

# Ethical Implications and Perceived Risks with Facebook Advertising in Egypt

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## Abstract

Along with the increasingly high level of personal digital media consumption, the online promotional activities are constantly and dynamically growing now a days. Some of these digital promotional activities are the use of the online ads on the social media platforms, or the use of the famous influencers, in a way to market the products.

The success of the social media advertising relies that it is a tool with low-cost and effective source of medium for advertisers to publicize about their products in the convenient time and place for customers, and meet and satisfy the consumers' needs and change their purchasing behaviour's in the favour of the company's profit at the end of the day.

Advertising ethics research has traditionally concentrated on the influence of advertising on consumers or the society in general, and with the flourishing of social media ads, many ethical issues started to raise and appear.

The purpose of this paper is to study the significance of ethical issues in social media (Facebook) advertising, and to examine the issue of advertising ethics in social media ads, the study will depend on a questionnaire as a collective tool will be applied on 201 consumers of social media users who bought products through Facebook.

The study concluded that Facebook is becoming a daily routine habit now a days. It is clear from the survey statistics that the majority which is 51% spends 1-3 hours on Facebook daily and 16.1% of participants spend 4-6 hours daily on Facebook.

Talking about the importance of the influencers, it was preferred by 60.6% of the respondents. The point is that it creates brand familiarity in just minutes of the video or by the post posted by the influencers. Thus, the influencers are acting as the mediators in disseminating the information and facilitating its dissemination to their on-line followers, concerning how confident are they when they leave their personal contacts and information when buying online products, 37.5% were moderately confident, 17.9% not at all confident, Concerning privacy if it prevents customers from buying online products 31.7% about half the time, 27.2% once in a while, 21.1% most of the time, 13.9% never.

Concerning if the policies on Facebook or online purchasing pages are clear, 34.8% equally between most of them, and minorities, while 30.3% most of them.

## Introduction

### Social media

Prior to the current technological communication platforms and the digital age tools, the traditional communication tools were done through face to face communications; thus it used to entitle real human interaction requiring the human presence. However, nowadays the proliferation of the internet, smart phones, and social media had revolutionized the human communication process. The social media now allows people to interact beyond the geographical territories; it is supposed to be a beneficial communication tool if used wisely.

A booming word in our daily life and it is even becoming part of our daily activities, or even it is considered an addiction for some of us; Social media. The Web 2.0 technology is the shared content and published among users on social media websites (Kaplan & Haenlein, 2010). One can say that the presence of smart phones and the social media have revolutionized the social interaction among people worldwide.

The social media is actually becoming part of the daily human activities in the recent technological era. It is even considered the air for some people to breathe, which they can't live without. Hence, it is becoming an addiction (Nawi & Hamzah; Latifi, 2015). It was even proven that the relation between the human beings and their smart phone is becoming a strong personal bonding relation (Nawi & Hamzah; Latifi, 2015).

These two words definition consists of the word social which is by

common sense means the interaction with people around us. The second word is media, which refers to the communication methods like the traditional ones as TV, newspapers. Yet, the new ones are internet sites and internet apps which are the main foundation stone of this research. Actually the social media usage requires a smart phone with internet connected to such apps and web sites. Or, it needs a computer or laptop with internet connection. The social media that are tested here in this paper are; the Facebook only.

Nowadays in the technological era, Social media is used by billions of people around the world and has fast become one of the fundamental defining technologies of our time. Facebook, for example, reported having 2.38 billion monthly active users and 1.56 billion daily active users as of March 31, 2019 (Facebook 2019). Globally, the total number of social media users is estimated to grow to 3.29 billion users in 2022, which will be 42.3% of the world's population (eMarketer 2018).

Nowadays, the Internet is becoming an increasingly popular forum for communication and self-expression and even Self ego, in today's twenty first century society. Not only that, but is used as a buying tool too due to the recent busy schedules and time constraints. Hence, we are no longer using the Internet for just mere communication purposes, music and film downloading. Yet, many people are using the social media tools as buying tools.

However, there's more to social media than simple advertising that appears in your newsfeed, there's also many ways in which consumers can potentially be manipulated by information and interaction.

With this in mind, let's take a look at best practice and what you can do to ensure that your social media marketing efforts remain within what's considered to be ethical behaviour. (Kerry Butters, 2014)

### **Significance of the study:**

The Facebook is becoming a crucial part of our daily leisure time now a days. It is not only becoming a communication tool, yet it is becoming a convenient marketing tool. As, for consumers it is considered a convenient purchasing tool that meets their busy schedule. This study is testing such a new marketing tool in Egypt, where the Facebook is still relatively new to us, if compared to the regular marketing that has been since decades. Also, this research is also testing a new external factor "the influencer" and how it affects the online purchase decision of the Egyptian consumers.

Moreover, it is testing the perceived risks that the online Egyptian consumers may have faced through their Facebook purchases. It shed light on how unethical issues may arise in the Facebook purchasing process.

So, this research is mainly testing a relatively new marketing tool in the Egyptian market; Facebook and the ethical implications that may arise with it.

### Operational Definitions:

**Social media:** It is defined as “the web-based communication tools that enable people to interact with each other by both sharing and consuming information” (Nations, 2018). Another definition for social media Social media is defined as “a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of the contents by users” (Kaplan & Haenlein, 2010).

**Influencers:** They are acting as the mediators in disseminating the information and facilitating its dissemination to their on-line followers. Thus, they are acting as brand ambassadors for the audience (Wielki, 2020).

**Transparency:** In order to gain and keep the trust of followers, it’s necessary to be transparent about all of the companies and people that you work with and that provide endorsements for your products or services. (Kerry Butters, 2018)

**Media loyalty:** brand loyalty as a situation which reflects how likely a consumer will switch to another brand with different price or product feature (Keller, 2003) According to McDowell, the higher media brand equity helped to generate more audience and to retain them, so the media brand equity reinforces consumer loyalty, increasing the number of converts the media can gain (McDowell and Sutherland, 2000)

**Brand credibility:** is the extent to which a brand is perceived to be credible in terms of three dimensions –expertise, trustworthiness and likeability- (Hoffler; Keller, 2002)

**Code of ethics:** A set of principles and rules regulating the communication which takes place between sellers and buyers.

### Social media in Egypt:

Examples of the social media used in Egypt are Facebook, Instagram, snap chat, YouTube, whatsapp , online dating apps and Twitter. Yet, the researchers believe that every application is used by certain demographics in the country. For example, nowadays the teens are using the instagram and snapchat more often than the other apps. However, the adults are into the Facebook usage more, especially after the revolution in 2011 where it was believed it is one of the revolution’s catalyst. The statistics declared that over 2 million Egyptians joined the Facebook in the first 3 months after the revolution had ended. This is because it was said that the Facebook was a main agent in accelerating

the fire in the Egyptian revolution in 2011 (Moubarak, 2011). According to a recent statistics of Ahmad (2017) & a research made on the media usage in Egypt, it was stated the following the Facebook users and Facebook messenger's users are almost 37 million.

### **Social media and marketing**

As mentioned above the recent addiction of the social media tools, and that they become part of the daily routine activities for the human beings in the twenty first century. As mentioned above that the level of digital media consumption is constantly growing. As Wielki (2020) mentioned that "From 2012 to 2018, the daily level rose from 5 h 37 min to 6 h 45 min per person". Another catalyst for social media usage is that, is the shifting to smartphones at the expense of desktop computers, laptops and tablets (Wielki, 2020). This explains that it is not uncommon that the marketers are using the social media tools as effective marketing channels. It is just an additional opportunity for the marketers to get more exposures and sales for their products thorough the newly used technology nowadays. In 2019, digital advertising expenditure grew rapidly accounting for more than fifty per cent of global advertising expenditure (Wielki, 2020). In fact, the rapid emergence of social media has dramatically changed the regular ways in which consumers communicate and create bonds on the personal level among them and on the nonhuman level, with the brands and their interest in life (Wielki, 2020). The researchers believe that is why it is called "social" media due to the many bonds and relations formed between the people and the different aspects in life.

### **Social media and online consumer behaviour**

Social media allows people to freely interact with others and offers multiple ways for marketers to reach and engage with consumers in a glance of time, in the time and place suiting the customers. This what makes the ads on the social media more convenient than the regular ads in the regular traditional media, where customers cannot control the time to view the ads based on their schedule. The researchers believe that there is a huge connection between the study of the social media and the study of consumer behaviour (Appel, et al 2019). According to Solomon (2015), Consumer behaviour is the study of the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires. Yet, now a days, there is new concept of online consumer behaviour, where the purchase behaviour is completely different, taking place online. To date, this social media tended to be largely about information sharing, and, in marketing, often thought of as a form of (online) and

reaching the customers easily , and word of mouth (WOM) (Appel, et al 2019). Talking about the product categories that people tend to buy through the social media platforms, the researchers believe that they are plenty of variety of products. In a study done in Malaysia by Dahlan (2019) the results indicated the most online purchased products in Malaysia are apparels, computers and mobiles, electronics, toys, healthy food, home appliances , food and sport equipment. The percentages are 39.1%, 13.6, 10.7%, 10.1%, 6.5%, 5.9%, 2.4% and 1.2% respectively.

### **Reasons of excessive usage of online shopping**

The researchers believe that there are some reasons for the booming of online social media ads and its meeting term of online consumer behaviour in the other hand. The researchers believe that online shopping and epically through the social media platforms have, temporal benefits in the form of saving time, flexibility in the form of place and time suitable for the customers, and possibility of exploring more variety of products in online environments (Sorce, Perotti & Widrick, 2005). Consumers search for convenience in online transactions as it gives them flexibility to browse the social media platforms' ads at their leisure time (Alreck and Settle 2002). So, here we must shed the lights on why people are selecting, using the social media tools for purchase purposes. Is it because of convenience, thus, meeting the busy schedule needs of the customers? Or is it due to the excessive usage of the smart phones in our daily life. Or, is it because it gives prestige and ego needs that someone is up to date, and buying his/her needs online. So, one can say that the long hours spent outside home in the busy schedule of work of any social activity , plus the excessive usage of the internet with the presence of the smart phones, are the main two catalysts for the online shopping? One may question the new terminology the hurried customer?

### **Facebook groups**

Bullock & Agbaimoni (2013) believed that Facebook groups are the "hangouts of the community "to the company's products. It is the place where people virtually meet, talk and discuss the advertised products. The researchers believe that the people can find different new uses for the products too which is a win -win situation. Hence, it will increase the profit of the company, and make the customers feel how brilliant and creative they are. The Facebook groups are very good in getting any feedback or opinions of the customers through creating polls asking questions about anything related to the product, which can be a product extension or an added value, etc.

Bullock & Agbaimoni (2013) believe that the Facebook groups create the customer advocates who are all the time defending the products and talking positive about the products and the company. Moreover, group members can invite their friends and contacts to join the group so there is a rapid potential growth of new potential customers, or prospects. Another benefit of the Facebook group is the use of files, photos that can be shared with the customers in just seconds, Bullock & Agbaimoni (2013). Moreover, the researchers believe that the marketers can use the Facebook events where they can publicise about the launching of new product or any related marketing event and just connect to the Facebook group where all the group members are informed about the information in the event in just a second. Thus, the researchers believe that the correct use of Facebook marketing can just amplify the company's brand which can easily go viral with a blink of an eye.

### Facebook pages

Businesses can also create group pages to publicize about their products. The bottoms available are for the customers to 'become a fan' or 'like' your page; then every time the business posts an update, it will appear on all members' homepages with all the advertised updates. The best advantage of the fan page, that if the customer didn't unlike the page, he will become a forever fan of the page, receiving any updates of the products and the company (Curran et al, 2011)

According to Curran et al (2011), any type of Businesses who are selling to customers, can easily create generic pages to sell or to promote their products. Once the page is done, 'friends' and with the marketing activities, using trends and occasions in the best use of the products, then the friends will get more friends and 'word of mouth' promotion will finally take place. It just becomes like a snow ball that becomes bigger and bigger. The main intention of The Social Networking sites was to connect people socially; sharing likes, dislikes and photos, however, companies are starting to create "Fan Pages" and taking similar approaches to have a direct connection with their audience (Curran et al, 2011).

### Facebook ads on groups or pages

Actually, one of the benefits of the Facebook ads is that they can deliver high reach which is the number of audiences that the Facebook ads have reached. Another benefit is that the Facebook ads have high frequency which means the number of ads is repeated in a good frequent way. The point is that both high reach and high frequency is done at a low cost, (Curran et al, 2011). It was stated in the research

of Curran et al (2011) that “more than 20% of online advertisements appear on social network sites” where Facebook is one of them. Again, the importance of the Facebook ads that there are effective, efficient, and low cost and are still considered a mass medium tool.

The success of the Facebook ads lie in the points that they are using the ads for the targeted required product to be advertised for, and also it is important for the companies to have qualified measures to predict the response rate whether it is measuring the engagement , reach , order of the product of customers (BusinessWeek ,2007)

Facebook advertisements allow the organizations to target their customers through any key word wanted such as by location, gender, age, relationship status, job title, workplace, owning of certain laptop, owning of certain brand of car, or by college. Then, Facebook gives estimate information on an approximate number of users that the ad can reach or cover. Facebook advertisements allow the customers to engage with a business advertisement the same way they can interact with their personal or social posts on Facebook. Then any comment of the customers on the group or the page, will appear to the other friend lists, which is considered free promotion for the company (Curran et al, 2011).

The marketers can create one single ad or a set of ads in the form of a campaign. There is no single based price for the Facebook ads. Then, Facebook can provide the marketers with reports and analysis on how certain advertisements worked, providing statistics on the amount of clicks they have received and the Click through Rate (which is the rate of clicks the advertisement has received), (Curran et al, 2011). And actually Facebook gives the opportunity for the marketers to decide on a daily budget for their ads.

According to Curran et al (2011), they mentioned that the Facebook ads have several steps. First, the marketer must have a profile page as the very first step. Second, the marketers need to click on “Add advert” link. In this step, they are required to fill out a page completing all the details of the advertisement they want to publicize. Here the marketer has to design the advertisement with the image, logo and all advertised details. Also, in this step, the marketer must decide if there will be a URL after the customer’s click to send the customer to the website of the company. The third step is deciding on the key word for choosing the audience that can be age, gender, location, college, language, owner of certain brands, travelling to certain places, going out in certain places. The fourth and final step is that the marketer’s decides on the pricing and scheduling stage. Hence, the marketer needs to complete the information about the account, currency, time zone, campaign budget.

A main advantage of the Facebook group is the snow ball effect, that every time a customer is asking about anything , commenting, or liking a photo, this will appear to his friends list. This will make the number of the customers or fans bigger and bigger and is considered a free promotional method. Here in this case, the click of a customer can get another customer.

### **Facebook targeted ads as direct marketing**

Recently, Facebook has developed targeted adverts, where the customer just finds them on his/her profile page or news feed page. It was seen in the old times as annoying irrelevant adverts which were neglected by most of people. But nowadays, they are becoming more interesting and appealing for the customers Curran et al (2011). These targeted ads are based on the declared interests of people which they wrote at the very beginning while forming their page. So, it is matter of why not give it a try if the product is in the interest of the customers. The researchers believe that these ads may be attractive and interesting to the customers if they really suit their interests, age, gender and status. It is a way of why not have a look at a product that I may want.

The problem is that such targeted ads may be off topic or misleading if the original filled information is false or fake. Also, these ads enable the customers to press "like" and show them how many people liked these ads, which can imply that these products are desired or of good quality. Thus, such targeted ads can be considered a source of direct marketing (Curran et al, 2011). Also, some marketers use such targeted ads for further personalization, and customization with the personal names, initials or specified colours, if requested by customers. So, in this case the targeted ads can be taken for other level, of individualized and customized marketing.

### **Facebook and targeting**

As mentioned above, that Facebook is an effective and efficient way of reaching the exact target market at low cost. The marketers can easily decide on the people whom the ad can reach. This is done based on the demographic, psychographic, and geographic segmentation. The marketer can type a key word in the part of the target market to choose them by age, gender, education, marital status, nationality, work, collage, university, school, owner of certain brands, shopping from certain places, location, city, place for hanging out, place for travelling(Curran et al, 2011). However, this is debatable as sometimes people write wrong information about themselves while filling their personal information at the begging of having their page. Another debatable issue about Facebook targeted ads, is that in this way the

personal information of the customers are invaded. However, it is expected as the people wrote such information voluntarily.

### **Social media and tracking the people**

The social network tracks the users on mobile phones if they give permission to the app while downloading it. Hence, an act which we all do without noticing. Hence, this means that the social network knows where one is, even when the app is closed. Actually, it leaves “cookie” data on our devices for tracking, “to create customized products that are of personal interest. Hence, it uses sophisticated demographic and location data to serve up ads. The Facebook Artificial intelligence engine can determine the purchase intention from textual and visual material one provides. Thus, providing one with products and services that you might be interested in. This is all about ‘recommender systems’ similar to what Amazon offers, but Facebook has more personal information based on interests that can better determine the future purchase intention and needs (Graham, 2019).

### **Social media and using Influencers**

“According to the Influencer Marketing Benchmark Report: 2020, the value of influencer marketing as an industry is projected to increase from USD 1.7 billion in 2016 to USD 6.5 billion in 2019, and USD 9.7 billion in 2020” ( Wielki ,2020). The idea of using celebrities or known bloggers (in consumer markets) or well- known opinion leaders (in business markets), who have a high social value; to influence others is a well-known marketing strategy (Knoll and Matthes 2017). Hence these people are mediators between the manufacturers of the product and the audience. They are acting as the mediators in disseminating the information and facilitating its dissemination to their on-line followers. Thus, they are acting as brand ambassadors for the audience (Wielki, 2020).

Here the markets use famous people who are respected in their communities and have a large pool of supporters and followers. In other words, they are considered experts in their field (Solomon, 2015). These influencers are getting paid per post, to endorse their products indirectly. This takes place by asking the blogger or influencer to post a picture or any staff related to the product. This will help to generate familiarity of the brand by using the amount of engaged followed or group members which will directly affect the sales positively. That is why they are named as “influencers” as the can influence people to buy the advertised products (Solomon, 2015). They are acting as one factor of the external factors affecting the purchase decision making at the end of the day.

The word influencer depends mainly on the number of followers he/she has. This can begin with the celebrity with over 5 million followers to the Nano influencer with only 1000-10,000 followers ( Górecka, et al2019). Also, according to Górecka, et al (2019), the influencers are categorized in different categories such as: idols, experts, lifestyles, activists, and artists. First, the idols are the popular ones, and they focus mainly on themselves where they can talk in different political or any social topics. The Experts, are people with certain authorities in a given field due to their knowledge or skills or specific area of education. They act as the industry specialists or consultants. Third group are the Lifestyles, who are the people involved in different levels of lifestyle and leisure activities and spending time. They can mainly influence the sectors of fashion, beauty, health, interior decoration, cooking and travel. The fourth group, are the activists who have certain interest in life where they defend with all their energy. They can influence the topics of animal's abuse, harassment, environmental protection, minority rights or feminism. So, from the above different areas of influencers, it is clear that they are used in marketing to get the benefits of the big number of followers they have and to make the advertised products as highly visual as possible. The final way of categorization of the influencers is based on the type of platform they are using to contact their audience. Thus, the influencers can be Bloggers, You Tubers, Face bookers, Instagramers, Twitterers, Snapchaters or TikTokers (Górecka, et al2019). Definitely the researchers believe that every platform has its own demographics, and psychographic segmentation of audience.

Yet, not all types of businesses can use this type of celebrity endorsement, as it is very expensive for the start-ups or the micro businesses (Appel, et al 2019). According to Solomon (2015), using the celebrity is considered more powerful as it gives credibility to the brand, as they are seen as brand experts. This will motivate their audience to be eager enough to try the recommended product by their favourite celerity. However, the researchers still believe that using the brand celebrity endorsement is still a double edge weapon as the celebrity is still a human being that has his own mistakes, and what if the celebrity has any scandal or misbehaved action. So, in this way it will negatively affect the brand image and its sales. So, the researchers believe that it is very crucial to choose the celebrity endorsement very wisely, so that this choice is in the positive side of the brand.

Another way of using the social media influencer is only by posting a post about the product, yet by also having a live video using the product personally. As per, Duani et al. (2018) show that consumers enjoy watching a live experience much more and for longer time periods than watching a pre-recorded one .

### **Benefits of using influencers**

As per Wielki (2020) "According to Nielsen's research, 92% of consumers worldwide trust user-generated content and word-of-mouth recommendations more than they trust advertising". Thus, using influencers improves the awareness and familiarity of the brands which will indirectly be translated into more sales and market share. As per the survey conducted by Wielki (2020), the effectiveness of using the influencers in the social media marketing replies in: informing the audience about the products by 45.6%, increasing brand awareness by 25.3%, convince the audience to make brand purchases by 16.2% and finally leading to brand loyalty by 11%. Thus, the main effectiveness of the influencers relies in the trust the followers have in them and the credibility of the message they are dominating and sharing to their audience.

### **Ethical rules and regulations for social media marketing and advertising:**

Many researches worked hard to put ethical rules and regulations for social media marketing and advertising, and here are seven fundamental Ethics of Social Media Marketing (Tahir Akbar 2016 )

#### **1. KYA – Know Your Audience:**

Before embarking on any social marketing drive, make sure that you:

- Know about your audience, their preferences, interests and choices
- Have a complete demographic and psychographic overview

This will help you refine your target audience and also facilitate in developing anti-spam mechanism. In addition, it will allow you to segment the audience and send over relevant messages that will drive engagement; the ultimate goal.

#### **2. Stay Away from Biases:**

Businesses and marketers need to stay away from (negative) political, religious, ethnic, or any cultural bias that could be termed as controversial. A slight mistake can lead to a big PR disaster and loss of your job (as marketer). We have seen that many top social media managers got fired for just one wrong tweet.

#### **3. Never Compromise On Privacy:**

Privacy is a very sensitive domain as it is top concern of the internet generation. If you are doing some marketing via social media, make sure you do not violate privacy rules. Some companies extract Facebook and LinkedIn data to build their email campaigns. This is a cutting-edge sword and requires attention to core concerns. Just a promise of not spamming might not be enough, you need to give unsubscribe option with every message you deliver.

#### 4. Be Transparent:

If you are endorsing some product, idea or personality; you need to disclose why you are endorsing it. Mentioning your relationship with that particular product, non-profit entity, brand or political entity in your campaign, handle, or bio is essential.

#### 5. Speak Truth:

If you have some interest or affiliation in something being discussed, you need to politely communicate your affiliation. It does not require that you explain your interests but tell as to why are you supporting a particular thing. Another important element here is to be true to yourself as well as the audience.

#### 6. Think Before You Tweet:

Internet is flooded with unauthentic information pieces, which has made the marketer's job more complicated. Therefore, always verify what you share before sending it out for prospects. Any factual error may lead to embarrassment and negative perception of the brand.

#### 7. Imagine the Impact:

If you are sharing some information through your social channel which has been acquired from a third party source, give clear disclaimers to avoid suspicions of conflict of interest. Moreover; be very careful about your tweets and retweets. Public perception matters a lot. For instance, you might retweet something a politician has said in order to spread the news but some may view it as your support for that person. This can be very tricky for your brand.

#### Highlighting the difference between ethical and unethical advertising: (Keenability 2019)

Ethical advertising will display the difference between the products/services being advertised and those of competing companies.

While unethical advertising seeks to cause confusion through the use of a logo and messaging that resembles the competition.

#### Perceived risks of online social media:

Online shopping offers several advantages over traditional shopping (Moiescu and Berteau 2013). Consumers have choice of buying goods online which are not available at outlets closer to their locality (Burke 1997). They do not have to be apprehensive about standing and facing large crowds in malls, parking or going in bad weather. Online shopping offers convenience, time saving, lower prices and disintermediation (Marcu and Stana 2017). Though convenient, affordable and accessible, online shopping carries considerable perceived risk (Pires et al. 2004; Huyghe et al. 2017; Crespo et al. 2009). It is normal to assume that perceived risk is an inevitable aspect while adopting new-

er technologies. (Park and Kim (2003) found that customers' Web site loyalty is significantly associated with perceived security of the Web site. Trust and perceived benefits remain the predictor for consumer's preference for online shopping (Al-Debei et al. 2015).

Several types of perceived risks have been studied by researchers in context of online shopping process. Significant portion of perceived risk can be understood by five dimensions: financial risk, social risk, time-loss risk, performance risk and physical risk (Stone and Grønhaug 1993). Grewal et al. (1994) highlighted the impact of financial and performance risk while purchasing new products or brands. They analyzed the composition of messages and their effect on price perceived risk. Higher Internet experience leads to lower perceived privacy risk and security risk (Miyazaki and Fernandez 2005).

Online shopping is known as a risky activity in the e-market place (Almoussa, 2011). The probability of an online shopper suffering monetary loss due to unsatisfying product and not being worth the price paid is higher (Featherman and Pavlou, 2003). The product might also not meet the performance of what was displayed originally in the website, for example, its color, shape and outlook (Dai et al., 2014).

Consumers' perceived risks toward online shopping has become a crucial issue to research because it will directly influence consumer attitudes toward online purchases, and their attitudes will have a significant impact on online shopping behaviors (Ariff et al., 2014). Almoussa (2011) stated that perceived risks in online shopping will negatively influence the intention to purchase products online. It is expected that consumers might feel a certain degree of risk when they intend to shop through the internet. However, the perceived risks toward online shopping have not been identified completely as there are a lot of online retailers still facing risks in the online business, and this will affect the transaction and performance of the retailers. Therefore, it is necessary to find out which of the risks will bring the greatest impact to the online retailer, and it is hoped that the findings can contribute to online retailers by helping them to formulate strategies to reduce risks in online shopping environments for better e-commerce business.

### **Perceived risk:**

Perceived risk according to Schierz et al. (2010) is the expectation of losses. The larger the expectations of losses are, the higher the degree of risk consumers will perceive. Laroche et al. (2005) specified perceived risk as the negative insights of the unpredicted and changeable results from the purchased products. Meanwhile, Ko et al. (2004) defined the concept of perceived risk as the consumers' perception on changeable and contrary outcomes of buying a product or service. The concept

includes two elements, which are the indecisions and consequences. Indecisions are defined as the probability of unfavorable outcomes, and consequences are defined as the importance of losses (Laroche et al., 2005). Kim et al. (2003) added that consumers' beliefs about the changeable outcomes are derived from online shopping transactions.

### **Factors of perceived risks:**

#### **Financial risk**

Pallab (1996) stated that the internet has a low level of security that will make consumers worried to use their credit cards or disclose personal information. Consumers' sense of insecurity concerning online credit card usage was the major barrier to purchase online products (Maignan and Lukas, 1997).

A strong predictor that influences online shoppers' purchase intentions, searching information and frequent purchase activities was identified to be financial risk. Financial risk is defined as the probability of an internet shopper suffering monetary loss from a purchase when the product does not perform well or if the product is not worth the price paid (Featherman and Pavlou, 2003). Likewise, Popli and Mishra (2015) defined financial risk to include the possibility of repairing costs required for a product purchased online in addition to some hidden maintenance charges to the customers. Masoud (2013) found that any form of financial loss – either through credit card fraud, lesser quality or product that did not perform as expected – deters online shopping and has strong negative effects on online shopping intentions.

#### **Product risk**

Product risk denotes the possibility of product failure to meet the performance of what it was originally intended for (Zheng et al., 2012). For instance, when the delivered products and the displayed products online were compared, the products' color, shape or outlook may be not be the same, so it is beyond the customer's reach and abilities to examine and check the actual product qualities. Thus, consumers may perceive a product risk based on this condition (Dai et al., 2014). According to Popli and Mishra (2015), one of the constraints a customer has to overcome when shopping online is there is little possibility to check the product physically before making the purchase. A customer will depend solely on the information provided by the online vendor. Hence, the product risk involves a potential loss if the product did not meet the consumer expectations in terms of product standard and quality.

#### **Security risk**

Consumers learn about the value of goods over the website features

that offer product information quality, transaction and delivery capability and competent service quality. Nevertheless, without sufficient information of security tools in place, purchase intention will be discouraged. According to Karnik (2014), due to internet vendors existing globally, consumers' perceived risk toward online shopping has also increased, especially when they feel that internet security is inadequate. Security risk is defined as a potential loss due to online fraud or hacking, which exposes the security of an internet transaction or online user (Soltanpanah et al., 2012).

Consumers fear providing their shipping information, credit card information or complete an online purchase transaction (Leeraphong and Mardjo, 2013). However, it is necessary to provide more personal information when consumers are buying online apparel, such as the delivery address, size they required and personal preferences for styles and prices (Dai et al., 2014). Youn (2005) revealed that insecurity of the information and privacy is related to personal information data management that is handled by the online companies and consumers' history of authentication of accounts.

### **Time risk**

Time risk is one of the influential factors on consumers' purchasing behaviour via the internet (Zhang et al., 2012; Ye, 2004). Time risk comprises the troublesome experience through online transactions that are often caused by the struggle of navigation and/or submitting the orders and delays of getting the products (Forsythe et al., 2006). It refers to the time that consumers take to make a purchase, waiting time for the products to be delivered at their home and the time that consumers had spent for browsing product information (Dai et al., 2014; Forsythe et al., 2006; Ko et al., 2004).

Time risk also includes when products did not meet consumers' expectation levels and consumers have to return the product for a new replacement (Ariff et al., 2014). Time, accessibility or effort might be fruitless when a purchased product has to be repaired or exchange.

### **Social risk**

Social risk is a key element of perceived risk as it interprets society influences on a consumer's decision. Social risk refers to the perceived judgment on the product purchased that creates dissatisfaction among family, friends or communities (Dowling and Staelin, 1994). Besides, social risk may involve the feeling of fear, especially from family and friends who disapprove their online purchases (Popli and Mishra, 2015). Additionally, social risk could prevent a consumer from making a purchase, especially when there is potential disapproval from the

consumer's family or friends who play a significant role in discouraging consumers from making decisions to their purchase (Shang et al., 2017).

### Psychological risk

Psychological risk is acknowledged as the possible loss of self-respect due to the frustration of not attaining a purchasing goal (Stone and Grønhaug, 1993). Psychological risk may also be defined as a consumer's dissatisfaction in choosing a poor product or service despite having a huge array of varieties (Ueltschy et al., 2004). Psychological risk is associated with consumer perception on how his/her wrong judgment after making a wrong purchase leads to social risk, referring to his perception of how others will react to his purchase. Moreover, consumers' contentment or satisfaction over defective products can cause a negative effect (Jacoby and Kaplan, 1972). Possible regrets and frustration may result in consumers experiencing mental pressure in the future due to their purchased decisions that did not meet their expectations.

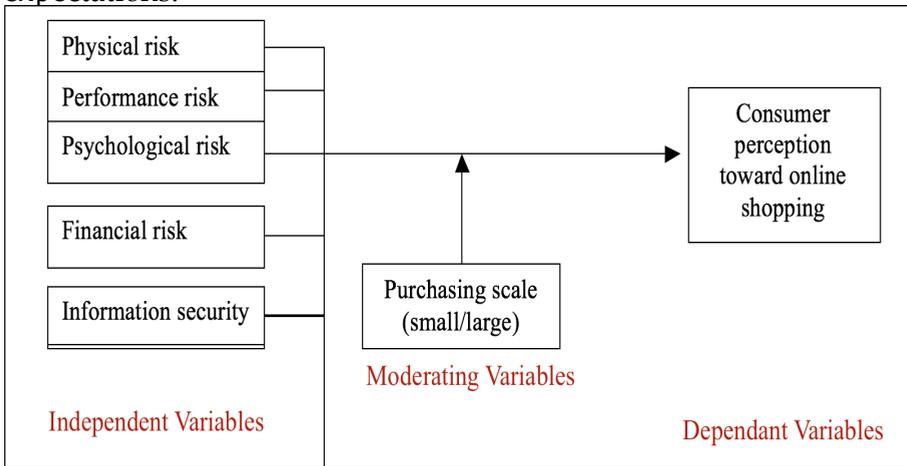


Figure (1) Factors of perceived risks

### Customer Loyalty and Ethical Perceptions

Creating online customer loyalty through retaining existing customers is a necessity for online ads and marketers. Attracting new customers cost online retailers at least twenty percent (20%) to forty percent (40%) more than it cost serving an equivalent traditional market (Reichheld & Scheffer, 2000). To recoup these costs and show a profit, online retailers, evenmoreso than their counterparts in the traditional marketplace, must encourage customer loyalty. This implies that convincing customers to return for many additional purchases from their site is a significant factor (Gefen, 2002). Loyalty research suggests

that in a traditional marketplace customer loyalty is primarily based on quality of goods and services (Caruana, 2002), customer satisfaction (Murphy, 1996), customer trust (Laurin, 2003) and value (Andreassen & Lindestad, 1998). Loyalty is defined as the degree of continuity in patronage and customers' disposition relative to their expressed preferences in purchase decisions. It is ingrained in the psyche of the customer and resembles brand commitment (Sudhahar et al., 2006).

### **Theoretical framework:**

The paper depends on two mass communication theories to apply them on the recent study which are Uses and Gratification theory, and social responsibility theory.

#### **1. Uses and Gratification Theory (UGT):**

Uses and gratifications theory asserts that people use media to gratify specific wants and needs. Unlike many media theories that view media users as passive, uses and gratifications sees users as active agents who have control over their media consumption. (Cynthia Vinney 2019)

Numerous prior studies have used U&G theory (Hsu et al., 2015; Kamboj and Sarmah, 2018). In examining the association between various components of U&G theory, these research studies revealed support for the applicability of theory in the explanation of internet users' participation on social media and related platforms (Kang et al., 2014). User's gratifications generally consist of information searching, social enhancement and entertainment. Understanding how such needs and gratifications affect the customer social participation is extremely limited. (Shampy Kamboj, 2019)

Researchers have incorporated Uses and gratification theory to measure the motivations behind using the different traditional media like newspaper, telephones, radios, etc. Recently, it has been widely used to explore new media and communication technologies such as SNS (Al-Jabri et al., 2015; Hsiao et al., 2015), mobile SNS (Gan et al., 2017), online games (Li et al., 2015), virtual communities (Cheung and Lee, 2010). The UGT approach facilitates a homological network for research rather than providing a predefined set of constructs. SNS users often intend to meet certain personal and social needs such as information seeking, social interaction, freedom of expression, enjoyment, social presence and belongingness and social identity (Cheung and Lee, 2010; Cao et al., 2013; Al-Jabri et al., 2015). Cheung et al. (2011) applied UGT to examine the motivations for using Facebook by students and found that social factors had the most significant impact on the intention to use. Dhir and Tsai (2017) also incorporated UGT to understand the intensity of Facebook use and suggested that

UGT process plays a significant role in predicting the intensity of Facebook usage.

## 2. Social responsibility theory:

Social responsibility is ethics that guide any action, be it in media or other organizations that put an obligation towards environment, society, culture and economy. The media like any other sector should not harm, but should promote environment and socio-cultural aspects in relation to the economy of the place. (Shraddha Bajracharya, 2019)

Social Responsibility Theory basic principles, summarized by McQuail (1987), include:

- To serve the political system by making information, discussion and consideration of public affairs generally accessible.
- To inform the public to enable it to take self-determined action.
- To protect the rights of the individual by acting as watchdog over the government.
- To serve the economic system; for instance by bringing together buyers and sellers through the medium of advertising.
- To provide "good" entertainment, whatever "good" may mean in the culture at any point in time.
- To preserve financial autonomy in order not to become dependent on special interests and influences.

Social responsibility theory allows free press without any censorship but at the same time between both authoritarian theory and libertarian theory because it gives total media freedom in one hand but the external controls in other hand. Here, the press ownership is private. The social responsibility theory moves beyond the simple "Objective" reporting (facts reporting) to "Interpretative" reporting (investigative reporting). The total news is complete facts and truthful but the commission of the freedom press stated that "No longer giving facts truthfully rather than give a necessary analysed or interpretative report on facts with clear explanations".

And here, the study will apply the basic principle of social responsibility ethics on the survey in order to understand better the ethical problems that face customers on social media advertising.

### Problem statement:

With the advent of a lot of scepticism and fear concerning what consumers see online, it's more important than ever to pay attention to ethical issues in content and social media advertising, advertisers who are ethical in their social media and content promotions and ads develop a trustful relationship with their audience and customers, make it easier to build a bond of loyalty.

The study tries to explore and focus on the ethical implications with Facebook advertising in the Egypt, also tries to evaluate till what extend do Facebook advertiser apply advertising code of ethics on their ads, and till what extend do consumers understand these code of ethics and how they face these implications.

#### **Hypothesis of the study:**

- 1) there is a correlation between the huge amount of hours spent on Facebook and people temptation to buy online through the different Facebook activities.
- 2) There is a correlation between presence of the social media influencer and people's higher demand on buying products on Facebook.
- 3) there is a correlation between privacy concerns and audience fears to buy online products.
- 4) There is a correlation between product loyalty and online purchasing.

#### **Methodology of the study:**

This research was tested by having self-administered survey electronically. This is due to the widespread of the electronic communication. The information is based on the respondent's perceptions and doesn't try to independently verify the accuracy of these perceptions

Questions asked the respondents to reply in the form of multiple choice questions. Through a carefully constructed survey, the research tackles a question of the perception that impact the electronic communication has on the Facebook purchases. This survey is limited only to test the effects of one type of social media which is Facebook.

Through these exploratory questions and answers, the study attempts to interpret the responses and use them to analyse the research questions mentioned above. This study suggests how the online purchases take place through Facebook and how people perceive its risks and confidentiality

A tool for data gathering was using the structured survey questions using Likert Scales. The Likert scales were used to differentiate and identify the different levels of agreement on the researched topics. The answers were grouped where they begin with Strongly Disagree, disagree, neutral, agree and ending in strongly agree. Hence, the online survey was conducted through Google form.

#### **Ethical considerations:**

The online survey was conducted in this way to save financial cost and time of both the researchers and the respondents. The assumptions

are that the participants are already logged to the internet and won't pay extra fees to reply to the survey. While the survey questions were considered tackling private issues regarding the time spent on Facebook, online purchases, income, the respondents must have felt comfortable while answering them and sure that they are anonymous and that the results are kept confidential. A benefit of the web based survey is that the respondents are willing to answer the questions honestly especially when it comes to private issues, than when completing the survey in person.

### **Sampling:**

The goal of this research is to survey as many people as are willing to participate. This resulted in a convenience or available sample. An electronic survey was used to decrease the cost and be more convenient for people who encourage them to participate. The survey is offered to males and females ages less than 20 years old to above 60 years old on Facebook, whatsapp, and email. They were told that the surveys will not take more than 10 minutes to answer. There was no personal connection to the survey, so anyone can reply. Therefore, anyone can answer the survey. This resulted in a snowball sampling. Since, the survey was anonymously constructed, and results were kept confidentially, this may result in encouraging the people to answer the survey. The sample was mainly those who know how to read English, have social media platforms and are in a relationship.

The online survey was answered by 201 respondents of both males and females. The females were the majority counting for 85.9% while the males for only 14.1%. This can be explained that some females have less working hours than males, or even some females are not working yet, whether they are stay home mums or females who didn't find jobs yet. Also, this explains that the female is more prone into fashion and shopping. Especially if the female is a mother, she is the one doing shopping for her family.

The majority of the age range is between 41 to 50 years old. This counts for 28.1% of the total respondents. This may be explained that these people who have good income that can afford to buy from the Facebook groups and pages. Plus, they are their own decision makers to decide what to buy for themselves or for their families. This is followed by 27% of the respondents whose age range is between 21 to 30 years old. This percentage can be explained that they are just newly employed or in their beginning of work life where they won't own their income and have their own purchasing decisions. Another reason that a big percentage of such age answered the survey is that they have more free time before getting married and less commitments by the

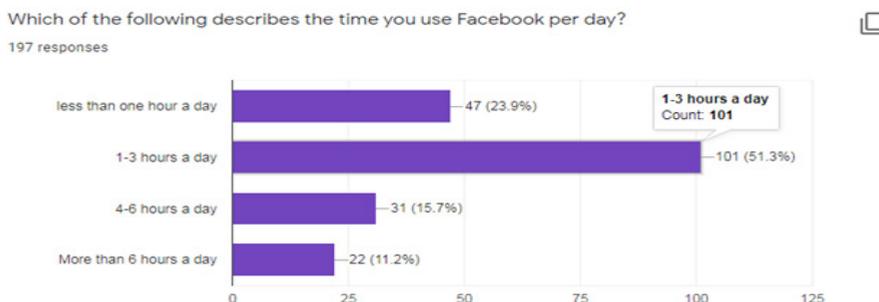
house chores and kids' needs.

Then, comes the young middle aged people of the sample which represents 22.7% of respondents of age 31 to 40 years old. This small percentage may be explained due to being busy in the life where work, house chores and daughters' and sons' responsibilities are maximized. Finally, the least percentage of 11.7% of respondents is of above 60 years old. This phenomenon is explained that the young ones are the technology literate while the old ones may find difficulty using the Google forms to answer the survey.

### Research findings and analysis:

#### 1. The amount of daily exposure to social media :

**Figure (2) The amount of daily exposure to social media**

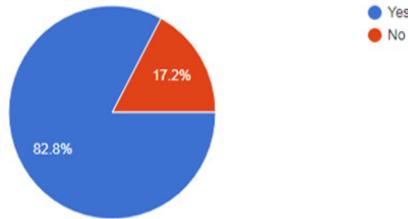


It is clear from the above statistics that the majority which is 51.3% spends 1-3 hours on Facebook daily and 15.7% of participants spend 4-6 hours daily on Facebook. So, this proves that Facebook is becoming a daily routine habit. This result supports the study that stated Facebook usage is becoming a recent type of addiction (Nawi & Hamzah; Latifi, 2015). Thus, it is obvious this wasted time can be used in other beneficial activities (Nawi & Hamzah; Latifi, 2015). This result also supports the study of Shelton (2016) where it proved that there is personal bonding between people and their smart phones over the bond between friends and family. Also, this result supports the study of Wielki (2020) when he mentioned that "From 2012 to 2018, the daily level rose from 5 h 37 min to 6 h 45 min per person". The researchers believe that tending to have 1-3 hours or more on the smart phones daily will definitely lead to buy products online, especially with lots of temptations of promotional offers for the different variety of products.

#### 2-using Facebook application in an online purchasing:

2- Do you use the Facebook to purchase an online product? (If No, don't answer the survey)

192 responses



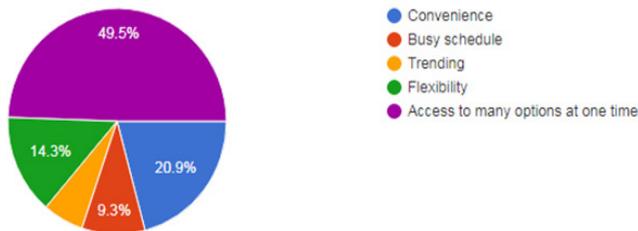
**Figure (3) using Facebook application in an online purchasing**

Asking the people whether they use the Facebook for purchasing an online product, 82.8% of the people agree while 17.2% disagreed. This showed how Facebook is becoming more than a communication tool with friends and family. This proved the research of (Bullock & Agbaimoni , 2013) that Facebook is being used as marketing communication tool to reach the customers). This was proved by the study of Dahlan 2019 that 65.7% respondents trust to purchase from Facebook.

### 3-The main reason for online shopping:

3- What is the main reason for you to shop through Facebook?

182 responses

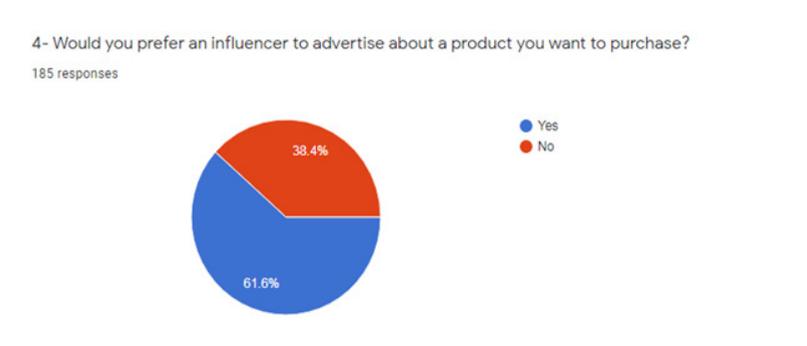


**Figure (4) The main reason for online shopping**

Asking the respondents about the main reason they use Facebook for shopping, 49.5% of respondents replied that it is because of access to many products at the same time. This is supported by the study

of (Appel, et al 2019). Where, he mentioned that Social media allows people to freely interact with others and offers multiple ways for marketers to reach and engage with consumers in a glance of time, in the time and place suiting the customers. This what makes the ads on the social media more convenient than the regular ads in the regular traditional media, where customers cannot control the time to view the ads based on their schedule. The second reply was convenience with 20.9% as people can easily access the shopping pages and groups with their smart phones in the time and place that suits them. This was also proved in the study of(Sorce, Perotti & Widrick, 2005) where it was mentioned that the online shopping and epically through the social media platforms have, temporal benefits in the form of saving time, flexibility in the form of place and time suitable for the customers, and possibility of exploring more variety of products in online environments .

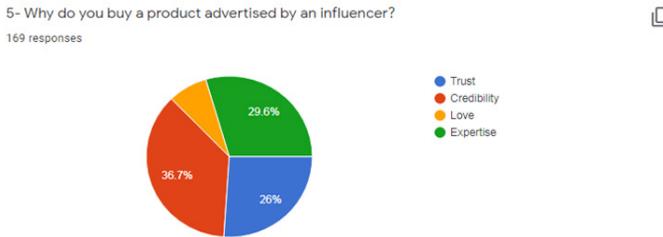
#### 4- Preferring an influencer to advertise about online products:



**Figure (5) Preferring an influencer to advertise**

Asking the respondents whether they would prefer an influencer to advertise about a product they want to purchase, the result was 61.6% agreed vs. 38.4 disagreed. This is proven by the study of (Knoll and Matthes 2017) and (Wielki, 2020) where both studies mentioned the importance of using the influencers to make people familiar with the marketed brands. This result was also proven by Wielki (2020) "According to Nielsen’s research, 92% of consumers worldwide trust user-generated content and word-of-mouth recommendations more than they trust advertising". Wielki (2020), the effectiveness of using the influencers in the social media marketing replies in: informing the audience about the products by 45.6%.

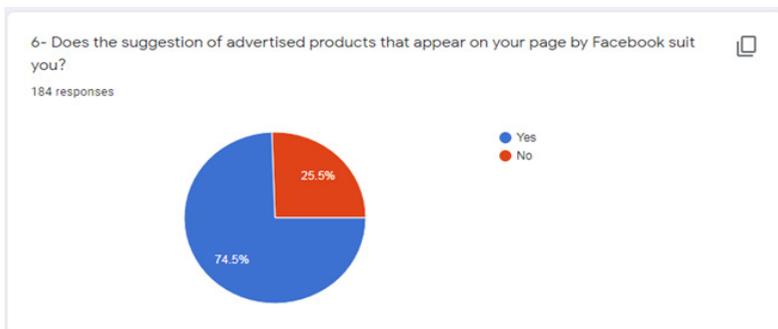
## 5- Reasons for why buying a product advertised by an influencer:



**Figure (6) Reasons for buying a product advertised by an influencer**

Asking for the main reason someone is buying a product advertised by an influencer, the main answer 36.7% was for the credibility. This was proved by the study of (Solmon 2015) where one of the reasons people prefers the influencer was the credibility. It was also proven in the study of Wielki (2020) "According to Nielsen's research, 92% of consumers worldwide trust user-generated content and word-of-mouth recommendations more than they trust advertising". The second answer was expertise by 29.6%, which was proved in the study of (Górecka, et al2019). It was mentioned that the Experts, are people with certain authorities in a given field due to their knowledge or skills or specific area of education. They act as the industry specialists or consultants. Trust was chosen by 26 %of respondents and this was proven by Wielki (2020) where I was mentioned that the main effectiveness of the influencers relies in the trust the followers have in them and the credibility of the message they are dominating and sharing to their audience.

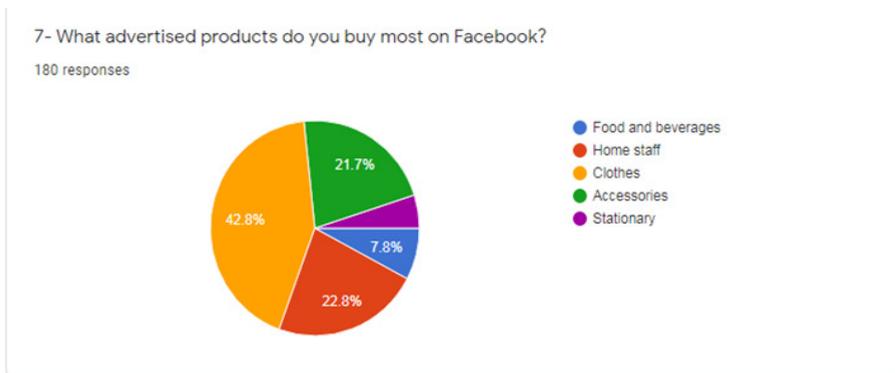
**6- If the suggestion of advertised products that appear on users Facebook pages suit them**



**Figure (7) advertised products that appear on users Facebook pages suit respondents**

Asking the respondents whether the products appear on their Facebook page that suit them, 74.5% agreed vs 25.5% disagreed. This was proven by the study of Curran et al (2011) that nowadays the targeted ads are becoming more interesting and appealing for the customers Thus, such targeted ads can be considered a source of direct marketing ( Curran et al, 2011). The researchers believe that these ads may be attractive and interesting to the customers if they really suit their interests, age, gender and status.

**7- Most purchased advertised products:**

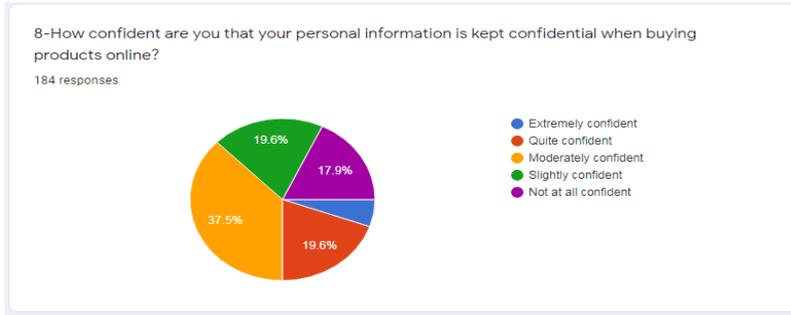


**Figure (8) most purchased advertised products**

Asking the respondents about the most products they tend to buy most on Facebook, 42% was for clothes, 22.8% was for home staff, 21.7%

was for accessories and 7.8% was for food and beverages. This was proved by the study of where he stated that people in Malaysia buy online apparels by 39.1%, and only 2.4% of people buy the groceries through the online platforms (Dahlan, 2019).

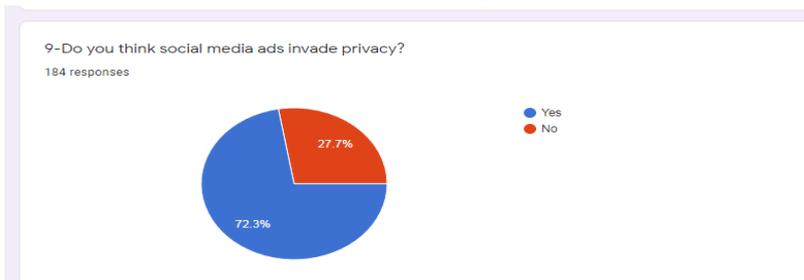
#### 8- To what extend does the customer feel confident to leave his personal data at online websites:



**Figure (9) how confident the customer feel to leave his personal data at online websites**

Asking the respondents about how confident are they when they leave their personal contacts and information when buying online products, 37.5% were moderately confident, 17.9% not at all confident, 19.6% were both quite confident and slightly confident, and these are normal security feelings, consumers should have fears about leaving any personal information especially the credit cards numbers and any bank accounts. This was proven by a study by (Aboobucker Ilmudeen, 2018) where the study proved that privacy and security concerns are the main barriers to shopping on the Internet.

#### 9- Results of social media invasion of privacy:



**Figure (10) Results of social media invasion of privacy**

Asking respondents if social media ads invade privacy, 72.3% agreed while 27.7% did not agree and here is a great significance that although consumers expose and depend on social media heavily, but they also have fears from it and they understand very well that social media invade their privacy and it is double weapon. This was proven in a study where much privacy research focuses on concerns about data protection and has established metrics, such as privacy scales, for evaluating those concerns. Recent work recognizes the importance of understanding interpersonal and interactional privacy concerns in social media, but ways to measure privacy within these contexts remain unsettled (Xinru Page and others 2013).

### 10-How often do privacy concerns prevent consumers from buying products online:

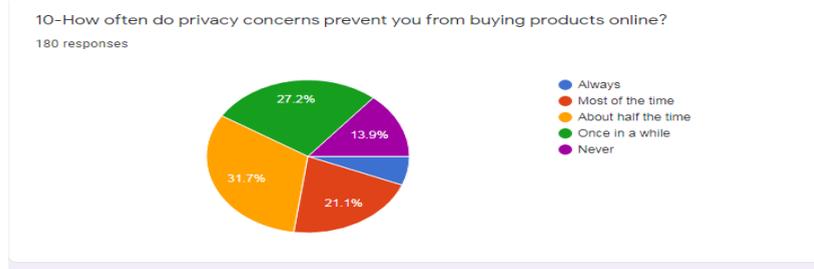


Figure (11) privacy concerns

Asking respondents about how often do privacy concerns prevent them from buying online products 31.7% about half the time, 27.2% once in a while, 21.1% most of the time, 13.9% never. The percent above show that although online customers have the desire to buy but in the same time they have rational way of thinking before taking buying decisions to purchase. This was proven in a study by (Bedour Alrashidi, 2019) where many online users believe that only their followers can see their updates while the permissions of access possibilities terms and conditions provided some authority to access the data. The study highlight this issue by conducting a survey in users' awareness of accepting access possibility to their data and analyse the risks of allowing/accepting the access possibility of users' data in social media applications, and the study concluded that users have good kind of awareness.

### 11- ways of checking products credibility of onlie products:

11- What do you do to check the credibility of social media ad you like, before you buy the product?

183 responses

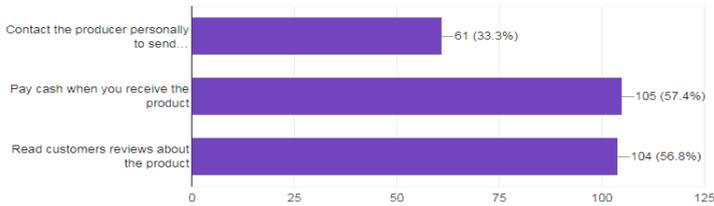


Figure (12) checking products credibility

Asking respondents about the precautions they take in order to check the credibility of social media ad before buying the product, 57.4% prefer to pay cash when they receive the product to guarantee that the product meet their expectations, 56.8% from the sample prefer to read customers reviews about the product before buying the product in order to take their experiences and judge on the product, while 33.3% prefer to contact the producer personally to ask him personally about more details of the product and may also ask for closed photos of the product.

### 12- How confident are the customers that their payment information is kept secure:

12-How confident are you that your payment information is kept secure when buying products online?

179 responses

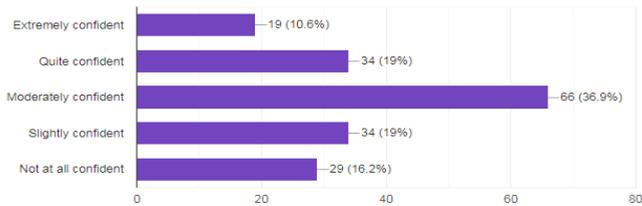
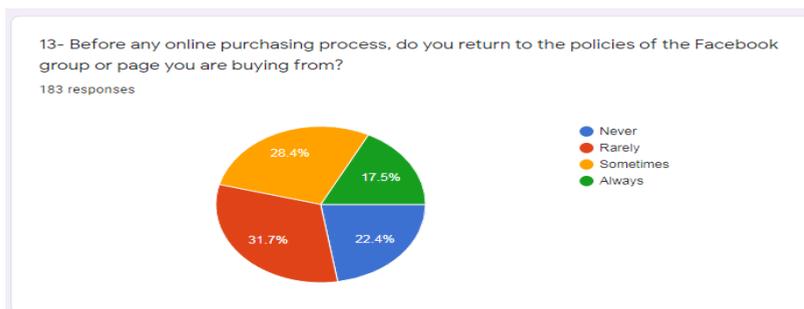


Figure (13) confident of payment information

Asking respondents about how confident are they that their payment information is kept secure when buying online products, 36.9% moderately confident, 19% equally for both slightly confident and quite

confident, 16.2% not confident at all, 10.6% extremely confident which is very small percent, the above percent show that high percent of customers do not feel enough secure when the leave their payment information and data. Other studies suggest that even privacy conscious consumers are unlikely to pay for online privacy (Shostack, 2003) or give up rewards to protect their data (Spiekerma

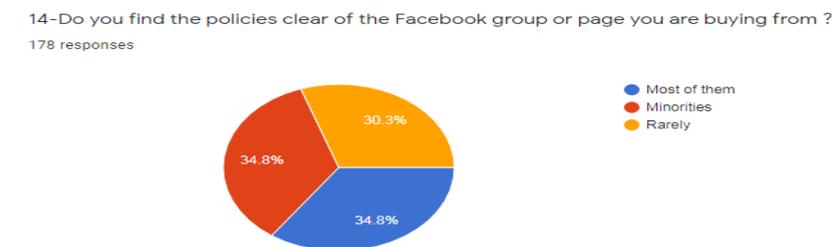
**13- Does the customer aware and return to the Facebook purchasing page policies:**



**Figure (14) return to the purchasing page policies**

The results showed that 31.7% from the respondents return to the policies of the Facebook group or page that they buy from before any online purchasing process, while 28.4% sometimes, 22.4% never, and 17.5% always, and this may be due to lack of policies on online website, or due to lack of customers' awareness .

**14-Do costumers find the policies clear of the Facebook pages:**



**Figure (15) policies clearance of the Facebook pages**

Asking respondents if the policies on Facebook or online purchasing pages are clear, 34.8% equally between most of them, and minorities, while 30.3% most of them. It has therefore become common practice for Web merchants to post privacy policies on their Web sites to inform

users about data handling practices. The more trust users have in a Web site, the more likely they are to buy from the site, visit it again, or recommend it to others. It is important that users read privacy policies to become aware of what can happen to their data and to be able to make an informed decision as to whether or not they want to disclose personal information on a Web site.

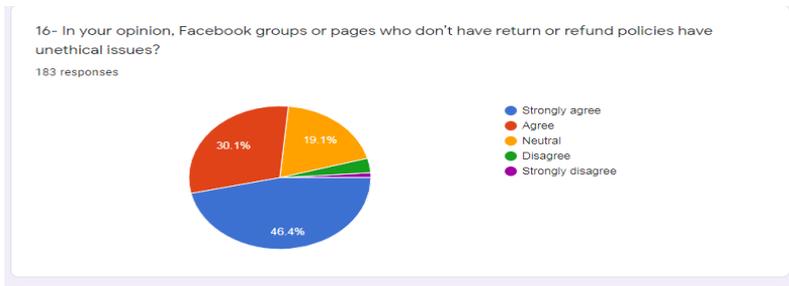
### 15- Qualities of online products:



**Figure (16) Qualities of online products**

Asking respondents about how many times they but online products and it turned out to have a poor quality, 62.6% sometimes, 23.1% rare, and 11% once, and here is an important indication that many online pages or Facebook groups suffer from ethical issues which is lack of credibility, and that the product's quality does not look like the photos on the online purchasing Facebook pages.

### 16- Refunding policies and unethical issues:



**Figure (17) Refunding policies**

Asking respondents about their opinion Facebook groups or pages who don't have return or refund policies have ethical issues, 46.4% strongly agree, 30.1% agree, and 19.1% neutral, and here the percent show that refund policies need some effort from the online producers

in order to maintain and build a good relationship with the online consumer.

### 17- Customers and products loyalty:

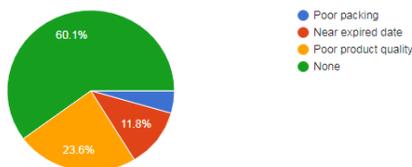


**Figure (18) Customers and products loyalty**

Asking respondents about their loyalty to their favorite product and how it affects their purchasing decision making, 47.3% agree, 24.2% neutral, 19.2% strongly agree, and 9.3% disagree. This percent show that trusting a certain product and have loyalty to it is an important factor in online purchasing decision making. This was proven in a study by (Majid Mohammad Shafiee, 2018) that information security and website performance influence e-service quality both positively and directly. Also, responsiveness, compensation, and contact positively influence e-recovery. E-recovery has positive impact on e-loyalty, which in turn significantly affects online repurchase.

### 18- Customers and online discounts:

18-If there is an offer "like buy one get one for free" on an online product , when you receive it , did you find any of the following:  
178 responses



**Figure (19) online discounts**

Asking respondents about products implications they found in

discounted products, 60% none, 23.5% poor quality, 11.8% near expired date, the percent here shows that there is no major or fatal problems face the online customers during sale or discount seasons.

### 19- Customers and their response when receiving poor quality online product:

19-What will you do, if you received a poor quality online product?  
181 responses

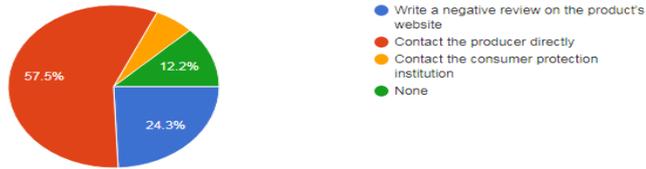


Figure (20) response when receiving poor quality

Asking respondents about their reaction or response when they receive a poor quality online product 57.5% conduct the producer directly, and it's a normal response in order to solve the problem easily and in a short period of time, while 24.3% write a negative review on the product's website, and this is a good reaction as they advise future customers and give them their experience with the product, and 12.2% none, and they are passive type of consumers.

## Hypothesis Results

### First hypothesis

**There is a correlation between the huge amount of hours spent on Facebook and people temptation to buy online through the different Facebook activities.**

To test the significance of the relationship between the huge amount hours spent on Facebook (as an independent variable) and the people temptation to buy on line through the deferent face book activities (as a dependent variable), correlation coefficients were used to test this hypothesis

When using the correlation coefficient to test this hypothesis, it was found that its value (0.063) is at a significance level of 0.01, which indicates that the Facebook is becoming a daily routine habit.

### The second hypothesis

**There is a correlation between presence of the social media**

### **influencer and people's higher demand on buying products on face book**

To test the significance of the relationship between the presence of the social media influencer and people's higher demand (as an independent variable) and the buying products on face book (as a dependent variable), correlation coefficients were used to test this hypothesis

When using the correlation coefficient to test this hypothesis, it was found that its value (0.056) is at a significance level of 0.01, which indicates that the presence of the social media influencer and people's higher demand effect on the buying products on face book.

#### **Third hypothesis**

### **there is a correlation between privacy concerns and audience fears to buy online products**

To test the significance of the relationship between privacy concerns (as an independent variable) and the audience fears to buy online products (as a dependent variable), correlation coefficients were used to test this hypothesis.

When using the correlation coefficient to test this hypothesis, it was found that its value (0.022) is at a significance level of 0.01, which indicates that the privacy concerns affect the audience fears to buy online products

#### **The fourth hypothesis**

### **There is a correlation between product loyalty and online purchasing**

To test the significance of the relationship between the product loyalty (as an independent variable) and online purchasing (as a dependent variable), correlation coefficients were used to test this hypothesis.

When using the correlation coefficient to test this hypothesis, its value was found to be (-0.024) at significance level of 0.01, which indicates that the product loyalty effect on the online purchasing

#### **Research Discussion**

- The researchers believe that Facebook is becoming a daily routine habit now a days. It is clear from the survey statistics that the majority which is 51% spends 1-3 hours on Facebook daily and 16.1% of participants spend 4-6 hours daily on Facebook. This result supports the study that stated Facebook usage is becoming a recent type of addiction. The researchers believe that if 1-3 hours or 4-6 hours a day fills out the -leisure time of any person, thus he/she will have no time for real physical shopping.

- Tackling the main reason they use Facebook for shopping, 49.2% of respondents replied that it is because of access to many products at the same time. This is supported by the study of (Appel, et al 2019).
- Talking about the importance of the influencers, as mentioned before it is one of the pillars of the 21<sup>st</sup> century digital marketing tool. It was preferred by 60.6% of the respondents.
- Talking about the current success of the Facebook targeted ads, it was accepted by 74.3% vs. 25.7%.
- Testing the product categories mostly purchased by the Egyptian consumers through Facebook, 41.7% was for clothes, 22.9% was for home staff, 22.3% was for accessories and 8% was for food and beverages.
- Talking about how confident are they when they leave their personal contacts and information when buying online products, 37.5% were moderately confident, 17.9% not at all confident, 19.6% were both quite confident and slightly confident, and these are normal security feelings, consumers should have fears about leaving any personal information especially the credit cards numbers and any bank accounts.
- Discussing if social media ads invade privacy, 72.3% agreed while 27.7% did not agree
- Concerning privacy if it prevents customers from buying online products 31.7% about half the time, 27.2% once in a while, 21.1% most of the time, 13.9% never.
- Talking about the precautions they take in order to check the credibility of social media ad before buying the product, 57.4% prefer to pay cash when they receive the product to guarantee that the product meet their expectations, 56.8% from the sample prefer to read customers reviews about the product before buying the product in order to take their experiences and judge on the product.
- Talking about how confident are they that their payment information is kept secure when buying online products, 36.9% moderately confident, 19% equally for both slightly confident and quite confident
- Concerning if the policies on Facebook or online purchasing pages are clear, 34.8% equally between most of them, and minorities, while

30.3% most of them.

- And for customer's loyalty to their favorite product and how it affects their purchasing decision making, 47.3% agree, 24.2% neutral, 19.2% strongly agree, and 9.3% disagree.

### **Limitations**

The research was limited only to be collected through online surveys only through Facebook, whatsapp, and emails. It didn't use any qualitative research methods. Thus, focus group research if used, it would have enriched the results. Moreover, it was concentrating firstly on Facebook as a social medium only. Many others social media platforms were not tested in the research. Furthermore, it also included the upper classes only who speak and understand English. Moreover, the survey was conducted for three weeks only due to the time constraints.

### **Conclusion**

- As proven above that the long hours on Facebook per day can be the catalyst for the online purchases through the Ads on groups, pages, or the targeted ones on Facebook. The key effectiveness of the Facebook Ad platform success is its correctness in targeting specific online demographics in the form of age, gender, income, education. Also, this effectiveness lies in the online psychographic segmentation in the form of the life style and spending leisure time. And finally the effectiveness lies also in the geographic segmentation targeting -people in certain places or locations.

- Facebook is becoming a mass medium as it reaches many people at the same time. It is wise that the marketers use it correctly enough in the favour of their products. It has proven that it is a low cost effective marketing tool if used effectively. The marketers must make use of the Facebook ability to make free ads when one like or comment on the product appears to the rest of friends of the person. Also, the marketers can make use of the effects of the influencers affecting the online purchase decision towards their products.

- The marketers should build a new vision into consumers' evaluations of personal data and provide evidence that privacy information affects online shopping decision-making. We found that participants provided with significant privacy information took that information into consideration, making purchases from websites offering medium or high levels of privacy.

- Customer's loyalty to a product is an important factor to build a good relationship with costumer.

### Recommendations

- The research recommends that this research can be an exploratory research for the negative effects of social media usage on couple relationships in Egypt through online surveys. But for future research, it is better to consider using other ways of contacting the samples. It is better also to use other demographics and psychographics of people in Egypt to have a full display of the real picture in the Egyptian society
  - It is recommended for the marketers make the best use of the Facebook platform ads as it is considered a low cost effective mass medium tool.
  - Before you commit to buying anything online, check the returns policy first. If the website doesn't seem to have a returns policy, this is a red flag. Before purchasing the item, try to contact them directly to enquire about how they manage their returns. If, however, you can't find an email address, phone number, or physical address for the company, these could all be signs that the business is fraudulent and that the website isn't safe.
  - The results of this study suggest that future research needs to estimate the relationship between privacy and purchasing decision making; in addition, researchers must work to achieve a more granular understanding of the behavioral and cognitive factors that influence a consumer's decision when privacy information is made more accessible.

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