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Fast-food advertising in social media. A case study on Facebook in Egypt

Hazem Rasheed Gaber

University of Huddersfield, United Kingdom
Arab Academy for Science and Technology and Maritime Transport, Egypt

Len Tiu Wright

University of Huddersfield, United Kingdom

Keywords

Social media, Facebook, Fast-food advertising, Young consumers, Consumers' attitudes towards advertising, Engagement with advertisements, Egypt.

Abstract

The purpose of this paper is to explore the factors that affect young Egyptian consumers' attitudes towards fast-food advertising in Facebook which is considered the most widely used social media network. 4 focus groups were conducted with young consumers from 2 Egyptian cities. Content analysis was applied for the Egyptian fast-food Facebook fan pages with the aid of the NVivo software. The findings of this exploratory study have shown that young consumers are accepting the idea of fast food advertising in Facebook. Moreover, the research provides a framework for the factors that lead to consumers' engagement with the advertisements on Facebook. With the increase in the popularity of social media websites among the young generation, fast-food marketers find it a more effective medium for advertising for their chains among that segment. The research provides insights for marketers to make their advertisements more effective on Facebook.

The participants in the focus groups were young consumers in Egypt. It would be useful to expand the sample and conduct the research in other developing and developed countries with more consumers from other age groups. Consumer attitude towards advertising as a topic generates interest from academics and practitioners in looking at analysis of the effectiveness and success of advertisements in social media. Therefore this research adds value in that, so far, there is very little academic literature on this particular topic examining young Egyptian consumers' attitudes towards fast-food advertising in Facebook.

1. Introduction

Today, the rise of social media is very evident and shows no signs for stopping. Social media has become an essential part of the lives of people especially the young generation; they use it for social interaction and to keep connected with their friends and colleagues. Also, they use it to keep updated about everything that they are interested in and to share information about goods and services that they are fans of. In addition to that, social media helped the youth in creating their own user generated contents about what they like or not like and thereby it provided a space for users to express themselves in a virtual community. Social media can be 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 user generated content" (Kaplan & Haenlein, 2010).

The introduction of social media websites has changed the communication landscape. With the popularity of these websites among consumers and the increase in the time they spend on browsing of these websites given the great amount of social interaction that occurs between them, the effect of these websites on influencing the consumers' behavior has also increased (Hutter et al., 2013).

These changes have caused marketers to start adopting social media widely in their marketing activities. Companies use social media for interacting with their current and prospective customers with the aim of gathering useful marketing insights from them. Additionally, advertising through social media has become an essential part of the integrated marketing communication efforts of companies in marketing their products and services. A survey by Nielsen (2013) showed that the majority of advertisers are increasing their advertising budget for social media and that they have a separate budget for marketing through it. Most of the marketers surveyed indicated that they are planning to shift a part of their advertising budget from traditional media to social media. Moreover, the study showed that 89% of the marketers are adopting the free social media tools and 75% of them are adopting the paid advertisements together with the free tools on social media. These statistics show that marketers are starting to recognize the advantages of interactive marketing through social media where consumers are directly engaged with the marketing messages. Also, consumers on social media share their experiences with their friends creating free word of mouth marketing for companies (Mikalef, 2013).

However, despite the efforts made by companies to market their products and services on social media, the outcomes of these efforts are still not adequately explored (Hoffman & Fodor, 2010). For that reason, the effect of social media marketing on the consumers' purchase decisions needs to be more explored and investigated (Hadija et al., 2012). On the other hand, there are many difficulties in measuring the value added effect of social media campaigns on organizations' marketing efforts; however no company can dare to be absent on the social media platforms (Divol et al., 2012).

Facebook, the most widely used social network world wide had more than 1.23 billion users by the end of 2013 (The Guardian, 2014). That fact represents a huge opportunity for marketers who search for innovative ways of marketing rather than the traditional forms of advertising. Advertising on Facebook can take two forms: the first form is paid advertising where the advertisers place advertisements that appears on the sides of the profile page of Facebook users or on their home Facebook page. In that paid form of advertising, the advertiser can customize his advertisement to appear only to his target market on their Facebook page. Facebook allows advertisers to make their advertisements targeted by gender, location, age and even interests; this feature in Facebook advertising makes the advertising efforts more targeted to the prospective customers. The second form of advertising on Facebook is the free form where the companies make a fan page on that social network. Facebook users are able to like the page of their favorite brands and accordingly become fans of these brands. Social media managers of these fan pages keep posting on these fan pages news about their brands with the aim of keeping customers updated about the company's products and services and to make them more connected and engaged with the brands that they are fans of.

Egypt, along with all countries has witnessed a massive growth in the usage of social media networks. Facebook specifically had an important role in the Egyptian revolution of 2011. Interestingly, many Egyptians call the Egyptian revolution the revolution of Facebook as it enabled the youth to form groups on it to discuss political situation and prepare for the demonstrations. That media enabled them to create their user generated content which helped them to face the government which used to fight any political change. Statistics show that more and more Egyptians are using social media mainly Facebook where the number of social media users reached 15 million users with a penetration of more than 16% of the population with more than 73% of users between the ages of 15 - 29 years of age (Dubai School of Government, 2013).

One of the industries that widely adopt Facebook in advertising is the fast-food industry. That industry had witnessed a rapid growth in the past years in Egypt due to globalization effects and social changes. These chains are extremely popular among young consumers who are often called the fast food generation. Since the target market for fast food chains is the young generation and the penetration of Facebook among that segment is very high, most fast food chains in Egypt found Facebook a good opportunity for advertising; they use it along with other traditional offline marketing channels. These chains have fan pages on Facebook with millions of fans on these pages as shown in figure (1).

Fast food chains use their fan pages to keep connected with their customers and fans and to market their meals and offers. Every day, the moderators of these pages send posts to remind consumers of new products, new promotions and many other forms of content. When a fan of a brand likes a certain post, a notification appears on the newsfeed of his friends list helping in spreading the advertising message. For that reason, advertisers on Facebook are trying to make their advertisements more engaging by posting interactive content and contests. These marketing strategies make consumers more engaged with the brands they like which can be a basis for new form of relationship marketing and consumer brand engagement.

Fast food fan page on Facebook	Number of Fans
KFC Arabia	2600000
Just Falafel	1800000
McDonald's Egypt	1600000
Cook Door	973000
Domino's Pizza Egypt	499000
Burger King Egypt	325000
Basmatio	601000
Moemen Egypt	201000

Figure 1: Egyptian Fast food fan pages on Facebook and number of fans

Since marketing on social media networks is considered a relatively new advertising practice; it is still not adequately explored (Bond et al., 2010). The purpose of this article is to explore the attitudes of young consumers' towards fast food advertising in Facebook and to investigate the factors that affect the consumers' attitudes towards this relative new practice in advertising. Additionally, this research will try to identify the content that generates better attitudes from consumers on the Egyptian fast food fan pages on Facebook. The findings of the research will help fast food marketers in executing more effective advertising campaigns on social media.

2. Literature Review

Consumers' attitudes towards advertising

Consumers' attitudes towards advertising have been a mainstay subject of interest to researchers. An attitude can be defined as "a learned predisposition to respond in the consistently favorable or unfavorable manner to advertising in general" (Lutz, 1985, p.53). The reason behind that interest may be because attitudes are often considered relatively stable as enduring predispositions to behave. Moreover, attitudes towards advertising were, in general, found to affect brand attitudes and purchase decisions of advertised products and services (Mackenzie & Lutz, 1989). Consumer attitudes towards advertising has an important role in determining the effectiveness of the advertisements as the more the consumers like the advertisement, the more attention they pay to it and are persuaded by it (Mehta, 2000).

In addition to that, the attitude towards advertising is viewed as a reason of the variance in advertising avoidance for all media, for example if people view television advertisements as annoying and incredible are more likely to avoid them which makes the advertisements un effective (Speck and Elliott, 1997).

Historically, research that examined attitudes towards traditional forms of advertising has shown that consumers have favorable attitudes towards advertising (Bauer & Greyser, 1968; Shavitt et al., 1998). Consumers reported that they enjoy the advertisements and find it informative; advertisements also helped and guided them in their purchase decisions (Shavitt et al., 1998). For the purpose of comparing between public attitudes towards advertising in different countries, Petrovici & Marinov (2007) conducted a research to explore the relationships between determinants and primary antecedents of advertising and attitudes to advertising in two countries Romania & Bulgaria, their research showed that Bulgarians hold less favorable general attitudes toward advertising than Romanians do. The findings of that study shows that attitudes of consumers towards advertising differ between countries which are also supported by previous literature (Durvasula et al., 1993).

On the other hand, due to the advertising clutter and numerous numbers of advertisements that consumers see every day, some studies found that consumers are becoming more resistance and have a high degree of avoidance towards advertising (Alwitt & Prabhaker, 1994). Advertising avoidance can be defined as "all actions by media users that differentially reduce their exposure to ad content" (Speck and Elliott 1997, p. 61). Since the most traditional form of advertising is the television advertisements; people can avoid it by many ways for example by ignoring it, leaving the room or even switching the channel (Speck and Elliott, 1997). Additionally, consumers can avoid advertisements in other media for example ignoring printed advertisements, deleting pop-ups on the internet (Kelly et al., 2010).

It appears that the consumer attitudes towards advertising varies across different advertising channels; for example a research conducted to examine consumer attitudes towards internet advertising showed that the consumers in general hold a positive attitude towards the internet advertising than the advertising in other media channels (Schlosser et al., 1999). Schlosser found that this positive attitude was due to the consumer perception of internet advertising as informative, trustworthy and entertaining. Accordingly, the internet appears more effective than other media for attracting potential consumers or for developing positive brand attitudes (Gordon & De Lima-Turner, 1997).

Social media advertising and consumers' attitudes

The rapid digitalization of media and the advancement of information and communication technologies have changed the advertising field dramatically given the speed, immediacy and reach of information between suppliers and consumers, and between consumers sharing information with other consumers. Social media is a wide concept and is consisted of social online networks (e.g. Facebook, Twitter and LinkedIn) and multimedia sharing sites (e.g. YouTube, Instagram and Flickr). Social media provides an interactive experience where individuals join together and exchange their experiences, reviews and opinions about different issues that they see in their lives. In addition, they exchange their reviews about the goods and services which they consume (Heinrichs et al., 2011).

Companies started to recognize the importance of social media in marketing from its early beginnings. Marketers started to allocate a good share of their marketing budgets and expenditures for these new advertising media ; social media marketing is the utilization of social media technologies, channels, and software to create, communicate, deliver, and exchange offerings that have value for organizations' stakeholders. Social media enables consumers to

have more of a say in the products and services that marketers create to meet their needs. Thus, social media marketing added a fifth **P** to the traditional **4Ps** which is the Participation (Tuten & Solomon, 2013).

Social media phenomenon created many opportunities and challenges for companies. It has become an interactive channel that allows conversations between the company and consumers in addition to the conversation between the consumers. Moreover, consumers on social media changed from being passive and recipients to marketing messages into being able to actively create and influence it. Social media marketing transformed the communication process to be more customers centric, the value of the brands, products and services is now created through the interaction between the different stakeholders through social media (Hutter et al., 2013).

With the aim of understanding consumers' attitudes towards advertising in Facebook which is considered the most widely used social media network worldwide, Chu & Kim (2011) found that users who are Facebook group members hold favorable and positive attitudes towards social media advertising. Their study suggested that college students and young users as the age group were more likely to have positive attitudes towards social media advertising. In contrast to these studies, a study by Kelly et al. (2010) showed that young consumers and teenagers have very high levels of avoiding advertising on online social networking sites. Their study suggested that social media users have a feeling that social media advertisements are irrelevant and unimportant for them. Moreover, the participants in the research felt that advertising on social media networks lacked trust and was not credible.

Given the contradicting results from previous researches in the social media marketing literature, there is a need for exploratory research to investigate the attitudes of such consumers towards social media advertising as the newest media for advertising in Egypt and to determine the factors that affect the attitudes of consumers as the main aim of this research. Understanding Egyptian consumer attitudes and how they affect purchasing decisions would have benefit not only for suppliers, but would also help to discover the social and practical implications of social media usage on young Egyptians. The research findings would build the foundation for a more comprehensive study about social media advertising.

A useful model to explain the determinants of consumers' attitudes towards web advertising was developed by Brackett and Carr (2001) shown in **figure (2)**. In that study, the researchers suggested that the advertising value is the main determinant for the consumers' attitudes towards the advertisement. The advertising value depended on the entertainment of the advertisement, the information the advertisement provides, the lack of irritation in the advertisement and the credibility of the advertisement. Also, their research proved that attitudes towards advertising could vary with the gender of the consumer.

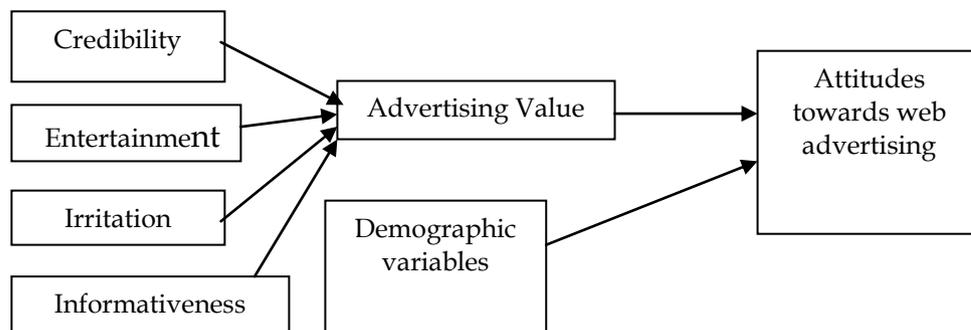


Figure (2) Brackett and Carr (2001) Model of Attitudes toward Web Advertising

However, due to the interactive nature of social media networks, the factors that affect the consumers' attitudes towards web advertising can't be generalized in the social media context. Cvijikj & Michahelles (2013) conducted a research that studied the characteristics of the content posted by companies on Facebook that influences the level of online engagement, it was found that posts that were perceived to be informative, entertaining and contain remuneration are the most types of content that generates users interaction and engagement. However, that study was limited to Food/beverages category of Facebook brand pages which hinders the generalization of the results on other industries including the Fast-food industry which has unique features.

This exploratory research will provide useful insights about the attitudes of young consumers towards fast food advertisements in social media which were not explored before. Thus, the research aims to answer the following questions:

Research question 1: What are the attitudes of young Egyptian consumers towards Fast food advertising on Facebook?

Research question 2: What are the factors that affect the young consumers' attitudes towards Fast food advertisements in Facebook?

Research question 3: What is the relationship between the content type of Fast food advertisements in Facebook and the young consumers' engagement with these advertisements?

3. Methodology

Since the research is exploratory in nature as the adoption of social media channels for customer communication is relatively new for the fast-food chains in Egypt, the researchers chose to apply qualitative data collection methods using focus groups. Focus groups are small groups of people who have similar on some demographic dimension (e.g., age or social role) and who are brought together by researchers for the purpose of investigating participants' views on a particular issue. A moderator guides the discussion between the participants by asking them questions related to the research topic. The focus groups data collection method was chosen because the interactions between the participants will be useful in understanding how young consumers perceive social media advertising and probing the factors that affect their attitudes. Four focus groups were conducted with a total of 40 young participants from two Egyptian cities, Cairo and Alexandria. The ages of the participants were from 17-29 years old. The choosing of the participants was based on purposive sampling as all of them were frequent users of Facebook. Focus groups allowed the researchers to investigate the first two research questions.

On the other hand, for investigating the third research question a content analysis for fast food fan pages was conducted. Content analysis is an analysis approach used to identify the presence of concepts and themes within qualitative data sets, uses a top-down approach that applies theory or empirical evidence to the coding process. Content analysis is a popular collecting data collection method from social media websites (Tuten & Solomon, 2013). The researchers were able to identify the official Facebook pages of the biggest eight fast-food chains in Egypt. The researchers made sure that four of them are global brands franchises operating in Egypt, while the other four are local Egyptian fast-food chains. A content analysis for the advertisements and posts that were published by the moderators of fast-food chains on their Facebook pages was conducted. The researchers conducted an analysis for the content of the posts that was published for the period of 6 months between 1 July and 31 December 2013 on the Facebook pages. To conduct the content analysis, the posts were coded or broken down into manageable categories according to the common themes they have. In order to investigate the attitudes towards the posts that were published on the fast-food chain pages, the researchers

examined the number of shares and likes that was generated for each post. Shares on Facebook are a method of forwarding the post on the consumer homepage; consumers generally share the posts that catch their interest which is a good indicator for their interest in the post. Also, the number of likes for each post determines the level of interest in the post which also can be an indicator of the consumers' attitudes towards the post.

4. Research findings and discussion

Focus groups were conducted with the aim of investigating young consumers' attitudes towards fast food advertising in Facebook. The focus groups discussions were based on two themes. In the first theme, the researchers aimed at investigating the young consumers' familiarity and acceptance for these advertisements and their intention to participate and become engaged with the Fast food fan pages. In the second theme, the researchers aimed at understanding the factors that derive their attitudes towards engaging with the advertisements and the Fast food fan pages.

Consumers' attitudes towards advertisements and Fan pages

It is important to understand consumers' attitudes and acceptance for the marketing practices of fast food chains in Facebook. Here, the researchers explored the familiarity of the consumers with the advertising practices of the fast food chains and their attitudes towards it. In general, all consumers were familiar with the fast food advertising on their Facebook accounts. Most of the participants said that they have positive attitudes towards the advertising on Facebook because they felt that Facebook advertising is informative and credible. Most of them liked the idea of fast food fan pages on Facebook by because they believed it is an innovative and entertaining way for fast food to market their meals. They said that they rely on the fan pages to get information about the new offers and prices. Consumers reported that they preferred Facebook advertising over traditional web advertising because Facebook advertising is not annoying and not disturbing in contrast with web advertisements that appear pop up suddenly causing a big amount of inconvenience and interruption. For example, one student described his preference for advertising on Facebook by the following words:

I usually see fast food advertising on my Facebook home page and on the right side of my Facebook profile. It usually catches my attention and interests me. I think it is better than pop up advertising because it doesn't harm me because I have the option to click it or not.

Another working professional described her relationship with fast food brand pages by the following words.

I follow many fan pages on Facebook including fast food pages. Membership of these brand pages helps me to know what's new they are introducing. Also, when I want to know about any brands that I don't know before, I search for the fan pages of the brands and ask them some questions to get an answer. I also look at the comments and other consumers' reviews. These reviews are very likely to affect my attitude towards the brands and purchase decision.

On the other hand, the participants said that Fast food advertising on Facebook made them aware about brands they didn't know about before and consequently encouraged them to try their meals. Furthermore, most of the consumers who were members in the fast food fan pages indicated that the brand pages helped to improve their attitudes towards the brand and made them more likely to visit its branches or order a delivery from these brands. In addition to that, they mentioned that they are very likely to engage with the advertisements and posts from fast food brands that catches their attention. Their engagement may include liking the post, sharing the post with their friends or making a comment on it. One participant described how

advertising on Facebook helped her to know about a new fast food chain by the following words.

I saw an advertisement on Facebook promoting a new fast food chain in my city. I clicked on the advertisement which directed me to its fan page. I found that 40 of my friends are fans of this chain. I kept browsing the posts on the fan page and participated in a contest on it. Next day I visited the chain with one of my friends.

Another college student described his activities on the fan pages on Facebook by the following words.

I find the posts of the brands I follow entertaining. I sometimes write comments on the posts that are posted from these chains on my profile page. I feel that Facebook advertising especially the fan pages make companies interact in a better way with the public.

Factors affecting consumers' attitudes towards the advertisements

Understanding the factors shaping the consumers' attitudes towards Facebook advertising will help fast food marketers to execute more effective advertising campaigns on Facebook. In the following part, the researchers present the most important factors that the consumers said that they are considered important for them in their acceptance for these advertisements.

Brand Familiarity: Most participants indicated that the familiarity with the fast food brand derives their attitude towards the advertisements on Facebook. Furthermore, they said they are more likely to get engaged with the advertisements of their favorite brands with the aim of knowing the new offers and promotions. The brand familiarity with products and services is a result of the consumers' previous experiences with the brand; it is considered a group of product related experiences that have been accumulated by the consumer (Alba & Hutchinson, 1987). One of the participants in the focus groups highlighted the importance of this variable by the following statement:

I like to see advertisements from the fast food chains that I usually visit. I am more likely to click on the advertisements to see what's new in the market and to check the prices.

Incentives: Participants reported that they are much interested in the offers they see in the fast food advertisements on Fast food fan pages. Moreover, they asked for more offers and promotions and they feel that they are credible especially if they are from their favorite brands. Incentives in the context of advertising refer to the perception of consumers to the extent of a benefit that can be monetary or non-monetary received from advertising programs. It was found that some incentives including price discounts are particularly effective in inducing effects, such as accelerating purchasing and product trial (Shi et al., 2005). One participant indicated his interests in the incentives embedded in the advertisements by the following words:

I am neutral towards advertising in Facebook. However, if the advertisement promotes a discount, I will click on it to know more about the offer.

Relevance of the advertisement: Participants indicated advertisements that they perceive to be relevant to them and that match their interests are more likely to catch their attention and yield their engagement. Facebook allows advertisers to make advertisements more relevant to consumers by targeting the advertisements according to the consumers' interests. Participants said some statements that show that the relevance of the advertisements is important:

Because I love makeup and cosmetics I usually click on advertisements from cosmetic companies even if I don't know about it before.

I am a football player so I am interested in browsing advertisements displaying sportswear. I also follow my favorite teams fan pages.

I am a big fan of pizza. I always click on advertisements showing offers of pizza and new pizza chains in the city I live in.

Referrals from friends: Most of the participants indicated that they are affected by the advertisements that generate likes and comments from their friends on Facebook. They also said that they become fans of brands that they find a big number of friends fan of. For example, one participant showed the importance of that factor by the following words.

When I find a friend liking a brand on Facebook, I am more likely to click on the advertisement to see what it offers.

Advertising Value: Most participants indicated that if they perceive the advertisement to be credible, contain an element of entertainment, informative and not annoying by being very repetitive; that will improve their attitudes towards Fast food advertisements in Facebook and Fast food fan pages. Participants said some statements that show their interest in the advertising value of advertisements:

I like mostly Facebook advertisements that funny and contain some sense of humor.

If I feel that the advertisement is from a trustful source, I will be willing to click on it to see what's going on.

I like advertisements that keep me updated about the fast food chains and news about it including pricing and new branches.

I don't like the advertisements that are very repetitive. I don't like to see the same advertisements many times.

Content Analysis of the fast food fan pages:

Content analysis for the fast food fan pages was conducted for the aim of investigating which content type appeals to consumer more. The results of the content analysis are shown in the following table (Figure 3).

Content type	Percentage of availability of the fan pages	Percentage of Likes and Shares (Indicator of consumers' attitudes)
Informative Content	38%	10%
Engaging Content	17%	16%
Entertaining Content	25%	27%
Incentive Content	20%	47%

Figure 3: A table showing the percentage of different content type and their percentage of likes and shares on Facebook.

Results of the content analysis showed that the majority of content is the informative content. Informative content is the content that marketers post with an intention to provide consumers with certain information. Informative content on fast food fan pages included content that contains posts about many aspects of the meals and chains such as prices of meals, new meals, opening of new branches and information about social responsibility. The second content that is available on the fast food fan pages on Facebook is the Entertaining content. Entertaining content is the content that is posted by the administrators of these fan pages with the aim of putting a smile on the consumers' faces and contains a sense of humor. Entertaining

content contained posts that contained some funny pictures of consumers eating in restaurants, posts congratulating consumers in some occasions such as the New Year and the valentine. The third content that is available on the fast food fan pages on Facebook is the incentive content. Incentive content contains posts that provide a certain incentive for consumers such as certain discounts, prizes if the users share or click on a certain advertisement. The fourth content that is available on the fast food fan pages on Facebook is the engaging content. Engaging content is the content that asks consumers to do a certain action and encourages the consumers to engage with the advertisement. Engagement content on the fast food pages contained posts such as posts asking consumers to rate their favorite sandwiches and meals, posts asking them to name a certain branch and posts that have certain contests. The results of the content analysis showed that the posts that had the better attitudes of consumers (in terms of number of shares and likes) is the posts with the incentive content, followed by posts with the entertaining content. (See figure 3).

Limitations and directions for future research

In this study the researchers were able to identify the factors that affect consumers' attitudes towards fast food advertisements in Facebook. It would be useful if this research was followed by a quantitative study by distributing a survey on a wide sample to be able to measure the strength of each of these variables in affecting the consumers' variables. Also, the research has some limitations where it only studied Facebook as social media channel. In spite the fact that Facebook is considered the largest and most popular social media channel, but also there are another important social media channels such as twitter and YouTube. Also, the research took only the number of shares and likes of the posts as an indicator of the attitudes of consumers towards the posts but the comments that the consumers wrote on the posts were not studied. Furthermore, the research investigated the fast-food pages which can't be applied on other industries without further investigation. Future research can investigate the content types on other social media channels other than Facebook and the relationship between these types and the consumers' attitudes and engagement. Also, the relationship between the consumers' attitudes towards the posts and the purchase intention can be studied.

Social and practical implications

Social media represents a huge opportunity for fast-food chains to market their products through it. The research found that the Facebook pages of the biggest fast-food chains contained millions of fans of these brands. The ability to manage the pages successfully in terms of the right content will lead to positive attitudes of the fans towards the posts and accordingly towards the brands. Facebook has the advantage of interactivity, where the fast-food chains can get immediate feedback about what they introduce. With the more and more people are engaging with the content, they are considered free marketers for the fast-food chains by forwarding the posts to their peers and colleagues. That feature in the Facebook represents free marketing tool available to fast-food chains. Also, with the introduction of the social media, the communication between companies and consumers changed dramatically. Consumers' habits are changing where they are spending more time on social media such as Facebook, Twitter and YouTube. They exchange reviews and posts about brands and products with their friends and colleagues. Marketers at fast-food chains who are targeting the new generation who are more technology oriented and prevent the internet and social media over all traditional forms of communication must concentrate on these new media for attracting and catching the attention of the consumers. Forums and pages on social media such as Facebook pages will help the marketers in building a good brand image at relatively low cost if compared to traditional forms

of advertising. Since the research found that the engagement content in the posts on Facebook is the most content that generated likes and shares which represent extremely positive attitudes towards it, social media moderators must make their posts more engaging by creating attractive posts that encourage the viewers to have a say in what they see. This can be done by posting pictures and posts that ask the viewers about their opinions and feedback. Also, contests on these pages will always have positive and active participation and will lead to positive word of mouth that will be in the favor of the fast-food chains.

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