

How Do Clients Perceive Businesses That Advertise on Facebook: The Case of Palestinian Companies

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Abstract

The research aimed to investigate the client's perception of the businesses advertising on Facebook in conjunction with the case of Palestinian companies. The positivism research paradigm was selected to investigate an explanatory research design. The quantitative data approach helped in collecting the findings from the sample of 200 customers of the Palestinian companies through an online and face to face survey. Findings were analysed using descriptive as well as inferential statistics such as descriptive statistics, cross-tabulations, frequency analysis, regression analysis and correlation analysis. The first regression analysis has confirmed the significant effects of the Facebook advertisement on clients' purchase decision factors (F value = 9.150, P -value = 0.000) such as the influence of Facebook on a consumer of Palestinian products, the influence of Facebook friend's suggestions instead of direct advertisement, and influence of specialized individuals instead of direct advertisement by the Palestinian companies. Similarly, a second regression analysis has confirmed the significant effects of the Facebook advertisement on clients' perception factors (F value = 6.405, P -value = 0.000) such as impulsivity, recalling, and appeal and the effects of such factors on the overall positive perceptions. The study concluded a positive and significant impact on the client's perceptions of Facebook advertisements. Palestinian organisations should consider social media marketing strategies such as familiarity with the product, graphical images, content, and Facebook feature to increase the effects of direct advertisement.

Keywords: Business, advertisement, client perceptions, Facebook, Palestine.

1. Introduction

With increased socialization, business organizations worldwide are opting for innovative digital marketing and communication methods to disperse their information to the target audience respectively (Ceyhan, 2019; Kodjamanis & Angelopoulos, 2013). In this regard, the role of social networking sites such as Facebook, Twitter, Instagram, YouTube, LinkedIn, Snapchat and others are vital in addressing novelty in the field of business communication (Kodjamanis & Angelopoulos, 2013). With extensive use of social networking sites for reaping the optimized benefits in the form of electronic word of mouth and cost-effective marketing, organizations are also experiencing significant challenges in terms of privacy and cybersecurity issues (Kodjamanis & Angelopoulos, 2013). However, despite the significant effects of social networking sites, business organizations cannot reap their benefits or overcome the challenges without complete

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awareness of the consumers' perception of their marketing and communication techniques and tools (Ceyhan, 2019).

Understanding the consumers' reactions towards that retirements and promotions presented on social media websites is important for the business organization's ability to attract and entice customers and increase the brand reputation (Sah & Karki, 2020). Different types of factors highlighted in the preliminary literature to understand the effectiveness of social media platforms in business marketing and communication include information, recall, privacy, perceived interactivity, visibility and planning (Daroch, 2017). In a similar context, several Palestinian organizations are utilizing social media networks for marketing their business content and information to the target audience. However, there is a lack of focus among these Palestinian organizations on the relationship between the client's perception of such advertisements and the success of their business advertising on social media.

Facebook appears as one of the most prominent social media platforms used by Palestinian organizations as well as the most visited social media by the people. As per Napolean. Cat, (2021) statistics, "There were 3 058 000 Facebook users in the State of Palestine in January 2021, which accounted for 53.6% of its entire population. The majority of them were men - 53.2%. People aged 25 to 34 were the largest user group (1 010 000). The highest difference between men and women occurs within people aged 25 to 34, where men lead by 540 000".

Therefore, the current research aims to investigate the client's perception of the businesses advertising on Facebook in conjunction with the case of Palestinian companies. To accomplish the stated research objective, the following research objectives are developed.

- To examine the factors contributing to clients' perceptions of social media advertisements
- To investigate the relationship between clients' perceptions and their purchase patterns
- To examine the effects of the client's perception on the effectiveness of the social media advertisements

The following research questions are used to guide the research process.

- Does the Palestinian organization's advertisement on Facebook influence the consumers buying decisions of their products?
- How does the performance of the brand contribute to increasing the efficiency of Facebook advertisement inclines perceptions?
- What are the main factors influencing the consumers toward the Facebook advertisement of the Palestinian companies?

Significance of the Study

Theoretically, the findings of the study would be of great value in addition to the existing literature about the Palestinian organizations and their Facebook advertisement the strategy is related to the client's perceptions. Commander findings would be of significant use for the students of mass communication and marketing investigating similar phenomena in the future.

Practically, the findings would be helpful for the marketing management of the Palestinian organizations in identifying the factors that can be used to drive positive clients' perceptions of Facebook advertisement and decide on appropriate content and approach to use Facebook as a leading tool of communication marketing.

Scope of the Study

The study covers multiple sectors and industries including the client's perception of the Palestinian companies advertising on Facebook. No specific business industry is identified to select the primary research participants for the survey. The purpose was to gather a comprehensive overview of the client's perception of the Palestinian organisations' Facebook advertisements.

Limitations of the Study

Like the other academic investigations, the current research was also affected by some of the factors constraining the effective completion of the research. These included financial constraints in acquiring the material for primary investigation, and time constraints to access relevant data sources we are online platforms.

Operational Definitions of Terms

The set of operational definitions is given below to gain insights into the key terms used in the research. Advertising: It is defined as a method of communication with the target audience or users of a specific product or service through paid, earned shared and owned media. Client's perceptions: The term refers to a customer's point of view about a specific brand or service. Client perceptions can be variable and subjective according to the different age groups, expectations and types of clients (consumer or non-consumer). Effects: The relationship dimension indicates the immediate consequence of one factor over another factor or a person. Buying decisions: The term refers to the choice made by an individual to purchase or postpone the purchase of any specific product or service.

2. Literature review

A multitude of factors is identified contributing to clients' perceptions of social media advertisements for business organizations in the existing literature (Duffett, 2015; Long & Duong, 2020). However, these factors are mutually categorized according to subjective and individualized perspectives. Some of the researchers relate the customer's perception of social media advertisement with cross-cultural factors (Månsson & Wiberg, 2019) while others attribute these perceptions to social factors (Zeng, Huang, & Dou, 2009).

According to Månsson & Wiberg, (2019), although different consumers have distinct perceptions about social media posts and feed, a large percentage of them perceive the effectiveness of marketing in terms of attitude, brand recognition, imagery and interest. The findings of the study did indicate the effect of cross-cultural factors on the perceptions of consumers of social media advertisements. Drawing on the comparative findings among Swedish, Indian and Japanese consumers, Månsson & Wiberg, (2019) reported that the national culture of the customers helps them to be interested in the advertisements presented by the organizations on social media. In this regard, Hofstede's cultural dimensions were applied to measure the natural cultures. Furthermore, Khan, (2013) has explored the effectiveness of customers' expectations and brand awareness on social media marketing and influencing the perception of local consumers about social media marketing compared to international customers. Differences between the perceptions and expectations are significantly discussed in the theoretical frameworks of consumer behaviour studies too. Consumer expectations are based upon assumptions while consumer perceptions are based on how they interpret the available information after making a purchase (Ayanso, 2014). Customer perceptions further decide their future expectations. The role of Facebook advertisement is significant in affecting the factors triggering customer's expectations such as aspirations and mindset (Ayanso, 2014). However, for the consumers who have already experienced negative perceptions about a specific brand, Facebook advertisement is unlikely to have any positive impact and drive the future expectations associated with the brand (Grigoroudis & Siskos, 2009).

Alternatively, Zeng, Huang, & Dou, (2009) have investigated the influence of social factors in creating user perception about the social media advertisements for stuff according to them, the experience of the consumers with the online social networking community is offering them social identity, group intention, group norms further add to the consumers' perceived Ads relevance and perceived Ads values. Kodjamanis & Angelopoulos, (2013) have also elaborated on the influence of social pressure and electronic word of mouth on the consumers that contribute to the success of a brand on Facebook. In their research, they have shown that a large percentage of consumers are using social networking sites for communication purposes and multimedia sharing. Still, there is a very limited influence of social media sites based advertisements on their consumption and purchase habits. According to this research, still, a large percentage of the consumers (983 out of 1000) prefer to visit the brand's website as the first consideration resource for product and service reviews and additional information compared to the Facebook page (537 only).

Furthermore, the presence of the different factors affecting consumers' perceptions of Facebook advertisements, Literature researchers have also highlighted the relationship between consumers' perceptions and purchase decisions (Månsson & Wiberg, 2019). Månsson & Wiberg, (2019) have informed that although the consumers significantly rely on advertisements to inform them about the choice of the best-suited product, however, relevant advertisements are preferred by the consumers resulting in more positive attitudes and brand image. In this regard, advertisements containing unclear messages or offensive language result in annoying and confusing consumers.

The review of the existing literature has identified the presence of a significant relationship between Facebook advertisements and consumer behaviour to purchase. These findings can be applied to the case of Palestinian organizations to identify the similarities and differences respectively.

3. Research methods and methodology

The section presents the research method and methodology chosen for the current investigation of Facebook advertisement and client perception within Palestinian organizations.

Research Paradigm

Fundamentally, the choice of the research methodology was based on the positivism paradigm, identifying the need to focus on an objective interpretation of the data findings. Positivism allows the researcher to view reality as a fixed entity, not variable due to the differences in experiences and perceptions of the research participants as is visible in the alternative interpretivism paradigm. Therefore, the purpose of the current research was to investigate how consumers of the Palestinian organizations perceived the Facebook advertisement in line with the theoretical framework identified. Comparison and contrast of the existing research findings with those of real literature would help identify the contemporary data about the Palestinian organizations more effectively (Alharahsheh & Pius, 2020).

Research Design

To align with the positivist research paradigm, the explanatory research design was identified as feasible. Explanatory research designs are useful for explaining cause and effect relationships among the research variables (Melnikovas, 2018). The research variables in the current research included clients' perceptions and attributes of Facebook advertisements.

Research Approach

In this regard, a quantitative research approach was chosen to collect statistical and numerical forms of data from the research participants using an online survey instrument (Saunders, Lewis, & Thornhill, 2015).

The online survey was conducted as a research designed to collect and analyse the data from the research participants (Saunders, Lewis, & Thornhill, 2015). Using the pre-specified set of questionnaires designed to investigate the sampling of individual units from a population of Palestinian consumers further helped in the statistical measurement of human behaviour and opinion about the contemporary form of marketing on social media, specifically on Facebook.

Research Instrument

A close-ended structured questionnaire was designed to collect the data from the target consumers. The questionnaire was comprised of demographic details and questions related to the client's perceptions of Facebook advertisements of the Palestinian organizations (Saunders, Lewis, & Thornhill, 2015). The questionnaire contained the relevant questions about the frequency of usage, the purpose of usage, accessibility and connectivity offered, information collection support, level of influence about the brands as well as the level of influence on the purchase decisions, the impulsiveness of the Facebook advertisements, attributes of recalling, appealing and positive opinions (Melnikovas, 2018).

Sampling and Population

The questionnaire was administered to a sample of 200 customers online. A random sampling approach was used to withdraw the participants from the population group to provide an equal chance of selection for everyone in the population group (Saunders, Lewis, & Thornhill, 2015). The online sample size calculator was used to determine the appropriate sample size for this study sample. Considering the level of significance of 0.05, confidence level of 95%, and population size of the Palestinian territory, the sample size was obtained a sample size of 200.

$$S = \frac{N}{1N(e)^2}$$

Data Collection Method

Both primary and secondary data collection methods were used to collect the findings for the current investigation. Secondary data sources were accessed through authentic databases like EBSCOHOST and Google scholarly books. Relevant channels of marketing, mass communication and communication were accessed using the academic database to identify the relevant theoretical framework for investigation.

Primary data was collected using an online survey instrument. The participants were accessed using Facebook pages of the Palestinian organizations prompting different sectors and industries. These include Agriculture, Apparel & Clothing, Automobiles & Motorcycles, Beauty & Personal Care, Business Services, Chemicals, Plastics, and Raw Materials, Electrical Equipment & Supplies, Energy Products, Food & Beverage, Gifts & Crafts, Health & Medicines, Industrial Machinery, Minerals & Metallurgy, Office & School Supplies, Packaging & Paper, and Tools [Refer:https://www.listcompany.org/Palestine_Country.html]. After contacting the participants, they were informed about the purpose and the associated risk of participation if any. They were provided with the right to voluntary participation and withdrawal at any time at their discretion without disclosure of the reason. After accessing 200 participants, agreeing with the research process and signing the informed consent in writing, these consumers were provided with the questionnaires required to be filled. Participants were

required only 10 to 15 minutes to fill out the questionnaires and return them through their emails. That our data collection process was completed in four weeks.

Data Analysis Method

Both descriptive and inferential statistics were used for the analysis of the data collected. The demographic details were analysed using frequency analysis and descriptive analysis. On the other side, the study-related questions to investigate the relationship between the client's perception and attributes or Facebook advertisements of the Palestinian organizations were analysed using the regression analysis technique. Regression analysis provides significant insights into the effect of one variable on the other variable via R-Square value, relationship significance (P –value) and regression coefficient (R-value – showing the direction of the relationship among the research variables) (Arkes, 2019). Both the tabular and graphical presentation of the data was presented for increasing a comprehensive understanding of the research findings (Saunders, Lewis, & Thornhill, 2015).

Subsequently, correlation analysis was conducted to identify the statistical relationship between the random variables investigating the frequency of usage of Facebook by Palestinian consumers and their demographic profile factors. Correlation is important to identify the relationship between categorical and continuous variables (Wherry, 2014). Additionally, cross-tabulations were also conducted to assess the effects of demographic profiles on the frequency or usage of Facebook or social media networking sites among Palestinian customers (Saunders, Lewis, & Thornhill, 2015).

4. Results and Analysis

This section provides results in the analysis of the survey findings collected from the customers of the Palestinian organizations. The results are divided into three main sections.

Frequency Analysis of Demographic Profile of Participants

The section provides a frequency analysis of the demographic profile of the sample of 200 participants. The Descriptive table below indicates Insignificant variance and standard deviation in the responses of the participants. The findings indicate the average age of the participants (M=2.07) i.e., between 26 to 31 years. However, no significant variation was identified in the gender of the sample group eliminating the chances of gender discrimination and selection bias respectively.

Table 1: Descriptive Statistics

	What is your gender?	Which of these age brackets do you respond to you?	Do you use Facebook?
N Valid	200	200	200
Missing	0	0	0
Mean	1.4950	2.0700	1.2000
Median	1.0000	2.0000	1.0000
Std. Deviation	.50123	.79262	.40100
Variance	.251	.628	.161

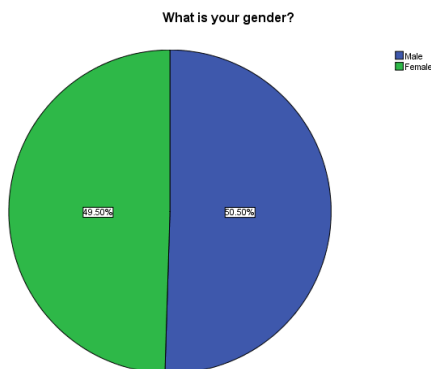
Skewness	.020	-.126	1.511
Std. Error of Skewness	.172	.172	.172
Range	1.00	2.00	1.00
Sum	299.00	414.00	240.00

Furthermore, the frequency analysis of the gender indicates that both males and female percentages were similar in the sample group.

Table 2: Frequency Analysis - Gender

What is your gender?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	101	50.5	50.5	50.5
Female	99	49.5	49.5	100.0
Total	200	100.0	100.0	



The table below about age further indicates that there was a mix of different age customers in the sample group providing comprehensive insights into the relationship between consumer perceptions and Facebook advertisements of the Palestinian organizations. However, consumers between 26 to 30 years of age group reported 37% followed by consumers between 31 and 235 years of age reporting 35%.

Table 3: Frequency Analysis - Age

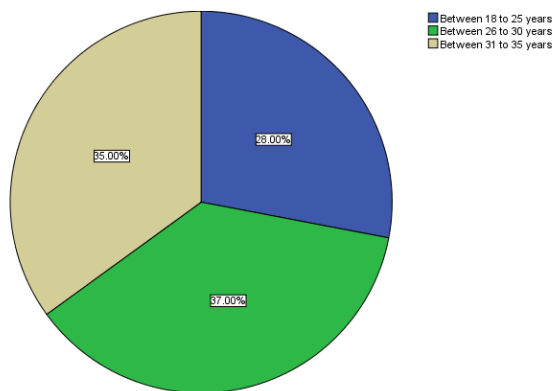
Which of these age brackets do you respond to you?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Between 18 to 25 years	56	28.0	28.0	28.0
Between 26 to 30 years	74	37.0	37.0	65.0
Between 31 to 35 years	70	35.0	35.0	100.0

Which of these age brackets do you respond to you?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Between 18 to 25 years	56	28.0	28.0	28.0
	Between 26 to 30 years	74	37.0	37.0	65.0
	Between 31 to 35 years	70	35.0	35.0	100.0
	Total	200	100.0	100.0	

Which of these age brackets do you respond to you?

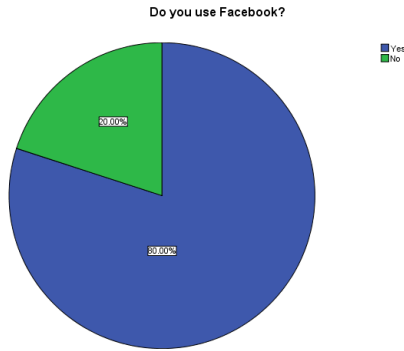


Similarly, the analysis of the frequency of usage indicates that around 80% of the consumers from the sample of 200 Participants are currently using Facebook respective of the purpose for which it is used.

Table 4: Frequency Analysis – Facebook Usage

Do you use Facebook?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	160	80.0	80.0	80.0
	No	40	20.0	20.0	100.0
	Total	200	100.0	100.0	



The demographic details provide a base for getting familiarity with the generalized profile of the target participants Investigated in the research.

4.1 Correlation Analysis of Demographic Factors, Purpose and Usage Frequency Factors

From the table of correlation analysis below, the results report that the gender of the participant had a significant negative relationship with the age of the participants ($r = -.379, p = 0.01$), While significant positive relationships with the accessibility and connectivity ($r = .191, p = 0.01$) and frequency of exposure to the advertisement by known Palestinian companies on Facebook ($r = .288, p = 0.01$). It means that with a change in the gender status of the participant, there is a decrease in the age of the participant. Simultaneously, change in the gender of the participant, there is a positive increase in the accessibility and connectivity and increased exposure of the customers to known Palestinian companies.

Furthermore, the correlational analysis of the age demographic factor of the participants indicated that age is significantly and positively correlated with Facebook usage besides gender ($r = .256, p = 0.01$). These findings have significant implications in understanding that increase in age is associated with an increase in the use of Facebook among Palestinian consumers.

Additionally, analysing the relationship between the use of Facebook and other variables of usage indicated that Facebook usage is negatively significant associated with accessibility and connectivity only ($r = -.216, p = 0.01$). These findings can be used to draw inferences about the increased usage of Facebook associated with decreased accessibility and connectivity among Palestinian Consumers with Palestinian companies. It means that most consumers are using the social networking sites like Facebook for other purposes instead of connecting with business organizations.

Table 5: Correlation Analysis

							Q7 How long have you been using Facebook for accessing Palestinian companies to collect information about specific product or service make purchases?		Q9 How often do you come across random advertisements placed by unknown Palestinian companies on Facebook?
	Q1 What is your gender?	Q2 Which of these age brackets do you respond to you?	Q3 Do you use Facebook?	Q4 How often do you use Facebook on daily basis?	Q5 What is the main purpose of using social networking sites?	Q6 Do you have accessibility and connectivity with the Palestinian companies via Facebook?		Q8 How often do you come across advertisements placed by known Palestinian companies on Facebook?	

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What is your r gender? Sig. (2- tailed) N	1 .000 200	-.379** .000 200	-.020 .779 200	-.047 .506 200	.050 .486 200	.191** .007 200	.176* .013 200	.288** .000 200	-.110 .120 200
Which of r these age brackets do you respond to you? Sig. (2- tailed) N	-.379** .000 200	1 .000 200	.256** .000 200	.164* .020 200	.164* .020 200	-.096 .177 200	.078 .272 200	.036 .612 200	-.070 .326 200
Do you use r Facebook? Sig. (2- tailed) N	-.020 .779 200	.256** .000 200	1 .000 200	.074 .295 200	.090 .203 200	-.216** .002 200	-.117 .098 200	.129 .068 200	.016 .818 200
How often do r you use Facebook on daily basis? Sig. (2- tailed) N	-.047 .506 200	.164* .020 200	.074 .295 200	1 .036 200	.148* .036 200	-.044 .537 200	.218** .002 200	-.277** .000 200	-.097 .172 200
What is the r main purpose of using social networking sites? Sig. (2- tailed) N	.050 .486 200	.164* .020 200	.090 .203 200	.148* .036 200	1 .004 200	.204** .004 200	-.149* .036 200	.028 .698 200	.024 .738 200
Do you have r accessibility and connectivity with the Palestinian companies via Facebook? Sig. (2- tailed) N	.191** .007 200	-.096 .177 200	-.216** .002 200	-.044 .537 200	.204** .004 200	1 .728 200	.025 .643 200	-.033 .643 200	-.050 .481 200
How long r have you been using Facebook for accessing Palestinian companies to collect information about a specific product or service or to make purchases? Sig. (2- tailed) N	.176* .013 200	.078 .272 200	-.117 .098 200	.218** .002 200	-.149* .036 200	.025 .728 200	1 .000 200	.286** .000 200	-.299** .000 200
How often do r you come across Sig. (2- tailed) N	.288** .000 200	.036 .612 200	.129 .068 200	-.277** .000 200	.028 .698 200	-.033 .643 200	.286** .000 200	1 .000 200	-.189** .007 200

advertisements placed by known Palestinian companies on Facebook?	N	200	200	200	200	200	200	200	200	200
How often do you come across random advertisements placed by unknown Palestinian companies on Facebook?	Sig. (2-tailed)	-.110	-.070	.016	-.097	.024	-.050	-.299**	-.189**	1
		.120	.326	.818	.172	.738	.481	.000	.007	
	N	200	200	200	200	200	200	200	200	200

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

4.2 Cross-tabulation

To confirm a cross-tabulation was conducted between the Q1, Q2 and Q3 and the purpose behind the use of Facebook. The cross-tabulation table given below indicates that a large percentage of the Facebook participants (n = 109 out of 200) including both males and females are using Facebook and social networking sites for socialization only following individuals (n =79) using to gain additional information. No visible differences were identified in the sample of males and females.

Table 6: Cross-tabulation Analysis – Gender and Purpose of using SNS

What is your gender? * What is the main purpose of using social networking sites? Cross tabulation

Count	What is the main purpose of using social networking sites?			Total
	For socialization only	For gaining additional information about the production services	For providing feedback	
What is your gender? Male	55	43	3	101
Female	54	36	9	99
Total	109	79	12	200

Furthermore, the analysis of the relationship between age and the purpose of social network usage among Palestinian customers indicated that people from different age groups also reported the main use of social networking sites as socialization specifically among customers between 18 to 25 years (n=41).

Table 7: Cross-tabulation Analysis – Age and Purpose of using SNS

Which of these age brackets do you respond to you? * What is the main purpose of using social networking sites? Cross tabulation

Count		What is the main purpose of using social networking sites?			Total
		For socialization only	For gaining additional information about the production services	For providing feedback	
Which of these age brackets do you respond to you?	Between 18 to 25 years	41	14	1	56
	Between 26 to 30 years	34	32	8	74
	Between 31 to 35 years	34	33	3	70
Total		109	79	12	200

Furthermore, it was also important to assess how the usage and non-usage of Facebook affect the purpose of using social networking sites of the participants. According to the findings, a large group of participants used Facebook (n=160) uses it for socialization (n = 93) followed by additional information gains.

Table 8: Cross-tabulation Analysis – Usage and Purpose of using SNS

Do you use Facebook? * What is the main purpose of using social networking sites? Cross tabulation

Count		What is the main purpose of using social networking sites?			Total
		For socialization only	For gaining additional information about the production services	For providing feedback	
Do you use Facebook?	Yes	93	56	11	160
	No	16	23	1	40
Total		109	79	12	200

Furthermore, table 8 below indicates that from the sample of 200 customers, a large percentage (52) used Facebook on daily basis for socialization only after every 30 minutes of watching, followed by the group using it for socializing occasionally (27) or once or twice a day (25). Additionally, it can be depicted that most individuals use Facebook on daily basis after every 30 minutes of watching (n=80).

Table 9: Cross-tabulation Analysis – Frequency of usage and Purpose of using SNS

How often do you use Facebook on daily basis? * What is the main purpose of using social networking sites? Cross tabulation

Count		What is the main purpose of using social networking sites?			Total
		For socialization only	For gaining additional information about the production services	For providing feedback	
How often do you use Facebook on daily basis?	After every 30 minutes of watching	52	25	3	80
	Once or twice a day	25	14	9	48
	Occasionally	27	23	0	50
	Seldom	5	17	0	22
Total		109	79	12	200

4.3 Regression Analysis

Regression Analysis between Facebook Advertisement and Clients' Purchase Decisions

Subsequently, regression analysis was conducted to identify the impacts of Facebook advertisements on the clients' purchase decisions. Findings in Table 10 below reported R-square value = .123 indicating a 12.3% impact of the predictor variable such as client purchase decision factors on the dependent variable of the positive impact of Facebook on the customers. Likewise, the analysis of the F value = 9.150, P-value = 0.000 lower than alpha 0.05 has confirmed the significant effects of the Facebook advertisement on clients' purchase decision factors such as the influence of Facebook on the consumer of Palestinian products, the influence of Facebook friend's suggestions instead of direct advertisement, and influence of specialized individuals instead of direct advertisement by the Palestinian companies. The results showed that not the direct advertisement generated by the Palestinian companies from Facebook affects the purchase decisions of the consumers rather when these advertisements are supported by an effective marketing strategy such as word of mouth communication from friends and families, or using influencers or advocates. However, the overall analysis of the regression coefficients further reports that there is a negative effect of the influence of Facebook friend's suggestions in shaping the positive opinions about the advertisements of the Palestinian companies ($r = -.300$) while the positive overall influence of Facebook as a consumer on their purchase decisions ($r = .523$).

Table 10: Regression Analysis – Clients’ Purchase Decisions Factors vs. Opinion about Positive Impact of Facebook

Model Summary

Model	R	R Square	Adjusted R Square	Std. The error in the Estimate
1	.351 ^a	.123	.109	1.17781

a. Predictors: (Constant), Clients’ Purchase Decisions Factors (Q10,11,12)

ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	38.082	3	12.694	9.150	.000 ^a
	Residual	271.898	196	1.387		
	Total	309.980	199			

a. Predictors: (Constant), Clients’ Purchase Decisions Factors (Q10,11,12)

b. Dependent Variable: Q16 At last, do you think that the Facebook advertisement has placed a positive impact on your opinion about Palestinian businesses?

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.369	.206		16.346	.000
	Q10 Do you think that Facebook has the highest level of influence on you as a consumer of Palestinian products?	.523	.102	.526	5.116	.000
	Q11 Do you think that Facebook friends’ suggestions have a significant influence on your purchase decisions compared to the direct advertisement generated by the Palestinian companies directly from Facebook?	-.138	.070	-.161	-1.955	.052

Q12 Do you think that the influence of specialized individuals or social advocates like influences has a higher impact on your purchase decisions rather than the direct advertisement generated by the Palestinian companies directly from Facebook?	-.300	.081	-.322	-3.696	.000
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a. Dependent Variable: Q16 At last, do you think that the Facebook advertisement has placed a positive impact on your opinion about Palestinian businesses?

Regression Analysis between Facebook Advertisement and Clients' Perception

Additionally, regression analysis was conducted to identify the impacts of Facebook advertisements on the clients' perceptions. Findings in Table 11 below reported an R-square value = .089 indicating only an 8.9% impact of the group of predictor variables such as clients' perception factors on the dependent variable of the positive impact of Facebook on the customers. Likewise, the analysis of the F value = 6.405, P-value = 0.000 lower than alpha 0.05 has confirmed the significant effects of the Facebook advertisement on clients' perception factors such as impulsivity, recalling, and appealing and the effects of such factors on the overall positive perceptions. From these results, it can be implied that Facebook advertisements generated by the Palestinian organizations are impulsive, capable of allowing the individual consumers to recall the brands and the brand message, and attract them towards the purchase.

Individual analysis of the regression coefficients however reported appealing attributes of the advertisements of the Palestinian organizations on Facebook and the recalling ability of the advertisement were the only predictor variable in the group of perception factors influencing the positive impact perception of the consumer about the Facebook advertisements ($r = .312$, $p\text{-value} = 0.000$) and ($r = .264$, $p\text{-value} = 0.035$).

Table 11: Regression Analysis – Clients' Perception Variables vs. Opinion about Positive Impact of Facebook

Model Summary

Model	R	R Square	Adjusted R Square	Std. The error in the Estimate
1	.299 ^a	.089	.075	1.20013

a. Predictors: (Constant), Clients' Perception Variables (Q13, 14, 15)

ANOVA

Model	Sum Squares	of Df	Mean Square	F	Sig.
1 Regression	27.677	3	9.226	6.405	.000 ^a

Residual	282.303	196	1.440		
Total	309.980	199			

a. Predictors: (Constant), Clients' Perception Variables (Q13, 14, 15)

b. Dependent Variable: Q16 At last, do you think that the Facebook advertisement has placed a positive impact on your opinion about Palestinian businesses?

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.309	.346		6.670	.000
	Q13 Do you find advertisements placed by Palestinian companies on Facebook impulsive?	.002	.132	.001	.012	.991
	Q14 Do you think that Facebook advertisements help you to recall different aspects of the products and services that appeal to you most?	.264	.124	.146	2.128	.035
	Q15 In your recall what aspect of the Palestinian companies' advertisements appealed to you most?	.312	.080	.270	3.927	.000

a. Dependent Variable: Q16 At last, do you think that the Facebook advertisement has placed a positive impact on your opinion about Palestinian businesses?

5. Discussion

Quantitative analysis of the perception factors, consumer decision factors and advertisements generated by the Palestinian organizations on social media has indicated at both the decision-making as well as perception factors affect overall clients' perception of the positive impact of advertisements on social media. Cross-tabulation, correlation and regression analysis of the data collected from 200 Palestinian consumers have further confirmed that there is a multitude of factors driving the connectivity of the Palestinian Facebook users such as frequency of using Facebook, the purpose of using Facebook, factors influencing the decision making such as family and friends, social advocates and opinions and perceptions about the Facebook such as recalling, impulsivity and appealing attributes.

The findings of the current investigation were confirmatory with the wider literature indicating a positive relationship between clients' perceptions of the Facebook advertisement and their purchase patterns (Daroch, 2017 ; Sah & Karki, 2020). However, direct advertisements on the Facebook of the Palestinian organizations are not likely to affect the purchase patterns of the consumers instead, indirect advertisements through family and friends, and social advocates help them to recall the brand attributes, get appealed to the brand and increase impulsivity about the brand (Duffett, 2015). The current study did confirm that once the decision factors have shaped the perception factors of the consumers about the Facebook advertisements, consumers identify the effectiveness of social media advertisements respectively. The Palestinian organizations must follow the suggestions given by the researchers in the literature (Månsson & Wiberg, 2019; Khan, 2013) to address attitude, brand recognition, imagery and interest as well as cross-cultural factors pain affecting the perceptions of the consumers. In doing so it is important to understand the differences in the perceptions of the different customers about social media posts and feats respectively (Ayanso, 2014; Wong, 2013).

6. Conclusion and Recommendations

In responding to the answers to the research questions, the research has concluded that Both the decision factors and the perception factors have a positive and significant impact on the consumer buying decisions of the product when made through Facebook advertisements. The case of the Palestinian organizations indicates the strong influence of demographic factors such as gender, age, usage of Facebook and frequency of usage specifically on the purpose of using Facebook. Currently, most Palestinian consumers use Facebook for their socialization purpose and not for connecting with brands. This may be the reason the performance of the brand on the Facebook advertisements is not contributing to overall brand perception directly but rather through the word of mouth communication from friends and family suggestions and social advocates and influencers. Although there is a positive perception among the consumers about Palestinian brands yet these perceptions are mainly influenced by indirect factors and not Facebook advertisements.

The findings have substantiated the main factors to be considered in future social media marketing strategies such as familiarity with the product, graphical images, content and Facebook feature themselves. All these elements will help the Palestinian organizations to increase recall attributes about the products and services among the customer creating more impulsivity among them (Rana, et al., 2019).

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