

Journal of PR research Middle East



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English Researches:

- **Associate Prof. Dr. Yasmin Elsayed - Prof. Dr. Amany Albert** - Beni Suef University
Dr. Aya Said - Canadian International College

Echo Chambers in News Coverage and their Role in Shaping Geopolitical Narratives

7

Abstracts of Arabic Researches:

- **Dr. Faisal Kamil Nagmeldin Mohamed** - Liwa University - Al Ain
Associate Prof. Dr. Ghada Mohamed Othman Salih - Liwa University - Al Ain
The Implications of Social Media Influencers on Generation Z:
An Applied Study on the TikTok Platforme 40
- **Associate Prof. Dr. El-Sayed Abdul Rahman Ali** - Liwa University - Al Ain
Recent Trends in Integrated Marketing Communications Research and Studies 41
- **Dr. Amal Mohamed Mohamed Henish** - Al-Azhar University
Semiotic Analysis of Cartoons on Israeli Social Media Pages Targeting Arabic during
the Aggression against Gaza: The "Israel Speaks Arabic" Page as a Model 42
- **Dr. Asmaa Ahamed Gooda El-Ebshehy** - Higher Institute of Media and Communication Arts in 6th of October
Employing Social Listening Tools in Analyzing Sentiments and Public Opinion
Trends toward Issues of the Egyptian General Secondary Education
(Thanaweya Amma) 44
- **Dr. Samih Elsayed Sharaki** - Al-Azhar University
Dr. Osama Mustafa Abd Elwhab - Al-Azhar University
Television Advertising and Adolescents' Purchase Behavior in the Egyptian
Villages: A Field Study 46
- **Dr. Ahd Maher Abu Draz** - Umm Al Quwain University
University Students' Use of Multimedia in Higher Education and the Gratifications
Derived from it: A Field Study on Universities in the United Arab Emirates 48
- **Dr. Mona Ebrahim Abdelhafz Abdrasol** - Al-Azhar University
Dr. Shimaa Ahmed Mohamed Refaat - Al-Azhar University
Egyptian Public Trends towards Using Reels as Cybersecurity Awareness Tool on
Social Media: A Field Study 49

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Television Advertising and Adolescents' Purchase Behavior in the Egyptian Villages: A Field Study (*)

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Abstract

This study aimed to analyze the impact of television advertising on adolescents' purchase behavior in the Egyptian villages, with a particular focus on the influencing demographic, social, and psychological factors.

The research adopted a **descriptive-analytical approach** as the most appropriate method for examining the causal and correlational relationships between advertising exposure and purchasing behavior.

The target population comprised all adolescents aged 13–18 years residing in the Egyptian villages, while the study was conducted on samples drawn from the governorates of **Sharqia, Dakahlia, and Menoufia**. The sample was selected using a **stratified random sampling method** to ensure the representation of key categories according to **gender, educational level, and age group**, with a sample size ranging between 350 and 400 participants.

The findings revealed that adolescents watch television at varying frequencies: **48.4% rarely, 35.5% occasionally, and 16.1% regularly**, with a preference for **national channels such as CBC, Al-Nahar, and the First Egyptian Channel**, reflecting **cultural and media loyalty**.

The **entertainment content** (films, series, and cartoons) was identified as the main gateway to the advertising exposure, with a relatively high level of the overall exposure.

Results indicated that **advertisement attractiveness is associated with aesthetic elements such as music, colors, and motion**, and that motivations for liking advertisements include **learning about new products, entertainment, and information acquisition**.

Regarding purchasing behavior, **24% of adolescents buy products immediately after viewing, 21.8% do nothing, and 21% wait for others' experience**, accompanied by **feelings of happiness, self-satisfaction, Pester Power, and behavioral imitation**.

The study further revealed a **relatively critical awareness toward the advertisement content and the promotional tactics such as prizes**, noting

(*)The Paper was received on November 17, 2025, and accepted for publication on December 25, 2025.

In light of these findings, the study recommends establishing a specialized social listening unit within the Ministry of Education to continuously monitor public opinion and leverage sentiment analysis in developing more transparent and interactive communication policies with the public.

Key words: Social listening - Sentiment Analysis - General Secondary Education - Public Opinion Trends - Big data analysis – Network Analysis - Artificial intelligence.