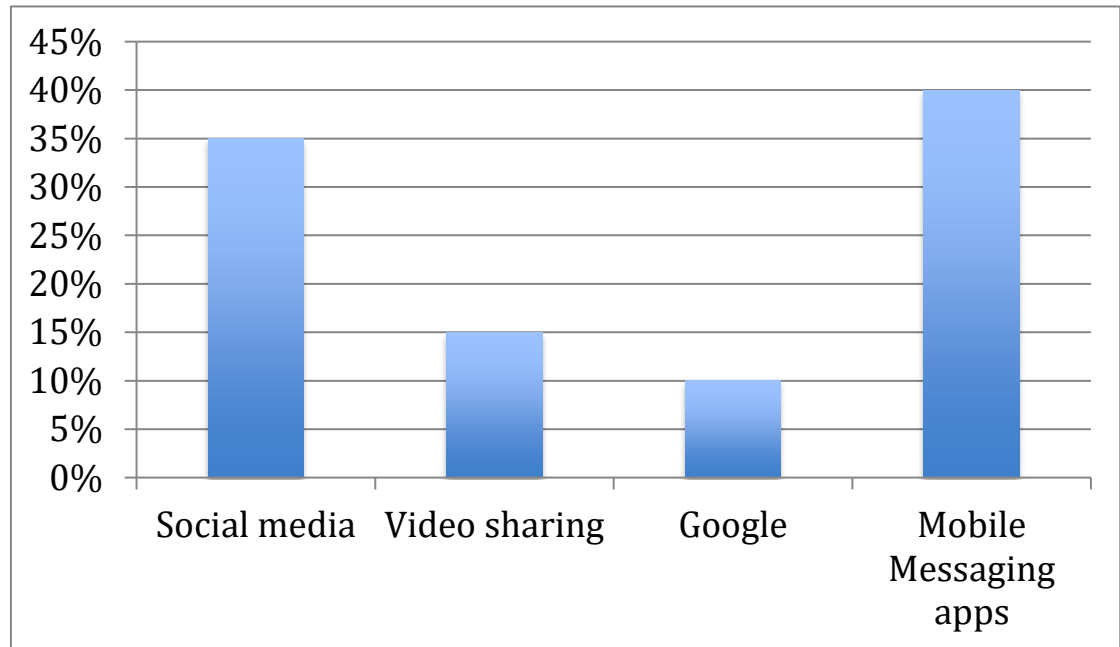
However, there were still 25%, with 81 respondents who chose social media. Video sharing such as Youtube, vimeo, dailymotion... etc have acceptance and popularity among online society, from the answers it was clear that this option had reached 15% which got 48 individuals of population study.

Finally, Offline (traditional media) had come in the end of the four options with 10% of total percentage, and with a number of 32 respondents from the total number questionnaire survey which was 322 participants.

| Online user mostly encounter Advertisements | |
|--|------------|
| | Percentage |
| a. Social media | 25% |
| b. Video sharing | 15% |
| c. Offline (traditional media) | 10% |
| d. Mobile Messaging Apps, Google and websites | 50% |
| Total | 100% |

Question (16)

Which online platforms, do you prefer using in your spare time?



The last question in this survey asked business owners about what online platforms do they use in their personal lives. 35% of them said social media that is 113 of the people surveyed. 15% of the people surveyed said that it was video sharing platforms, which is 48 of the people sampled in the questionnaire. Whilst only 10% of the people sampled said Google they are only 32 of the people samples. Lastly 40% of the people asked said they mostly use mobile messaging applications they were 129 of the people sampled. This percentage is illustrated below:

| Preferable online platforms in spare time | Percentage |
|---|------------|
| a. Social media | 35% |
| b. Video sharing | 15% |
| c. Google | 10% |
| d. Mobile Messaging Apps | 40% |
| Total | 100% |

Interviews:

| No | Name | Position |
|----|------------------|--|
| 1 | Samer Aly | Saya venture co-founder – Google enterprises partner |
| 2 | Musaed almutairi | Influencers Brand executive Harvey Nichols Kuwait |
| 3 | Maroof kazi | Account manager Ipsos Kuwait |
| 4 | M. Hussein | Editorial Director of Alanba Kuwaiti Newspaper |

| | | |
|----|--------------------|---|
| 5 | Walid Kanafani | International Association Kuwait branch manager |
| 6 | F. Salloum | Advertising manager at Alanba Kuwaiti Newspaper |
| 7 | Rakan Al Fadala | Chocolateness.net Co-founder |
| 8 | Abdullah almutawa | CEO & CO founder Carriage |
| 9 | Abdullah Alwatayan | Marketing Director Carriage |
| 10 | Khalid Alotaibi | First Co-founder partner of Talabat.com |
| 11 | Islam Etman | Regional Director of Digital Marketing souq.com |
| 12 | Mark Makhoul | 248am blogs |
| 13 | Abdullah Almutawa | CEO & Co-founder Carriage |

| | | |
|----|-------------------|--|
| 14 | Abdulla Alwatayan | Marketing Director Carriage |
| 15 | Khalid Alotaibi | the Founder of Talabat.com |
| 16 | Rabee Alasmar | Marketing manger Talabat.com |
| 17 | Patrick Rizk | Geo online sales manager at Google.com |
| 18 | Andre Abdo | Online payment manager National Bank of Kuwait Nbk |

Newspapers headquarters visits

| Kuwaiti Newspapers |
|----------------------------|
| Alanaba Newspaper (Arabic) |
| Alqabas Newspaper (Arabic) |
| |

| |
|--------------------------------|
| Alrai Newspaper (Arabic) |
| Aljarida Newspaper (Arabic) |
| Alseyasa Newspaper (Arabic) |
| Alshahed Newspaper (Arabic) |
| Alkuwaiteya Newspaper (Arabic) |
| Arab times (English) |
| Kuwait times (English) |

Visits to Government channels of Ministry of information

| Kuwait government TV channels | |
|--------------------------------------|----------|
| KTV Channel 1 | (Arabic) |

| | |
|----------------------------|-----------|
| KTV Channel 2 | (English) |
| KTV sport Channel | (Arabic) |
| KTV plus Channel | (Arabic) |
| KTV plus sport | (Arabic) |
| KTV ALARABI | (Arabic) |
| KTV Ethraa Channel | (Arabic) |
| KTV Al Majlis (parliament) | (Arabic) |

9.11 Field Visits

The researcher had visited some Government and private sectors to have an overall image of the role online advertising and its impact upon Kuwaiti society and they are as follows:

A) Ministry of State for Cabinet Affairs and Chairman of the Central Agency for the management of information technology M Al-Sabah Meeting the representative of state of Kuwait at “shaping future Government Summit- Dubai” 9-11Feb2015 talking about his participation on the summit and how it’s so important to give more care on online service and digital media nowadays which upraise society awareness.

B) Ministry of the Interior Affairs, Undersecretary of the Ministry, Meshal aljaber IT director of the Ministry, M. A. Almubarek: Undersecretary of the Ministry of the Interior Assistant Undersecretary for Information and Communication Technology and IT director. Discuss the online service through mobile Apps and website of the Ministry. How many users of online society segmentation who download Apps...etc

C) Kuwait Small Projects Development Company. M. Alrumaih, public relation and marketing senior had explained through the visit about SMEs and how the entrepreneurs do marketing and the effective imaging of marketing advertising that business owners usually use and apply to spread their business brand.

D) Kuwait International Fair: Open market every Saturday from each week. The aim for this Open market is to encourage Kuwaitis' SMEs [2x2 meter the booth size and it costs 25 Kuwaiti Dinar for participation fees].

E) Secretary-General of the Arab Media Forum and Editor in chief of AlKuwaitiya newspaper, M. Alkhamis: Through this meeting the influence of media especially in press productions was discussed and how online took a big share of acceptance among society members. Besides, focusing upon advertising revenues, how social media and online platform broke the old role of advertising through media agencies and develop new style of endorsements.

F) International Advertising Association- W. Kanafani, Kuwait branch manager, who explained advertising through all media aspects and the problems they face with country laws and Marketers and how the advertising market had changed after the boom of digital media. The other point of tackling was Media's effect with online and offline advertising and Ramadan Advertising season.

G) Knet, a Shared Electronic Banking Services Company (K.S.C.C.), A. ALDhafari, Online payment gateway director, this visit clarified the nature of Knet which is a national company providing electronic banking services to all the banks

in Kuwait. This Government online payment has connected all banks with one online payments path gateway.

H) National Bank of Kuwait (NBK), Andre Abdo Nbk online payment manager who has stated that “This bank was established in 1952, as the first national bank in Kuwait and the entire Arabian Gulf region”. Over the years NBK has proved itself to be a financial leader in the Arab world. Online payment gateway transactions through NBK has shown a big increase in commercial operations.

9.12 Conclusion

The importance of online adverting marketing with regards to small and medium sized enterprises was demonstrated and it was evaluated that social media networks are used for entertainment, information, friendship and also social support. This social media is also used for the sake of effective marketing, and company’s policy making. This study was based on the small and medium sized enterprises of Kuwait and the effect of online advertising upon these companies.

The study reflected that in this era where technology has taken over most of the other factors, the SMEs are considered as one of the major contributors to the

development of GDP and creating jobs. Despite this being the case, it was observed that the SMEs in Kuwait were not properly aware of using the different techniques for marketing through online advertising and social media platforms. There was a lack of knowledge to use the online Ads functions and people were still making use of either the obsolete methods or were not incorporating marketing in their business. Majority of the business was taken over by big advertising traditional media agencies in Kuwait, who are enjoying most of the benefits of marketing, as social media is gaining immense popularity.

There are several uses of social media which includes customer services, feedback, promotion, and to build community. There is a change in the entire strategy to communicate with the customers. Social media not only helps to communicate with each individual customer but also help to form long-term relationships. Forums such as blogs, online pages and groups and other tools are used to have an interactive session and to engage the consumers.

This study was important as it was analysed that there was very limited information about the social media marketing. With the changes in the trends and globalization, there is a need to promote SMEs in Kuwait and to understand the use

of social media in the country. For this study, there was mixed approach used including the combination of qualitative and quantitative approach both.

From the questionnaire analysis in which there were 322 respondents, it was figured out that majority of them were operating in their business from 1 to 3 years meaning that they were newly formed small enterprises and were not much aware of the market trends.

As the SMEs companies were newly developed, they were in the struggling period and were facing problems, which included financial problem, marketing consultation problem, technical staff limitation and also lack of training and consultation.

It clearly reflected that there was much care and importance given to the SMEs in Kuwait which in the long run would positively affect the growth of the country. The problem that was identified through the questionnaire survey analysis that there was no enough understanding and awareness of the effectiveness of online advertising through social media platforms. In spite of the high cost of the new trend of advertising, especially for the new business entrepreneurs who have a limited budget of capital for marketing, most of SMEs owners were using the new

in-direct advertisements through “Influencers & Endorsements” who have active accounts with thousands of followers.

The situation in Kuwait was that the bigger firms were growing vastly, there were many remarkable online enterprise SMEs in Kuwait who were successful and came up with an innovative and unique ideas for their businesses start-up. However, they were also taken over by bigger firms such as Rocket Internet and Delivery Hero “German Companies” they are overseas online Co. that entered Kuwaiti market to deal with the founders of Talabat and Carriage “online platforms” to have a full 100% acquisitions with big deal amount of 180 Million dollars for Talabat and 200 million for Carriage.

Through social media marketing, a business is able to reach maximum possible people and gain benefits from them. The strategies cannot be defined, as each of them would be successful by applying different methods to each of them. Not all social media is the same and the company has to take into account different nature of social media when deciding their marketing efforts. For the sake of adopting these strategies, information should be gained in detail and then used in the business.

The digital tools in the industry have opened up new ways and opportunities for the small and medium sized enterprises in an economy to innovate and growth. With the help of technology, there is better connectivity with the customers, better engagement and also understanding of their mindsets. With the application of the latest technologies, there have been improvement in the outcomes of the business and it has become highly agile, as the economies are becoming digital. It is very important that the businesses keep improvising their use of the digital tools to be able to fully utilize the gains of the technological advancements. This updated digital engagement would help to classify and analyse the level to which the SMEs were currently benefiting from the digital technology by using such tools and climbing the growth ladder.

In conclusion it can be said that the SMEs play a massive role in the development and growth of the economy. Their major contribution is in the output of the economy and the employment level of the country. They are also significant for the government's economic agenda with regards to the strategies for future growth. With the creation of different online channels, the customers engage with the company more effectively with their digital presence. The increased engagement contributes to the improvement in the functions of the businesses, their future strategies as well as their business processes.

9.13 Recommendations

The researcher's recommendations would be that Small business entrepreneurs must work on gathering constant customers' marketing through effective online advertising messages as 'content is the King' by conducting online marketing surveys continuously, therefore the results information will be very crucial for any successful marketing decisions.

Sometimes taking critical decisions could be very risky but they might be very beneficial to small and medium business enterprises position. Business owners must have a wide knowledge of powerful marketing strategies, besides innovative plans for future marketing strategies, as well as change and improve their products and services continuously in online digital media challenging industry environment.

The most important direction for future research includes generalization of the research. While the researcher in this study has focused on the Effectiveness of Online Advertising upon SMEs in his country state of Kuwait. It is very important that the future researchers examine a better approach and replicate this study with different regions to be able to come up with better comparison. This would help to

understand the potential differences between the SMEs of these areas and the comparison would become easier.

In addition to that, it is also important that the future researcher conducts the cross-regional or cross-national study. It would deepen the knowledge about adopting the SME setting and offer different opportunities and consider the role of cultural difference in a more detailed manner. There is also a comparison of SMEs in the developed and developing countries which would also allow the reveal different adoption behaviors.

As the focus of this study was small and medium sized enterprises, it is advised to the future researchers to replicate this study for larger organizations as it would assist them to seek useful insights with regards to the differences in the organizations of varying sizes. Along with that, it is also important that the future researchers identify the SMEs and its problems regarding the environmental and technological factors as these two factors are the most important factors for the decision making of the organization and provide a final direction for the future researchers to investigate whether the similar trend continues or not.

The researcher suggests that SMEs must use the online advertising in all its various types and through every possible technique, aiming to reach perfect marketing campaign performance which will have an effective feedback upon their services and selling products.

Social media was an imagination in peoples' minds, no one had expected the surprising breakthrough of computerized communication which had become inevitable and the backbone of all kinds of businesses. Hence, the imagination had changed into reality.

The most important advantages of online advertising are the affordable costs, its efficiency, time saver, accurate measurement for revenue profits and business wide expansion which led many enterprises to be existed and established. While, offline “traditional” advertising has an acceptance among the big companies (cars, telecommunications, hotels, private hospitals, clinics...etc.), organizations and Government sectors, but for, small and medium enterprises SMEs have to shift to the new digital platforms rather than the “traditional” ones due to its expensive advertising budget, need more time for stages of production (pre and post production) especially in Television and Radio advertising, Newspapers and magazines costs a lot for designing, printing, editing..etc.

Lastly, the obvious reasons which make SMEs or any business entrepreneurs to avoid using offline in advertising because of the difficulty of measuring the response of the targeted audiences, the effectiveness of their marketing products and the inaccurate results of advertising campaigns. Furthermore, if any marketer had advertised in one of the traditional means for example TV. The only thing he can do is to choose the programme and the period of broadcasting time while its difficult for any marketer to measure the number of viewers to his marketing Ads, due to many reasons switching off the television, reading only headlines in newspapers or he didn't have time to read, to listen to the radio or to watch the commercial advertisements on television.

Finally, the researcher sums up, the most important and effective objective of online advertising is the targeted segmentation, for any advertiser, the online paves the path for him to comprehend the tiny features of his customers' needs and desires. For example, the advertiser can choose specifically the targeted segments like: "I need 5000 male who like beef burgers" + "using mobile phones and laptop only" + " I want all Kuwaitis" + "age between: 22-36 years old" From the above examples, firstly we can see that the marketer through online can identify his targeted segments on certain basis like personal information (gender, age,

occupation, status, location, education level, hobbies..etc.). Secondly, degrees of acceptance to his marketing process (like, dislike, positive and negative action). Thirdly, exact measuring for users' behaviour, (time browsing, watching, shifting between page to other website page or in mobile application) fourthly, degree of success of final step (purchase, download Apps, register in website as new user...etc.). That's why this study research is giving a push for Kuwaiti entrepreneurs in order to encourage them to grasp the full image of online advertising as they are Marketing in the Real World.

9.14 Contribution

This study had played an important role and contributed significantly to the understanding of the social media and its benefits to the small and medium sized enterprises operating in Kuwait, as the researcher in *chapter one* had mentioned the obstacles which he had faced while doing his investigation and collecting data for the research study. Furthermore, there is no study, which could be conducted without limitations. These limitations are normal but it is important that the researcher strives hard to minimize the range of the scope of limitations throughout the process of research.

Small and medium business enterprises entrepreneurs are the targeted point toward online advertising in our Kuwaiti community, it is very important to our nation business economy to develop their business expansion through the spread of digital technology. Therefore it is important to understand a key competency for their progress, development, growth and success, which is marketing communication, and in particular, the utilization of online advertising.

The distinguished remarks of this research study shows that there are no similar thesis topic available and previous studies about the effectiveness of online advertising upon small business in our Kuwaiti society. The analysis results which the researcher had found out were innovative and will enrich the community vision towards online marketing strategies which will affect consumers' behaviour towards the new concept of online advertising. The researcher had reached to a contribution of the fact about the wide spread of online marketing targets, it was due to "Word of Mouth" and its influence upon customers' decisions. The researcher of this study thinks that this idiom of communication "Word of Mouth" has to be shifted to "Word of Live" as our life is automatically related to digital online and our social communication are connected with Smart phones through the different mobile applications of social media platforms.

Why is “LIVE”? Because *word of mouth* is popular and mostly used by Kuwaiti users through their favourable social media tool trend which is Snapchat, that reached users’ satisfaction and acceptance. Later on this trend of *Live Story* has been introduced and imitated in *Instagram* which make the marketer customers part of his story and targeted centre.

9.15 Future Research

The researcher of this doctorate communication program believes that this research thesis study has made major and significant contributions to knowledge in the field of marketing communication via online advertising.

The results for this research indicate that there are many aspects for this paper research; the overall investigation and the progress of collection data which were profoundly mentioned before in chapter one, could add knowledge for future academic studies in different ways.

Future research could be used to examine different digital platform to measure its effect upon online users in different parts of the world, as well as it can use different data analysis methods.

Future researchers have to estimate the consequences of the rapid changes in marketers' behavior towards advertising, which had helped SMEs to shift from offline to online as it is a huge market and there are many sub-areas in it which worth investigating. In future there must be a dedicated team that function in harmony to deliver daily, weekly or monthly results from social media's challenging and competitive markets.

9.16 Summary

This chapter has included the primary research analysis for the study, there was a focus on results questionnaires and interviews as a methodological approach, which proved to be very fruitful for the study and mixed kind of findings.

The result of this overall study showed that there is a big increase in the online shopping, purchase, browsing and a large trend towards using digital platforms in Kuwaiti society. But unfortunately they're still some entrepreneurs of small businesses who are in need to develop their knowledge about the most effective tools for online advertising, as it's a must for a prosperous marketing business and a promotion for this kind of industry in Kuwait.

References

Appendix
