

The Role of Productive Families' Ads on Facebook to push the Final Consumers to make Purchasing Decision in KSA

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ABSTRACT

This current study aimed to reveal the role of productive families' ads on facebook to push the final consumers to make purchasing decision in KSA, and to achieve that researchers prepared two study tools; the first was to measure the level of productive families' products ads on facebook and consist of (32) items, and the second was to deduct the behavior of final consumers to make purchasing decision and consist of (31) items that were distributed on (5) dimensions, which are : role to reach the final consumer mind and has (6) items, achieve convictions and contentment about the product of final consumer and has (6) items, meet the needs of final consumer and has (7) items, fulfill the desires of final consumer and has (6) items, and push final consumer to make the purchasing decision and has (6) items, and were distributed after verifying its consistency and reliability on a random sample that consist of (329) customers. Results showed a role of productive families' ads on facebook to reach the final consumer mind in KSA, with (10.3%), a role of productive families' ads on facebook to achieve convictions about the product of final consumer in KSA, at (3.3%), a role of productive families' ads on facebook to meet the needs of final consumer in KSA, with (4.0%), a role of productive families' ads on facebook to fulfill the desires of final consumer in KSA, with (5.4%), and finally a role of productive families' ads on facebook to push the final consumer to make purchasing decision in KSA, with (6.7%).

Keywords: Ads on facebook, final consumers, productive families, purchasing decision

INTRODUCTION

Facebook consider one of the major social network websites for marketing (Khary, Abdel Nasser, 2013) and the first to be used in modern time locally and globally, where it was used for the first time by (75%) of youth in USA for the purpose of communication and personal relationships, but later these web pages turn to have numerous uses in all countries to achieve the different commercial and private relationships. Social media worked remarkably to develop many concepts of their users (Kittiwongvivat, Wasinee & Rakkannan Pimonpha, 2010), where the basis for creating social network pages on the web was to socialize and make friends from all over the world, or to join the different web groups (Sosik, V. S. & Bazarova, N. N., 2014), and subscribers can take part in one or more sites on the web, such as schools, workplaces, geographic areas, or the social groups. The uses of facebook pages vary according to the different ages (Ling, L. P. & Yazdanifard R., 2014), and these networks allow users to connect with members on the same network, add friends to their pages, and see their profiles.

Society members live at present time with many social media, as it become part of family members, where it arrive to the fact that we can't stay without it during leisure and work times (Wang & Lin, 2011). Facebook helps individuals to connect and communicate with each other, like parents, friends, and relatives through what facebook offer from facilities and continuous communication with all daily events; moment by moment by eliminating the distances between individuals. At present time, facebook consider a site for personal and commercial ads, which increase the purchasing decisions making, due to the long time that subscribers spend on the facebook pages (Wang & Chang, 2013). It arrived to the fact that many producers

invest in these sites to reach sales of products that they produce separately in houses by housewives, due to the easiness of delivering products to a group of consumers, and reach profits equal to the size of displayed products, which led to the fast appearance of these products in various fashions and advantages (J Glob fashion mark, 2010), and marketed it, in an easy and fast way for all individuals on the facebook pages (Sinclair, J. K. & Vogus, C. E., 2011), which create job opportunities for housewives to gain the profits that help them with the household expenses.

STUDY IMPORTANCE

Theoretical Importance:

In this study, the researchers intend to address some aspects that weren't cover by the previous studies, where the study importance represented in the continuous dynamic and vital role of facebook subscribers, company information, and newsrooms, and appear in the importance that facebook website provide for all individuals with their different categories, ages, and jobs. This website has preoccupied many individuals in the Arabic and foreign societies, where it has provide plenty of marketing opportunities for many individuals and housewives in KSA, without leaving the house and without making big effort by providing the individual products, such as dressmaking, sweets and pastries, and craft products, which provide good monthly income to help meet the living requirements of those families.

Practical Importance:

Study importance derive from the results and recommendations that will come out of this research and the possibility to implement it and benefit from on the level of producers who wish to market their products through facebook, in order to optimize those marketing opportunities which are available in the market.

STUDY HYPOTHESES

- There is no role for productive families' ads on facebook to reach the final consumer mind in KSA.
- There is no role for productive families' ads on facebook to achieve convictions about the product of final consumer in KSA.
- There is no role for productive families' ads on facebook to meet the needs of final consumer in KSA.
- There is no role for productive families' ads on facebook to fulfill the desires of final consumer in KSA.
- There is no role for productive families' ads on facebook to push final consumer to make the purchasing decision in KSA.

STUDY OBJECTIVES

Due to the dynamic and vital role that facebook play, at the present time among all job and age groups of male and female genders, the study arrived to a set of important goals related to the study and the study topic, which in turn determine the results that researchers intend to reach, and accordingly its possible to formulate the following objectives:

- Identify the role of productive families' ads on facebook to reach the final consumer mind in KSA.
- Identify the role of productive families' ads on facebook to achieve convictions about the product of final consumer in KSA.
- Identify the role of productive families' ads on facebook to meet the needs of final consumer in KSA.

Relationship between the independent and dependent variables:

The relationship between the independent and dependent variables reside in the significant role of ads to demonstrate all the advantages, features, and characteristics that increase the consumer knowledge of product to determine the consumer interest, to enable consumer to build convictions about the product, and then make the purchasing decision to satisfy the needs and desires.

PREVIOUS STUDIES

The researchers looked for any studies that is related to the study topic (productive families' ads displayed on the facebook network and its role on the purchasing decision of final consumer in KSA), and didn't find any studies that dealt with this topic, but took some studies that are related to some of the study variables, displayed ads, and its effect on the behavior of final consumer.

(Noor Aldeen, 2014) study dealt with the role of marketing across social media on customer relationship management. This study was implemented on the individuals who carry a mobile phone in Algeria, it selected the facebook network as one of the social networks and their uses on mobile phones, and the study showed the joint marketing relationship between customers and marketers through the facebook, where the study showed the methods used to formulate the strategies on these web pages to gain the satisfaction and faithfulness of customers. Study results show that social media is a great way to market products and services, and also showed that ads consider one of the most important ways and methods to market products via the facebook network.

While the study of (Abu-Tamiya, Husam, 2005), talked about the impact of advertising on consumer behavior, and it was implemented on the food stuffs that are produced and marketed in the Hashemite Kingdom of Jordan. This study aimed to identify the impact of advertising on consumer behavior in the Jordanian market, by implementing it on the goods and products that are produced and marketed in Jordan. Study results indicate a systematic correlation between the study parties "the produced and marketed company, promotional agencies, and the final consumer", and it also indicate a relationship between the type and nature of commercial advertising and advertising time, and its impact on the purchasing decision of final consumer. Researchers recommend that advertising has an impact on the purchasing decision, but there are also other factors that have an effect on the purchasing decision like the additional services.

In regard to the study of (Monsuwe, al.etc, 2004), which entitled: "What drives customer to shop online", it aimed to identify the consumer trends and directions toward purchasing online, and to determine the internal intentions for purchasing via the internet. The study results showed that all the trends and intentions of consumer to purchase via the internet don't get influence only by the internet interface ease of use, utilization, and the entertainment that user may obtain from using the internet, but it also influenced by many other factors, such as (consumer deals, product characteristics, previous experiences of consumer, and the confidence provided by purchasing online).

Study of (Jayawardhena, et, al, 2003), which entitled: "An Investigation of Online Shopping Process" shows a full explanation of the role that technology might play in the phases of purchasing decision making process by the final consumer. Study indicate that all final phases of the purchasing decision making process via the internet are the same purchasing decision phases through the traditional method, but the purchasing methods via the internet are faster

and information sources that final consumer depend on are completely different from the one that rely on through the purchasing phases of traditional method.

While the study of (Al-Khayal, 2002), which entitled "The influential factors of consumer adoption to shopping via the international information network, internet", aimed to identify the important of influential factors on the marketing activities implementation process via the internet, and identify the demographical factors of online shoppers. Study results indicate no differences between the adopter's recognition to the importance of influential factors on shopping through the electronic screens, except through the demographical differences, such as age, educational level, and occupation.

But the study of (Abdul Aziz, Abdul Sattar, 2000), which entitled "The impact of globalize advertising on the social and cultural aspects in KSA", aimed to identify the cultural content of international advertisement at three different markets, and determine the nature of advertising flow in the Saudi market, in term of its objectives and sizes. In addition, it aimed to measure the exposure to advertising as a tangible event in the advertising media that Saudi citizen expose to. The results showed that international advertising affect them positively, especially at peak times.

Finally, the study of (Mosa, 2000) which entitled "The impact of advertising message design elements on the effectiveness of internet advertising" aimed to identify the internal trends of tourist programs' managers toward the advertising tapes through the internet, and to determine the effectiveness of these ads, as a comparative study between the American, British, Chinese, and Egyptian tourism companies. It aimed to identify the role of advertising in each phase, for all the countries that were selected. It also aimed to identify the impact of advertising elements, in its different characteristics on the consumers' responses cognitively and behaviorally. Results showed that electronic ads on the internet have big role in influencing the cognitive and behavior aspects in the Chinese and Egyptian companies, and there are acceptance from the two companies to select and navigate through the ads. Results also showed that colors have big role on the individual responses to all companies.

After investigating the previous studies related to this topic, the researchers found that studies which should be invested in this research are the studies addressed data, dependent and independent variables, and dimensions similar to our study, which will be discussed in the theoretical part of this study to identify the relationship between those studies and the different results between them, and also identify the differences between the results of current study and the previous studies.

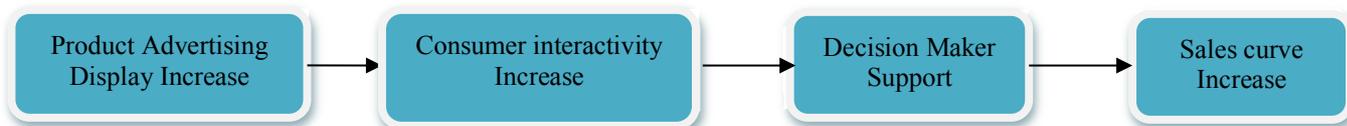
STUDY THEORETICAL FRAMEWORK

Facebook site did largely attract youth and usage rate arrived to (75%) back when it was established in USA, <http://www.pewinternet.org/2015/10/08/2015/Social-Networking-Usage-2005-2015/>, where the uses of these pages were restricted to non-profit goals, like communication and making personal relationships. Today social networks play significant role in building social relationships and following the daily events of friends and relatives, from inside and outside the Kingdom but with the increasing development of electronic marketing environment and the increasing uses of internet by individuals and families in the Saudi society, it led to open a new way in the world of marketing, which is shopping through the social networks such as Facebook, Twitter, Instagram, WhatsApp, but recently the focus on Facebook become clear phenomenon to everyone, and become an important method to perform many of the personal activities, which sparked the interest of many household

products' producers to open a new path for trading and find a new way to market their products, through these Web pages and make use of friends, contacts, and others who are present on the web to achieve meaningful profits for them, which drive the decision makers to exploit these electronic pages (Facebook) to become a commercial pages that they benefit from to market their products, without leaving the house.

Recently, lots of Facebook's web pages appear in Saudi Arabia, such as Bahah used market, Jeddah used market, and Riyadh market, where these pages become a place for lots of consumers who gather around at their different sects, professions, and cultures to purchase the various products, according to their styles, thoughts, forces, and directions (Abdul Aziz, Abdul Sattar, 2000). The finest way in the presentation process of these pages and the content and colors it contain have significant and clear effect on the recipient of advertising message, which could reflect positively on the individual and joint behaviors, whereas the cultural contents of Ads, such as customs, traditions, customs, beliefs, and colors, and its modification, and coordination on the Facebook pages differ from one market to another and from one consumption category to another. Specifying the nature of advertising flow in the Saudi market, in terms of its objectives and sizes, in addition to measuring the exposure to advertising consider a real phenomenon in the advertising media that Saudi citizens are expose to, where it affect them positively, especially at peak times given that Saudi market is one of consumer markets, for all necessary and unnecessary commodities and products. The existance of advertising, consumers, and products all together on the screens, in the right time to accommodate these ads will lead the product to reach a good market share.

Model (1) Advertisement- Decision Making



The previous model indicate that an increase in product advertising display on social networks, in general and Facebook network in specific will increase the interaction of customers who have the desire to shop through these methods, which will support the consumers to make the positive decisions easily, and in turn affect the sales curve positively and achieve the Marketing objectives. The density of commercial ads have major impact on the sales level, and any increase in ad curve will increase the attention level of displayed product, which will affect consumer interest and therefore make positive purchasing decision.

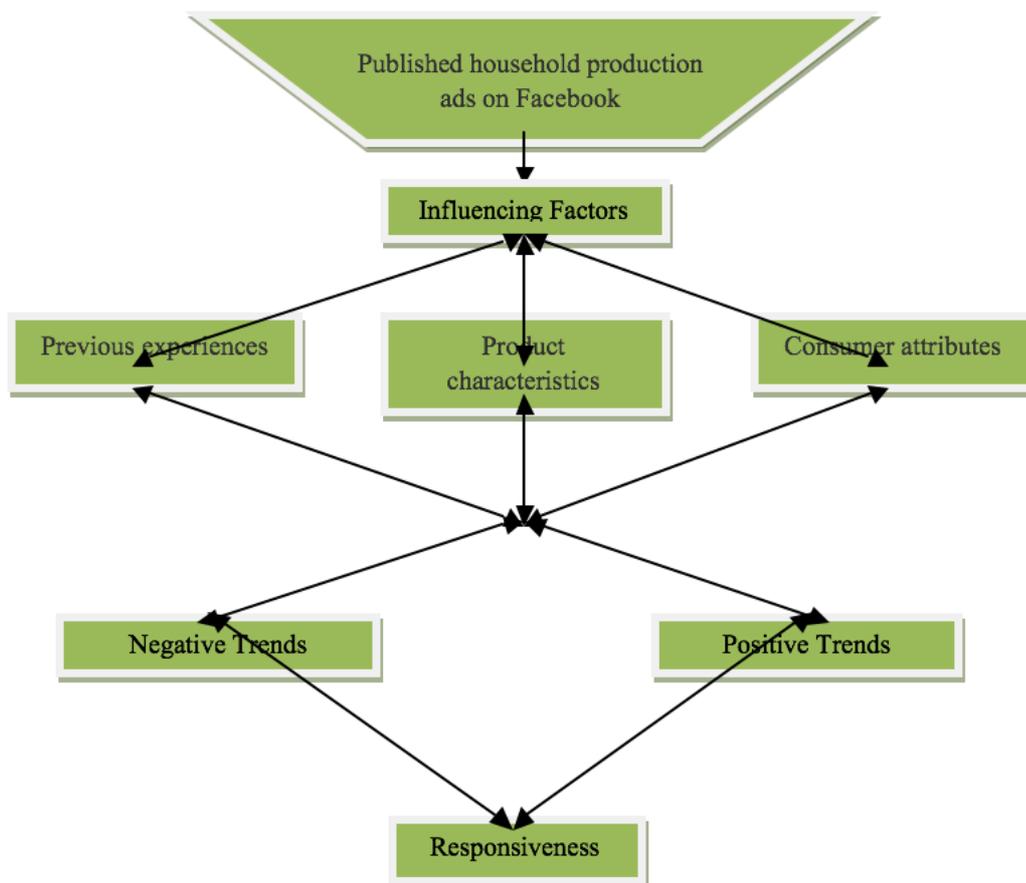
The final behavior that consumer select to purchase a specific product by getting expose to the proposed advertising on the electronic screens is a result of complex intellectual stages that consumers go through to reach the specific conviction, which led them to make the consumption purchasing decision (Abu-Tamiya, Husam, 2005). The current ads that are formulated on the electronic screens have a big impact on consumer behavior in the Arabic markets, where it turns out there is a systematic correlation between the study aspects "produced and marketed company, promotional agencies, and the final consumer" and there is also a relationship between the type and nature of commercial, and advertising time and period, their impact on the purchasing decision of final consumer. Researchers in this study recommend that ads have an impact on the purchasing decision, but there are also other factors that have an effect like the additional services.

The characteristics of electronic goods that consumers own have a big role in identifying the consumption nature, trends and behaviors, and the quality of making purchasing decision (Al-

Khayal, 2002), while the demographic variables of shoppers through the Internet led to a variation in purchasers' behaviors. There are no differences between the perception of adopters to the important of factors that influence shopping via the electronic screens, except through the demographic differences, such as age, education level, and job (Jayawardhena, et, al, 2003). All studies proved that technology has a big role in the marketing activities and the purchasing decisions making process, where technology plays a specific role to help consumer go through the phases of making final purchasing decision. Those studies suggest that all stages of final purchasing decisions making process through the internet are the same stages that consumer goes through the purchasing decision making by traditional method, but the purchasing method via the internet is faster and information resources that final consumer adopted are completely different from the one adopted by the purchasing phases of traditional method.

The method, technique, and approach of advertising message design consider one of the fundamentals that have a big role to draw the attention, perception, and interest of consumer toward the displayed products on the facebook pages (Mosa, 2000), and we should know that many of the online advertising may succeed in one country but may not succeed in another, which shows us that each category of consumers in a given society, have different characteristics from the other societies, according to the economical and cultural circumstances that govern this consumer category (Monsuwe, al.etc, 2004). The internal intentions consider the second stage after the recognition stage of displayed products (Basherahel, Al-Jariry 2010), and its not possible for the purchasing trends and intention to be formulated except after the positive recognition that govern the product acceptance in general, which push consumer to participate in the purchasing process of displayed household products via facebook pages on the Web (Abdul Hamid, Telat Asad, Al-Khatib, Yasser Abdul Hamid, Khazendar & Tariq Mohamed, 2005-2006).

Studies proved that products marketing via the social networks change the purchasing and living behaviors of individuals through the continuous communication ways across these networks. Many studies have shown that all trends and intentions of consumers to purchase via the internet are related to a lot of symbols and aspects which have to do with the ad details, whether it's internal content or the external shape (Al-Mansour, 2006). The purchasing decisions of consumers don't easily influence by the use of online screens only, or the benefit and pleasure that the user may obtain from using the internet, but its also influence by many other factors or variables, such as (consumer attributes, product characteristics, previous experiences of consumer, confidence availability to purchase via the internet).

Model (2) purchasing behavior response to facebook ads-final decision***Explanation of purchasing behavior response model on facebook ads – purchasing decision:***

Model (2) represent the used methods to create purchaser trends toward the displayed household products on facebook pages and then make the purchasing decision, where there are a set of impact factors that affect the consumer trends when expose to the frequent ads on facebook pages. The psychological and intellectual characteristics of consumer have the big role to determine the type of ads that can receive the first approval and then the responses, due to the nature of the different personalities (destructive, social, and withdrawn), where each of these characters have internal characteristics that reflect the type and nature of the ad which can get acceptance among each type of the mentioned personalities and reflect their internal qualities (psychological and intellectual). The personality with the destructive nature look for ads that carry the designs, colors, and background with the emotional nature and products from the same ad, who could give much of their time watching these ads and response to it, while the social personality will be interested in ads that carry the participatory character and regular nature products, which can attract their attention and create a response in the purchasing decision making, but the withdrawn personality are the most consumers to watch the facebook pages, due to the existance of a lot of free time which allow them to watch these pages, where they have completely different nature from the above type of personalities, and can draw their attention the ads and products of exotic nature which can blend with the characteristics that the ads carry and the advertised household products, therefore it may response to the wishes and desires they seek by making the final purchasing decision.

STUDY METHODOLOGY

Researchers used the descriptive analytical approach, in order to collect data and identify the facts related to the problem, hypotheses, and objectives of the study, and then test it, statistically analyze it, and interpret it to identify its associations and significances.

Study Population:

The study society consists of all household heads at Kingdom of Saudi Arabia governorates.

Study Sample:

The sample has been selected through simple random sampling method, by interviewing (180) single parents of Saudi consumers (male and female) who are interested in searching for the displayed products on facebook pages, where the study will be conducted at three provinces (Al-Sharqiya, Jeddah & Riyadh), by interviewing (60) parents individually and randomly, in each province to get clear responses of the sample members.

Study Tool:

Researchers has worked to design a questionnaire based on the Fifth Likert Scale that contain a group of preset questions related to the study hypotheses and the main topic, which entitled (The productive families ads displayed on facebook network and its role in making the purchasing decision of final consumer at KSA), where the researchers intended to use the personal interview method to explain the unclear concepts and questions to the sample member, where the interview will be conducted at random with a number of consumers.

Statistical Analysis Method Used:

Researchers will work on using the appropriate statistical method for this study, where the study will be analyzed through the descriptive and constructive analysis, and will use the Simple Linear Regression models to identify the impact of independent variable on the dependent variables at the declared hypotheses.

Temporal and Spatial Boundaries of the Study:

This study will be implemented on three important provinces or governorates at KSA, which are (Al-Sharqiya, Jeddah & Riyadh) during the period (2018-2019).

Hypotheses Test:

The first zero hypothesis, which states: "There is no role for productive families' ads on facebook to reach the final consumer mind in KSA".

To verify this hypothesis, Pearson correlation was calculated between the study sample members' estimates on the study tool items related to the productive families' ads on facebook, and their estimates on the study tool related to its role in reaching the final consumer mind in KSA, with its value of (0.321) and statistical significance of (0.000), which indicate the existance of positive relationship and that mean any increase in the productive families' ads on facebook lead to an increase in its role to reach the final consumer's mind in KSA, and the Simple Linear Regression analysis was used to identify the size of this role, its results show in table (1):

Table (1) Linear Regression analysis results to reveal the role of productive families' ads on facebook to reach the final consumer's mind

R Square	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	1.770	0.199		*8.915	0.000
0.103	Productive families' ads on facebook	0.366	0.060	0.321	*6.134	0.000

Dependent Variable: reach the final consumer's mind

*** Correlation is significant at level ($\alpha=0.05$)**

It notices from table (1) that (T) value for the variable (productive families' ads on facebook) amounted to (6.134) at a statistical significance of (0.000,) which is less than the statistical significance level of ($\alpha = 0.05$), and indicate the rejection of zero hypothesis and the acceptance of alternative hypothesis, which states: "There is a role for productive families' ads on facebook to reach the final consumer mind in KSA", and the percentage size of this role amounted to (10.3%).

The second zero hypothesis, which states: "There is no role for productive families' ads on facebook to achieve convictions about the product of final consumer in KSA".

To verify this hypothesis, Pearson correlation was calculated between the study sample members' estimates on the study tool items related to the productive families' ads on facebook, and their estimates on the study tool related to its role in achieving convictions about the product of final consumer in KSA, with its value of (0.183) and statistical significance of (0.000), which indicate the existance of positive relationship and that mean any increase in the productive families' ads on facebook lead to an increase in its role to achieve convictions about the product of final consumer in KSA, and the Simple Linear Regression analysis was used to identify the size of this role, its results show in table (2):

Table (2) Linear Regression analysis results to reveal the role of productive families' ads on facebook to achieve convictions about the product of final consumer

R Square	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	2.121	0.326		*6.498	0.000
0.033	Productive families' ads on facebook	0.331	0.098	0.183	*3.366	0.001

Dependent Variable: achieve convictions about the product of final consumer

*** Correlation is significant at level ($\alpha=0.05$)**

It notices from table (2) that (T) value for the variable (productive families' ads on facebook) amounted to (3.366) at a statistical significance of (0.001,) which is less than the statistical significance level of ($\alpha = 0.05$), and indicate the rejection of zero hypothesis and the acceptance of alternative hypothesis, which states: "There is a role for productive families' ads on facebook to achieve convictions about the product of final consumer in KSA", and the percentage size of this role amounted to (3.3%).

The third zero hypothesis, which states: "There is no role for productive families' ads on facebook to meet the needs of final consumer in KSA".

To verify this hypothesis, Pearson correlation was calculated between the study sample members' estimates on the study tool items related to the productive families' ads on facebook,

and their estimates on the study tool related to its role in meeting the needs of final consumer in KSA, with its value of (0.200) and statistical significance of (0.000), which indicate the existence of positive relationship and that mean any increase in the productive families' ads on facebook lead to an increase in its role to meet the needs of final consumer in KSA, and the Simple Linear Regression analysis was used to identify the size of this role, its results show in table (3):

Table (3) Linear Regression analysis results to reveal the role of productive families' ads on facebook to meet the needs of final consumer

R Square	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	1.711	0.346		*4.951	0.000
0.040	Productive families' ads on facebook	0.383	0.104	0.200	*3.683	0.000

Dependent Variable: meet the needs of final consumer

***Correlation is significant at level ($\alpha=0.05$)**

It notices from table (3) that (T) value for the variable (productive families' ads on facebook) amounted to (3.683) at a statistical significance of (0.000,) which is less than the statistical significance level of ($\alpha = 0.05$), and indicate the rejection of zero hypothesis and the acceptance of alternative hypothesis, which states: "There is a role for productive families' ads on facebook to meet the needs of final consumer in KSA", and the percentage size of this role amounted to (4.0%).

The fourth zero hypothesis, which states: "There is no role for productive families' ads on facebook to fulfill the desires of final consumer in KSA".

To verify this hypothesis, Pearson correlation was calculated between the study sample members' estimates on the study tool items related to the productive families' ads on facebook, and their estimates on the study tool related to its role in fulfilling the desires of final consumer in KSA, with its value of (0.232) and statistical significance of (0.000), which indicate the existence of positive relationship and that mean any increase in the productive families' ads on facebook lead to an increase in its role to fulfill the desires of final consumer in KSA, and the Simple Linear Regression analysis was used to identify the size of this role, its results show in table (4):

Table (4) Linear Regression analysis results to reveal the role of productive families' ads on facebook to fulfill the desires of final consumer

R Square	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	1.873	0.336		*5.576	0.000
0.054	Productive families' ads on facebook	0.436	0.101	0.232	*4.314	0.000

Dependent Variable: fulfill the desires of final consumer

***Correlation is significant at level ($\alpha=0.05$)**

It notices from table (4) that (T) value for the variable (productive families' ads on facebook) amounted to (4.314) at a statistical significance of (0.000,) which is less than the statistical significance level of ($\alpha = 0.05$), and indicate the rejection of zero hypothesis and the acceptance of alternative hypothesis, which states: "There is a role for productive families' ads on facebook

to fulfill the desires of final consumer in KSA", and the percentage size of this role amounted to (5.4%).

The fifth zero hypothesis, which states: "There is no role for productive families' ads on facebook to push final consumer to make the purchasing decision in KSA".

To verify this hypothesis, Pearson correlation was calculated between the study sample members' estimates on the study tool items related to the productive families' ads on facebook, and their estimates on the study tool related to its role in pushing final consumer to make the purchasing decision in KSA, with its value of (0.260) and statistical significance of (0.000), which indicate the existance of positive relationship and that mean any increase in the productive families' ads on facebook lead to an increase in its role to push final consumer to make the purchasing decision in KSA, and the Simple Linear Regression analysis was used to identify the size of this role, its results show in table (5):

Table (5) Linear Regression analysis results to reveal role of productive families' ads on facebook to push final consumer to make purchasing decision

R Square	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	2.795	0.238		*11.764	0.000
0.067	Productive families' ads on facebook	0.348	0.071	0.260	*4.865	0.000

Dependent Variable: push final consumer to make purchasing decision

***Correlation is significant at level ($\alpha=0.05$)**

It notices from table (5) that (T) value for the variable (productive families' ads on facebook) amounted to (4.865) at a statistical significance of (0.000,) which is less than the statistical significance level of ($\alpha = 0.05$), and indicate the rejection of zero hypothesis and the acceptance of alternative hypothesis, which states: "There is a role for productive families' ads on facebook to push final consumer to make the purchasing decision in KSA", and the percentage size of this role amounted to (6.7%).

STUDY RESULTS SUMMARY

Researchers arrive to the following major results:

- There is a role for productive families' ads on facebook to reach the final consumer mind in KSA, at (10.3%).
- There is a role for productive families' ads on facebook to achieve convictions about the product of final consumer in KSA, at (3.3%).
- There is a role for productive families' ads on facebook to meet the needs of final consumer in KSA", at (4.0%).
- There is a role for productive families' ads on facebook to fulfill the desires of final consumer in KSA, at (5.4%).
- There is a role for productive families' ads on facebook to push final consumer to make the purchasing decision in KSA", at (6.7%).

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EXTENSION

Level for productive families' ads on Facebook in KSA

Item	Mean	STDEV	Degree
w6	4.10	0.92	High
w3	4.06	0.84	High
w5	4.02	0.95	High
w2	4.01	0.83	High
w8	3.95	0.98	High
w1	3.89	0.95	High
w4	3.86	0.94	High
w7	3.81	0.91	High
w9	3.81	0.96	High
w26	3.46	1.39	High
w25	3.38	1.44	Mid
w23	3.36	1.41	Mid
w15	3.32	1.37	Mid
w22	3.23	1.44	Mid
w24	3.23	1.40	Mid
w10	3.19	1.43	Mid
w14	3.19	1.39	Mid
w16	3.11	1.36	Mid
w19	3.09	1.40	Mid
w18	3.08	1.39	Mid
w11	3.01	1.36	Mid
w21	3.01	1.49	Mid
w12	2.99	1.40	Mid
w17	2.97	1.36	Mid
w13	2.93	1.44	Mid
w20	2.92	1.48	Mid
w27	2.78	1.43	Mid
w32	2.60	1.39	Mid
w28	2.58	1.40	Low
w31	2.55	1.43	Low
w29	2.52	1.38	Low
w30	2.40	1.39	Low
Productive families' ads on Facebook	3.26	0.64	Mid

Item	Mean	STDEV	Degree
w33	2.80	1.40	Mid
w34	2.65	1.41	Mid
w35	2.61	1.39	Mid
w36	2.94	1.45	Mid
w37	3.46	1.43	High
w38	3.34	1.41	Mid
Reach the final consumer's mind	2.97	0.73	Mid
w39	3.33	1.39	Mid
w40	3.21	1.41	Mid
w41	3.23	1.36	Mid
w42	3.21	1.38	Mid
w43	3.18	1.42	Mid
w44	3.03	1.43	Mid
Achieve convictions about the product of final consumer	3.20	1.15	Mid
w45	2.98	1.48	Mid
w46	2.98	1.53	Mid
w47	2.79	1.52	Mid
w48	2.95	1.51	Mid
w49	2.91	1.56	Mid
w50	2.94	1.58	Mid
w51	3.19	1.49	Mid
Meet the needs of final consumer	2.96	1.22	Mid
w52	3.22	1.55	Mid
w53	3.42	1.45	High
w54	3.17	1.56	Mid
w55	3.21	1.54	Mid
w56	3.32	1.49	Mid
w57	3.43	1.34	High
Fulfill the desires of final consumer	3.30	1.20	Mid
w58	3.82	1.12	High
w59	3.87	1.04	High
w60	3.91	1.01	High
w61	3.99	0.91	High
w62	3.98	0.94	High
w63	3.99	0.96	High
Push final consumer to make the purchasing decision	3.93	0.85	High