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Saudi Youth's Exposure to Electronic Advertisements via Social Media A Field Study Applied to Students of Imam Muhammad ibn Saud Islamic University (*)

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Abstract

The importance of studying the reality of Saudi youth exposure to electronic advertisements via social media came as a primary objective of the study, the data was collected and analyzed during the second semester (2023/2024). The study was limited to the city of Riyadh, where the headquarters of Imam Muhammad ibn Saud Islamic University is located, the study included graduate students at Imam Muhammad ibn Saud Islamic University in the city of Riyadh, that the majority followed these advertisements regularly to some extent. Where (58.82%) of the participants reported that they follow advertisements "sometimes", while they follow them "always" (19.61%), and "rarely" (19.61%) as well. In contrast, only (1.96%) of the participants reported that they never follow advertisements. Video advertisements were the most common among university youth at 68.63%, followed by influencer advertisements at 17.65%, then image advertisements at 5.88%. As for story ads, they constituted 3.92%, and lyrical ads and others came at 1.96% each.

According to the sample members, Snapchat was the most broadcasting platform for electronic ads, as (41.18%) of the participants indicated that it was the main platform for ads, followed by YouTube at 25.49%, then TikTok at 19.61%. The (x) Twitter platform previously came in fourth place at 9.80%, while Facebook and Instagram came in last place at 1.96% each. The message clarity feature came in first place with an arithmetic mean (3.55 out of 5) and a standard deviation (1.17). The message clarity was considered the most important feature of electronic ads, as it obtained the highest arithmetic mean.

This indicated that ads with clear and direct messages attracted the attention of university students and were considered more effective. A clear message made it easier for the audience to understand the purpose of the ads and increases the likelihood of positive impact.

Keywords: Exposure, Youth, Online Advertising, Social Media.

(*)The Paper was received on August 06, 2024, and accepted for publication on November 24, 2024.