

The acquisitions of uses and gratifications of Saudi internet marketing users (2015)

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The introduction

The last few years have witnessed consolidation and integration of communication and information technology, according to the capital development and revolution of information technology world, which dominated all sectors all over the world, particularly, Commercial Institution and the prominence of Competitiveness as a main fact that define success or failure of the business organizations in an unprecedented manner. As a consequence, this development of technology has been reflected in the evolution of work in internet marketing.

Internet marketing has been considered as one of the most significant dimensions and strategic acquisitions in modern internet marketing which isn't attached with age or place or language, but it is able to get to the consumers at anytime, the internet is one of the modern capital evolutions in communication and Media sector; it also provided new technologies like social networking sites.

Generally, there is a remarkable increasing in using Social Media and its various techniques, particularly, in the last few years, which these websites have witnessed a great prosperity during the last five years.

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International reports have emphasized that the modern media attracts the Saudi youths from following television (TV) and press, and pointed out that the Kingdom of Saudi Arabia (KSA) generally leads the universe in the proportion of active users of "Twitter" site, which has a total number of internet users in general: it got about 41%.

Saudi studies have also reported that the number of Face book users in the Kingdom of Saudi Arabia continues to increase, reaching 7.8 million people in 2013, compared to six million in 2012.

Many studies have affirmed that social networking sites will play an important role in the future in the universe as a whole, among the basic characteristics of the social networks : that they practically enable individuals to discover their interests, the possibility of sending E-mails via social networks and publishing advertisements easily through these networks.

The study is determined in the survey of the acquisitions of uses and gratifications of Saudi internet marketing users by applying it on a sample of 400 individuals and depending on a questionnaire to show the relationship between the two main survey variables which they are Saudi users and internet marketing sites, Therefore, this study endeavors to recognize the uses of the Saudi community for the internet marketing reaching to identify the nature of this usage and its means of rationalization.

Theoretical range of the study

The importance of the study: relays on many considerations as follows:

- The importance of modern mass Media (Internet).
- The survey represents supporting and enriching factors to the following two parts:
 - The public trend to the internet marketing researches.
 - The special researches about impacts of modern mass media, particularly increasing the importance of it recently.
- The lack of studies fields which deal with the acquisitions of uses and gratifications of Saudi internet marketing users despite its importance.
- This research considers a comprehensive survey that studies the acquisitions of uses and gratifications of Saudi internet marketing users, so it is appropriate for its results to be adopted.

The research aims

- Recognizing the public favorite mass media in advertising and marketing fields.
- Recognizing to what extent using the internet as a mean to marketing.
- Recognizing the reasons of using internet in marketing.
- Recognizing the most important websites which the sample used for internet marketing.
- Recognizing the density of internet use as a mean of marketing.
- Recognizing the type of goods and services which are being purchased through internet marketing.

- Recognizing the portion of customer satisfaction about internet marketing.
- Recognizing to what extent the public use social network websites.
- Recognizing the impacts of using social network websites.
- Predicting the anticipated internet marketing future, development, and growth.

Previous studies: (Mack, Tim, USA Today, 2008) , this survey about measurement of increasing use of internet marketing and the future of advertising and internet marketing activities, depending on the opinions of internet service users. This study endorses at the end to the importance of internet marketing in decreasing the budgets prepared to the marketing researches and attracting clients which the portion of average reached to (5.79) from 7. This portion refers to the accomplishments of internet marketing services to the network users.

(Samaniego et al 2006) This study aimed to identify the specific factors to use the internet as an information resource, a random sample of 103 companies in Spain has been done, the survey completed to that internet tools haven't been applied during the various points in the purchasing process, Also it has been obvious that every recognized risk, the degree of complexity, and the time pressure to clarify the different usage of internet through the purchasing process.

(Phau, Ian and Poon, Sui M. 2000) The purpose of this study was to systematically compare the behaviors of internet marketing users and who doesn't use internet marketing in Singapore. The survey completed to that classifying different kinds of productions and

services affect tangibly on the consumer choice between ordinary retail store or online store, and the production and services which are less quality have intangible values which are often have been purchased. Also the production, which is untouchable, and increasing their purchased process, these products are not good for sailing online, This is due to the ease of purchasing them from nearby shops and at low prices as they do not require prior information about these products, Unlike those that need prior information, this should be the focus of marketing destinations.

(Kunz, 1997), The purpose of this study was to systematically analyze the influence of store, consumer, and product attribute on adoption of shopping via the Internet. The objectives of this study were to determine why consumers use the Internet as a shopping medium, which consumers were making purchases via the Internet, and what kinds of products they were more likely to purchase via this medium. Also the different demographic characteristics of consumers associated tangible with purchasing from the Internet, which are age, sex, occupation, nationality, size and urban development.

What a survey inquiry: (Questions raised by the study)

- What are the favorite mass media among the public in advertising and marketing? And what is the first basic mean which is more preferred in advertising and marketing?
- What are the reasons of using individuals as a sample for the study of marketing through the Internet as a mean for purchasing?

- What is the main sites used by the sample internet marketing?
- To what extent is the intensity of using the Internet as a way to purchase?
- What type of products and services which the individuals of the study sample shop through internet?
- What is the average of customer satisfaction about internet marketing?
- To what extent the public use social network sites? And what the most important of it for the individual sample?
- What are the best times which users usually use social networking sites?
- What are the best social networking websites that offer advertising featuring credibility and trust?
- What is the special foresightedness for the individual sample towards purchasing process through the internet?

The study Frames:

The frames of this study can be determined as follows:

- **Age range:** From (less than twenty to more than fifty) years.
- **Geographic range:** cities represented the Kingdom of Saudi Arabia; (Jeddah- Makah- Riyadh)
- **Tools Range:** The internet (Applying on internet marketing)

The type of the study and its procedure.

This study related to the field of descriptive studies which aim to describe the situations, phenomena, events and collecting accurate facts about them implementing them on the Saudi users' relationship with internet marketing. The study uses survey as a procedure which is one of related procedures of collecting information about the individuals' behaviors and their relationship with information resources.

Society of the study sample

The society of study includes different ranges of the internet users. The sample study involved in Purposive sample which belonged to non probability sample according to some requirements and specifications identified by the researcher to correspond the study society and accomplish the objectives it seeks. The sample includes four hundred individuals of different age range. The research in its basic construction depends on the follow:

- -Uses and gratifications theory
- -Mass media dependency theory

The approach used in the measurement of the field study.

Various measurements have been made for the field study include:

- Usage scale (the use of internet as a mean of purchase)
- -Uses and gratifications Scale (effects and results of using Social networks)

- Attitudes Scale towards the use of Social networks as a mean of internet marketing.
- Three particular levels have been made according to Attitude Scale (**Agree - Disagree - Neutral**)
- An Integrated Scale of ten phrases has been made to identify to what extent the individuals in the sample agree or disagree on many especial phrases for the future of internet marketing the answers subjected to the three levels (**Agree - Disagree – Neutral**)

This study in its theoretical construction depends on both Media Dependency and Uses and Gratification Approach. A Summary for the conceptual definition of the two theories as follows:

First, Media Dependency Theory

The interest in this theory has increased in the last two decades because of technical tremendous development and cognitive revolution in we live which Dennis Maquil pointed that the presence of the Internet and the growing influence of its potential massive Informatics and multiple uses created a remarkable improvement in the media environment, and in the traditional relations between the individual and the Mass Media system.(Dennis Maquil,2010)

Summarize the main idea of the theory of Media dependence as follows: " The ability of communication means to accomplish greater cognitive, emotional and behavioral influence, will increase when these means do their functions of the transfer of information intensively and differently, this possibility will increase its strength in

the case of the presence of non-structural stability in society because of the conflict and change.

Moreover, the idea of changing the behavior, knowledge and conscience of the audience can become a reflexive influence to change both of the community and the means of communication. This is the meaning of the tripartite relationship between the means of communication, the audience and community.

One of the most important goals of the , Media Dependency theory relies on the media exploring the main reasons which make the media have strong and direct impressions, at other times have indirect effects and somehow weak. (Riffe, Daniel& Lacy, Stephen& Varouhakis, Miron, 2008)

Individuals depend on the mass media in order to achieve the following objectives:

- 1- Understanding: for example self-knowledge comes through learning and getting experience, and social understanding by realizing certain concepts about the world.....
2. Directing: This includes directing the work, such as: deciding What do you buy.....? And interactive direction, such as: directing the individuals' behaviors to have the abilities to deal with new situations or difficult.
- 3- Entertainment: includes the isolated entertainment such as comfort, relaxation and social entertainment, such as watching TV with the family.

As a result of the individuals' mass media dependency a group of influences comes up which can be classified as follows:

Cognitive effects: these effects are related to the change in cognitive and directions.

Affective effects: these effects are related to the emotional aspects such as anxiety, fear and moral trends.

Behavioral effects: these effects are related to the change in behavior as a result of the change in cognitive and affective. The study uses this approach to recognize the resources of information which the sample is depended on, and clarifying the resulting effects of this dependence. (Melvinde Fleur & Sandra Rockach 1992)

The dependence on the mass media is a main necessity in modern societies, where the individual can recognize this dependence gradually because the need to know the best purchases in the markets and the transition to a more comprehensive and more complex needs such as the desire to obtain information about the outside world in order to interact with it.

It can be said: The Media Dependency theory represents an environmental theory, The environmental theory look to the society as a complex structure, which is looking for how to link the small and large parts of social systems, each of them is associated with the other, and then trying to interpret the behavior of parts related to these relations.

Presumably the mass media system is an important part of the social components, for modern society. This system related to the

individuals, groups , organizations and other social systems. The main relationship that controlled them is the relationship of dependence between the mass media , the social system and the public. These relations integrated with all the mass media systems or with one of its parts, such as: Newspapers, Radio, Television and internet. (Hyden, A. Craig, 2003)

Second, Uses and Gratification theory;

This approach Integrates with the media dependency theory in clarifying the communication behavior. Windahl (1981) has pointed to the integration of Uses, Gratification, and effects, explaining that use of the mass media comes as a result of the interaction of the concerns and needs of individuals. After that realizing the media content, and take the decision to use, then dealing with the model. Finally, identifying the effects of use.

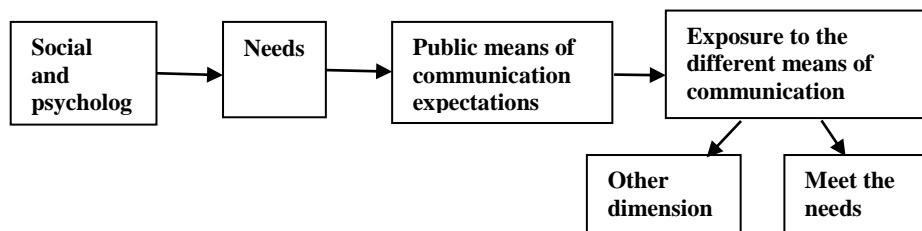
Uses and Gratification theory receives a special interest in media studies, because it focuses on the audience that the media mean is used actively to achieve certain needs. The researches and studies in the twentieth century interest in the study of the motives and gratifications of modern means of communications and their abilities to reach to the large amount of individuals respectively. Theoretical studies have revealed the presence of factors that could affect the public relationship with the means of media, including factors related to the individuals themselves (their public and social characteristics) and factors related to the characteristics of modern means of communication in the field of uses and gratification.

The research of uses and gratification is one of the approaches which involved in theories of districts in the mass media, which came up in the late sixties of the last century and concentrates on studying the reasons of use of the media and communication and study through different social groups in an attempt to link between these reasons, uses and the results of those uses which achieved by the individuals. The possessors of this trend see that the people's interests in the media and communication can be interpreted in the light of their uses as well as on the result and Gratification, which achieved from it.

The theory researchers wonder how any individual who receive any media contents decide which one adopts or ignores. The other contrary question asked is how the mass media affect on individuals? How individuals affect on the mass media? The answer to these questions explains the concept of Selective Exposure.

Hypothesis theory denotes that this process is based on various considerations and wills and personal needs. As a result the theory of the "uses and Gratification" (what achieve the individual needs?) has come up.

The main points that summarize the theoretical model: (Wallace – Kathleen – Bernadette, 2002)



The starting point of the theory is the individual needs, which determine the exposure patterns, and are formed through social and personal circumstances, there are some individuals who have strong needs for entertainment and others addicted to the news, in addition to the social circumstances affect the needs and strengthens the part of them. For example: the individual needs determine the form of use means of communication and determine to what extent the form of using and content of mass communications.

Uses and Gratification theory believes that individuals choose consciously the means of communication that they are interested in dealing with the theory. They also elected the content that meets the psychological and social needs through information and entertainment available channels, they did a positive and active role in the communication process, because they have motives that led them to use means of communication. Uses and Gratification theory introduces a set of concepts and evidences confirm that the individual's behavior to the media is more intensive than social, demographic and personal variables.

The model which entrance is supposed to the process of use means of communication is that it is an open system leads through the social individual 's experience to appear specific needs, some of them are directed to the means of communication to fulfill, and others directed to the content by means itself. The individuals take temporarily take a specific situation in their relationships, including what the face through the means of communication, This situation is affected by a huge number of factors generated from personal, social background, experience, and current social range in which the individual lives. Of course, this generated from the same content, which the individual

exposed through the means of communication, which expected to result through certain expectations and responses expecting to result certain gratification. (Duesenberry – Margaret , 2000)

Little John stated in his research about Uses and Gratification Theory that there are three main hypotheses which this theory depends on:

1. The mass media audience seeks to satisfy a specific need through exposure to media messages that mass media introduce.
2. The mass media audience are responsible for choices what suits them, from the mass media, which met their needs and desires, they actually know these needs and desires that they try to gratify them through the use of various mass media.
3. Mass media compete with other resources to gratify the needs of the mass media audience.

Through the previous hypotheses for Katz and Little John, it is obvious that there is a rapprochement in the visions of both researchers around the theoretical main principles of the Uses and Gratification theory.

Phillip Palmgreem & Lawrence Wenner (1985) have clarified that there are various gratification the individual obtained and represented in information, knowledge, establishment of trends towards the means of communication, and the arrangement of needs. Alan Rubin (1994) emphasized on the impact of the content type of mass media to gratify the individuals' needs and make effects. (J. Baran, Stanley & K. Davis, Dennis, 2003)

Uses and Gratifications approach, focus on three main objectives which are as follows:

- 1- Clarify how audience use of different mass media gratifies their needs.
- 2- Understanding the motives of exposure to a certain means of mass media and the interaction that occurs as a result of this exposure.
3. Find out the consequences of use of mass media in order to understand the different functions of the process of mass communication.

The overall results of the study

Table (1)

The study sample characteristics

Variables	Ranges %	The total number of the sample (400) individual	
		Repetition	%
Gender	Males	240	60
	Females	160	40
Age	Less than 20	48	12
	From 20 to less than 30	65	16.3
	From 30 to less than 40	140	35
	From 40 to less than 50	105	26.2
	older Than 50	42	10.5
Academic Qualifications	Student	62	15.5
	Intermediate Degree	43	10.8
	High degree	168	42
	Postgraduate (MSC - PHD)	127	31.7

The table above shows the characteristics of the sample, where the number of males 240 about 60%, of the total number of the sample and the number of females are 160 about 40% of the sample, according to the range of the age, it has been found that 48 of the

sample, about 12% of the sample (less than 20 years),65 individuals, about 16.3% of the sample individuals ages range between (20: less than 30) ,the results revealed, that 140 individuals or 35% of the sample individuals ages range between (30: to less than 40), While showing that 105 individuals, about 26.2% of the sample individuals ages range between (40 to less than 50),it appeared that 10.5% of the sample individuals ages range to more than 50 years. According to the Academic Qualifications, The results showed that 62 individuals, about 15.5% of the sample of students, the results showed that 43 individuals about 10.8% of the sample individuals Intermediate Degree, 168 individuals, about 42% of the individual sample high-Degree, also The result showed that 127 individuals, about 31.7% of the individuals sample Postgraduate (Master - PhD).

Table (2)

Favorite means of advertising and marketing to the study sample individuals

The significance level	Chi-square goodness of fit test	The total number of the sample (400) individuals		The means of Communications
		%	Repetitions	
0.001	2168.2	10.9	42	Radio
		65.3	252	TV
		44.1	170	Press (newspaper-magazines)
		80.1	309	Internet
		23.6	91	SMS
		20.7	80	Publications
		5.7	22	Other means

The sample individuals can choose from more than one alternative.

Chi-square test for goodness of fit has been run on which the null hypothesis principle states that. "All the favorite means of advertising and marketing are equal" The test result has high statistically significant which the value of high moral probability (p-value <0.001). This means that refused the null hypothesis which pretends that all the favorite means equal in advertising and marketing. Hence it can be said that not all the favorite means equal in advertising and marketing, The table shows the results of the previous favorite means of advertising and marketing to individuals' sample . 309 individuals about 80.1% pointed that they depend on Internet in advertising and marketing. 252 individuals about 65.3% pointed that they depend on Press (Newspapers- Magazines) in advertising and marketing. While 170 individuals about 44.1% pointed that they depend on Internet in advertising and marketing. 91 individuals about 23.6% pointed that they depend on SMS in advertising and marketing. 80 individuals about 20.7% pointed that they depend on media publications in advertising and marketing. Also 42 individuals about 10.9% pointed that they depend on Radio in advertising and marketing. While the last 22 individuals about 5.7% pointed that they depend on other means of communications in advertising and marketing. such these samples if the products are materials, preferably experiments should use samples.

It is obvious from the results showed from the previous table, that most favorite means for the sample individuals is the Internet, this is probably due to the prevalence and ease of use, followed by the television, then the press.

Table (3)

Favorite means of advertising and marketing to the study sample individuals

order	The significance level	Chi-square goodness of fit test	The total number of the sample (400) individuals		The means of Communications
			%	Repetitions	
1	0.001	238.3	34.4	132	Internet
2			26.8	103	TV
3			15.1	58	SMS
4			10.9	42	Press(newspaper-magazines)
5			6	23	Publications
6			3.7	14	Radio
7			2.6	10	E-mails
8			0.5	2	Other means

The sample individuals can choose from more than one alternative.

Chi-square test for goodness of fit has been run in which the null hypothesis principle states that. "All the favorite means of advertising and marketing are equal" The test result has high statistically significant which the value of high moral probability (p-value <0.001). This means that refused the null hypothesis which pretends that all the favorite means equal in advertising and marketing. Hence it can be said that not all the favorite means equal in advertising and marketing, The table shows the results of the previous favorite means of advertising and marketing to individuals' sample . Internet came in the first rank which 132 individuals about 34.4% pointed that they depend on internet in advertising and marketing that they favorite it

most. In the second rank came the TV with 103 individuals about 26.8% pointed that they depend on it in advertising and marketing as they favorite it most. While came third SMS with 58 individuals about 15.1% pointed that they depend on it in advertising and marketing that they favorite it most. Press (newspaper- magazines) gained the fourth rank with 42 individuals about 10.9% pointed that they depend on it in advertising and marketing. While publications came fifth with 23 individuals about 6% pointed that they depend on them most in advertising and marketing. Also radio gained the sixth rank with 14 individuals about 3.7% pointed that they depend on Radio in advertising and marketing. While came at the last E-mails with 10 individuals about 2.6% pointed that they mostly depend on Emails in advertising and marketing. 2 individuals about 0.5% pointed that they depend on road signs in advertising and marketing as they favorite it most.

It is obvious from the results showed from the previous table, that most favorite means for the sample individuals is the **Internet**, this is probably due to the prevalence and ease of use, followed by the **television**, then the **press**.

Also the reason for their TV choice is that it is considered an attractive means to viewers, which combines between image, colors and sound effects, therefore the radio, which lacks the elements of attraction of images and colors, but it only depends on the sound.

Table (4)

The individuals sample favorite newspapers in advertising and marketing

The significance level	Z	The total number of the sample (400) individuals		Newspapers
		%	Repetitions	
0.001	12.9	82	329	Papers
		18	71	Electronic
		100	384	Total

Binomial test has been run on which the null hypothesis principle states that. "Both of newspapers and electronic newspapers have the same degree of preference in advertising and marketing ". The test result has statistically significant which the value of high moral probability (p-value <0.5). This means that refused the null hypothesis which pretends that "Both of newspapers and electronic newspapers have the same degree of preference in advertising and marketing ". Hence it can be said that not "Neither of newspapers nor electronic newspapers have the same degree of preference in advertising and marketing "

The table shows the results of the previous that 172 individuals, about 44.8% pointed that they prefer newspapers in following advertising and marketing while, 212 individuals about 55.2.8% pointed that they prefer electronic newspapers in following advertising and marketing, this may be due to the fact that 35% of the study sample individuals ranging in age from 30: to less than 40 years, they depend on the electronic newspapers.

Table (5)

Using internet as a mean of purchasing

The significance level	Z	The total number of the sample (400) individuals		Internet use
		%	Repetitions	
0.001	12.9	82	329	Yes
		18	71	No
		100	400	Total

Binomial test has been run on which the null hypothesis principle states that. "There is no difference between the percentage of Internet users as a mean of purchase and whom don't use". The test result has high statistically significant which the value of high moral probability (p-value <0.001). This means that refusing the null hypothesis which pretends that "There is no difference between the percentage of Internet users as a mean of purchase and whom don't use ".

The previous table shows the results of distributing the sample of the study related in terms of the use of the Internet as a means to purchase, it is obvious from the data that the vast majority of sample individuals (329) use the Internet in shopping, while the results pointed that (71) individuals, do not use the Internet in shopping, Came in the first rank the individuals who they use the internet in purchasing with 329 individual about 82%, while the individuals whom they don't use the internet in purchasing came second with 71 individuals about 18%.

The previous result can be interpreted in the light of understanding of the behaviors of the sample ranks through using the internet. They are all educated classes. The classes have high statistically significant.

These classes deal with the internet as a mean of communication, advertising, and media. Thus, it is especially related to the university students.

Table (6)
The reasons for the use of the Internet and the means of purchasing

	The significance level	Chi-square goodness of fit test	The total number of the sample (400) individuals		Rank
			%	Repetitions	
4	0.001	199.1	64.1	211	Meet my needs
3			69	227	Internet marketing is easy for purchasing
1			88.1	290	Save time and effort
2			74.5	245	Its sell offer is best
5			59	194	Different offers for the same product
6			51.7	170	Internet marketing is less expensive
4			10.6	35	Other

Chi-square test for goodness of fit has been run in which the null hypothesis principle states that. "All the favorite means of advertising and marketing are equal" The test result has high statistically significant which the value of high moral probability (p-value <0.001). This means that refused the null hypothesis which pretends that all the favorite means equal in advertising and marketing. Hence it can be said that not all the favorite means equal in advertising and marketing, it is obvious from the results showed from the previous

table, the different reasons for using internet marketing. The most important reasons for using internet marketing which is determined by the sample individuals, 290 individuals confirmed that it saves time and effort, and in the second place 245 individuals confirmed that its sell offer is best, and in third place 227 individuals confirmed that internet marketing is easy for purchasing. After that, came the reason of meets my needs with 211 individuals, then came the reason of different offers for the same product with 194 individuals, while 170 of individuals sample pointed to the reason that internet marketing is less expensive, and 35 individuals identified other reasons, such as the Internet has become the most important means in purchasing processes.

Table (7)

Intensified use of the Internet as a way to purchase

order	The significance level	Chi-square goodness of fit test	The total number of the sample (329) individuals		Rank
			%	Repetitions	
2	0.001	48.08	64.1	75	Once
1			69	135	From 2- 5 times
4			88.1	53	From 6- 10 times
3			74.5	66	More than 10
-			59	329	Total

It is obvious from the results showed from the previous table, the Intensified use of the Internet as a way to purchase. Rank (From 2- 5 times) came at the first with 135 individuals, about 41%. Then Rank (Once) with 75 individuals, about 22.8%. After that came (more than

10) in the third place with 66 individuals about 20.1%. At last came rank (From 6-10 times).

and thus, It is observed that the Internet is gradually spreading as a new way to purchase.

Table (8)

A sample distribution according to the type of goods and services that have been purchased

order	The significance level	Chi-square goodness of fit test	The total number of the sample (329) individuals		Rank	
			%	Repetitions		
5	0.001	229.8	66.3	218	Medical instruments	Goods
11			26.1	86	Publications (books-Magazines)	
6			60.2	198	Cloth	
4			70.8	233	Electronic sets	
9			38	125	Cosmetics	Services
3			75.7	249	Medical services	
10			35.6	117	Properties	
1			87	286	Flight	
7			50.8	167	Cars	
2			79	260	Hotels	
8	43.2	142	Restaurants			

Chi-square test for goodness of fit has been run on which the null hypothesis principle states that. "All goods and services that have been purchased are equal". The test result has high statistically significant which the value of high moral probability (p-value <0.001). This means that refused the null hypothesis which pretends that "All goods

and services that have been purchased are equal". Hence it can be said that not all goods and services that have been purchased are equal, it is obvious from the results showed from the previous table, that there are so many goods and services through the internet that the individual of the sample used to purchase them. Booking flight tickets came at the first with 286 individuals, about 87%. Then in the second place came (Hotel Reservation) with 260 individuals, about 79%. This is resulted because airlines and hotels from more organizations are interested in activating websites for their services. In the third place, came (Medical Services) with 249 individuals, about 75.7%. After that came (Electronic sets purchase) with 233 individuals, about 70.8%. Then, medical instruments with 218 individuals, about 66.3%. Then, came (Buying Cloth) with 198 individuals, about 60.2%. Then, came (Buying Cars) with 167 individuals, about 50.8%. Then, came (Restaurants) with 142 individuals, about 43.2%. Then, came (Cosmetics) with 125 individuals, about 38%. Then, came (Properties) with 117 individuals, about 35.6%. At last came (Publications) books-magazines with 86 individuals, about 26.1%.

Table (9)

The most important websites which the sample use for internet marketing

The significance level	Chi-square goodness of fit test	The total number of the sample (329) individuals		Websites
		%	Repetitions	
0.001	118.2	29.2	96	Yahoo
		88.1	290	Google
		42.6	140	YouTube
		65.7	216	Other websites

Chi-square test for goodness of fit has been run on which the null hypothesis principle states that. "All websites that have been used internet marketing are equal". The test result has high statistically significant which the value of high moral probability (p-value <0.001). This means that refused the null hypothesis which pretends that "All websites that have been used internet marketing are equal". Hence it can be said that not "All websites that have been used internet marketing are equal", after making a questionnaire about the most important websites which the individuals of the sample use internet marketing it has been obvious that there are various websites. Firstly, came Google website with 290 individuals, about 88.1%. Then, came you tube website with 140 individuals, about 42.6%. While yahoo came thirdly, with 96 individuals, about 29.2%. 216 individuals, about 65.7% of the sample chose another websites like flight airlines, and other websites: Harage.com, Instagram, Souq.com, and Amazon.com

Table (10)

The sample use of Social communications websites

The significance level	Z	The total number of the sample (329) individuals		The sample use of Social communications websites
		%	Repetitions	
0.001	14.56	87.8	325	Yes
		13.8	45	No

Binomial test has been run on which the null hypothesis principle states that. "There is no difference between the percentage of Social communications websites users and who don't use". The test result has high statistically significant which the value of high moral probability (p-value <0.001). This means that refusing the null hypothesis which pretends that "There is no difference between the percentage of Social communications websites users and whom don't use".

It is obvious from the results showed from the previous table, that the distribution of the sample according to the sample use of Social communications websites.

From the previous data it resembles an evidence as the majority of the individuals' sample with 325 individuals about 87.7% use social communications websites. While 45 individuals about 13.8% don't use social communications websites.

The results are consistent with previous studies which number of followers and those interested in social networking sites has done about the social networking sites have already begun to compete with traditional media in transferring information, where they moved from a way to chat to modern media.

The number of users of social networks are increasing , and it is expected that the percentage will rise by 2017 to 33.2 billion users.

Table (11)

The most important social communications websites which the sample use.

Order	Trend	The significance level	Chi-square goodness of fit test	Average	The total number of the sample (325) individuals						Social Communications
					No		to some extent		Yes		
					%	R.	%	R.	%	R.	
1	Yes	0.001	452.8	2.86	3.4	11	7.7	25	88.9	289	Facebook
2	Yes	0.001	385.1	2.78	6.2	20	9.2	30	84.6	275	Twitter
3	To what extent	0.01	9.38	1.86	40	130	33.8	110	26.2	85	Google
4	No	0.001	215.4	1.42	71.7	233	15.1	49	13.2	43	MySpace
5	No	0.001	225.8	1.37	72.3	235	18.2	59	9.5	31	Ning
-	No	-	-	1.00	100	325	0	0	0	0	.Linked in
-	No	-	-	1.00	100	325	0	0	0	0	Multiply
-	No	-	-	1.00	100	325	0	0	0	0	TAGGED
-	No	-	-	1.00	100	325	0	0	0	0	Hi5

Likert Scaling identified that The most important social communication websites are in order "Face book" and" Twitter", then came "Google+".

The results are consistent with those frequencies, percentages, that the previous table data identified that the most important social communications networks used by sample individuals , Face book has occupied the first place in use of with 289 individuals, about 88.9% Face book . Then came Twitter with 275 individuals, about 84.6%. After that came "Google + " in third with 85 individuals, about 26.2%. In the fourth place came "My space" with 43 individuals, about 13.2%. Then in the fifth place came "Ning" with 31 individuals, about 9.5%. While, we couldn't do questionnaires for other networks because of Immobility of these networks.

Table (12)

The best social communications websites which introduce advertisements which characterized by confident and credibility

The individuals of the sample identified some social communication websites which introduce advertisements which characterized by confident and credibility as follow:

The significance level	Chi-square goodness of fit test	The total number of the sample (329) individuals		Websites
		%	Repetitions	
0.001	440.2	81.8	266	Face book
		42.2	139	Whats App
		46.2	150	Instagram
		63.1	205	Twitter

Chi-square test for goodness of fit has been run on which the null hypothesis principle states that. "There is no difference between social communication websites which introduce advertisements which characterized by confident and credibility". The test result has high statistically significant which the value of high moral probability (p-value <0.001). This means that refused the null hypothesis which pretends that "There is no difference between social communication websites which introduce advertisements which characterized by confident and credibility ". Hence it can be said that "There is no difference between social communication websites which introduce advertisements which characterized by confident and credibility ".

It is obvious from the results showed from the previous table, that face book has occupied the first rank with 266 individuals, about 81.8% as

one of the most social communications websites which introduce advertisements which characterized by confident and credibility.

Then came twitter in the second place with 205 individuals, about 63.1% . After that came Instagram in the third place with 150 individuals, about 46.2%. In the fourth place came Whats App with 139 individuals, about 42.2%.

This confirms the result of the previous table data where the individuals of sample stated that Facebook and Twitter websites are the most important social communications websites which they actually use.

Table (13)

The best times which the sample use social communication websites.

The significance level	Chi-square goodness of fit test	The total number of the sample (325) individuals		Periods
		%	Repetitions	
0.001	119.1	11.1	36	morning
		4.9	16	afternoon
		29.2	95	evening
		16.6	54	night
		38.2	124	No limited time

It is obvious from the results showed from the previous table, that the individuals who don't have favorite limited time to use social communications websites has occupied the first rank with 124 individuals, about 38.2%. Then came evenings in the second place with 95 individuals, about 29.2% . After that, came nights in the third place with 54 individuals, about 16.6%. In the fourth place came

morning with 36 individuals, about 11.1%. Last came afternoons with 16 individuals, about 4.9%.

These results consistent with, the results of Table (1), which is about the characteristics of the individuals sample, (that more than half of the individual sample ranged from age 30 to less than 50), and that 42% of those with higher qualifications, and 31.7% post graduate.

As a result this Make them work in the morning and afternoon so they do not have a favorite specific time for the use of social communication websites. They also prefer the evening and night periods.

Table (14)

Average of daily hours spent by the sample on social communication websites

The significance level	Chi-square goodness of fit test	The total number of the sample (318) individuals		Average of daily hours
		%	Repetitions	
0.001	101.4	6.9	22	Less than an hour and half (Low average)
		49.4	157	From an hour and half to less than three hours (Medium average)
		43.7	139	More than three hours (high average)

In related to the daily numbers of hours that the individuals of the sample spent upon social communication websites, that table (13) data indicates that the individuals of the sample who use social

communication websites at a medium average (an hour and a half - less than three hours) came in first place with 157 individuals, about 49.4%. While using social communication websites at a high rate (more than three hours) in second place with 139 individuals with 43.7%. In last rank came individuals who use social communication websites at a low rate (less than an hour and a half / low average) with 22 individuals, about (6.9%).

Table (15)

The distribution of the sample according to use effects of social communication websites

Order	The significance level	Chi-square goodness of fit test	The total number of the sample (325) individuals		Effect type	
			%	Repetitions		
2	0.001	74.11	59.7	194	Identifying new events and cases	Cognitive
5			44.9	146	Helps to form opinions about the cases and events that revolve around me	
8			30.2	98	Helps to strengthen my views through my discussion with others	
7			33.2	108	Help me fill in my leisure time	sentimental
1			63.1	205	Ease of communication with parents and friends	
4			46.2	150	I use it to see the ads and shopping	Behaviors
6			38.8	126	I share my writings online through my comments about the events	
3			56.9	185	Made me discuss with friends the topics and exchange points of views with them	

The data from the previous table referred to multiple effects of use of social communication websites (cognitive –sentimental -behavioral).

205 individuals, about 63.1% select (ease of communication with friends and family). Then 194 individuals, about 63.1%, select (Identifying new events and cases). After that came (Made me discuss with friends the topics and exchange points of views with them) with 185 individuals, about 56.9%. 150 individuals about 46.2% pointed that the reason for choosing (I use it to see the ads and shopping). While 146 individuals, about 44.9% select (Helps to form opinions about the cases and events that revolve around me). Then 126 individuals, about 38.8%, select (I share my writings online through my comments about the events). 108 individuals about 33.2% pointed that the reason for choosing communications websites is (Help me fill in my leisure time). Then at last came (Helps to strengthen my views through my discussion with others) with 89 individuals, about 30.2%

Table (16)

The distribution of the sample according to the future vision for internet marketing process

Use Likert Scaling to identify users trends related to the most important social communication websites, we got the following results showed in the following table:

Order	Trend	The significance level	Chi-square goodness of fit test	Average	The total number of the sample (324) individuals						Expressions
					Disagree		Neutral		Agree		
					%	R.	%	R.	%	R.	
6	Yes	0.001	447.9	2.86	1.8	6	9.6	31	88.6	287	The process of Marketing goods and services that needs to be taken into consideration the legal requirements and use persuasive ways to correct for the success of internet

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											marketing
1	Yes	0.001	435.9	2.83	4	13	8	26	88	285	Internet is an important way for purchasing
3	Yes	0.01	440.2	2.82	4.9	16	6.8	22	88.3	286	Internet became the first mean of mass media not only in communication but also in marketing and advertisements
5	Yes	0.001	347.6	2.74	6.8	22	11.1	36	82.1	266	Large companies Should be directed to use new communication tools to serve their customers.
2	Yes	0.001	316.1	2.73	5.9	19	14.5	47	79.6	258	There is an increase in the size of the online advertising allocations.
7	Yes	0.001	286.1	2.70	5.9	19	16.9	55	77.2	250	Best organizations are those companies that communicate with their audience online
4	Yes	0.001	246.7	2.65	8	26	17.9	58	74.1	240	Traditional methods of advertising no longer viable in light of economic globalization
8	Yes	0.01	240.0	2.63	10.2	33	16	52	73.8	239	A lot of small companies overtaken large organizations through communication and interaction with the consumer audience effectively
10	Yes	0.001	118.5	1.59	61.7	200	17	55	21.3	69	I expect disappearance of the traditional marketing in the coming years
9	Yes	0.001	179.0	1.50	68.2	221	13	42	18.8	61	Internet marketing has threaten traditional marketing.

The data from the previous table referred to the sample vision for the future of electronic internet marketing, the vast majority of the sample Unanimously agreed with 287 individuals about 88.6% that (The process of Marketing goods and services that needs to be taken into consideration the legal requirements and use persuasive ways to correct for the success of internet marketing), and that (Internet

became the first mean of mass media not only in communication but also in marketing and advertisements) with 286 individuals about 88.3%, and pointed 88 with 295 individuals about 88% that (internet an important way to shop and purchase).

In the fourth place came (Large companies should be directed to use new communication tools to serve their customers.) that the sample approved by 82.1%, 79.6% of the sample emphasize that (There is an increase in the size of the online advertising allocations.), while 77.2% pointed out that (Best organizations are those companies that communicate with their audience online), 74.1% agreed that (Traditional methods of advertising no longer viable in light of economic globalization). 73.8%, also agreed that (A lot of small companies overtaken large organizations through communication and interaction with the consumer audience effectively). 68.2% refused that the (Internet marketing has threaten traditional marketing.), and also 61.7% refused that (I expect disappearance of the traditional marketing in the coming years).

In general, The previous data shows that internet marketing has become an important mean of marketing, and it will be developed in coming years.

In regarding to the question: (Are there any data you want to add).

58 individuals, about 17.7% pointed that it is indispensable for traditional marketing, and there are many consumers still prefer traditional marketing more than internet marketing. Some customers don't realize the means of using internet marketing and how to use it.

All the phrases had high statistically significant.

Conclusion of the study:

- The high rate the study sample use of the Internet in advertising and marketing, this is considered one of the most preferred ways to the sample individuals.
- There were many useful means of advertising and marketing to the individuals of the research sample. **Internet** came at the first rank which 132 individuals about 34.4% pointed that they depend on internet in advertising and marketing that they favorite it most
- Electronic newspapers came at the first rank with, 212 individuals about 55.2.8% in following advertising and marketing. While 172 individuals, about 44.8% pointed that they prefer newspapers in following advertising and marketing.
- The high rate the study sample use of the Internet as a mean of purchasing, that the vast majority of sample use the Internet in shopping
- There were different reasons for using internet marketing represented in(it saves time and effort, its sell offer is best, is easy for purchasing, meets my needs, reason of different offers for the same product ,is less expensive, Internet has become the most important means in purchasing processes).
- The high rate the study sample use of the Internet as a mean of purchasing. Rank (From 2- 5 times) came at the first, Then Rank (Once), after that came, (more than 10) in third place, Last came

rank (From 6-10 times). and thus, It is observed that the Internet is gradually spreading as a new way to purchase.

- -There were so many goods and services through the internet that the individual of the sample used to purchase them. Booking flight tickets came at the first, Hotel Reservation, This is resulted because airlines and hotels from more organizations are interested in activating websites for their services, Medical Services, Electronic sets purchase, medical instruments ,Buying Cloth, Buying Cars, Restaurants, Cosmetics, Properties, last came (Publications) books-magazines.
- It has been obvious that there are various websites the sample use internet marketing. Firstly, came (Google) website, then came (you tube) website with, while yahoo came thirdly .
- The results confirmed that the majority of the sample ,about 87.7% use social communications websites. While about 13.8% don't use social communications websites.

The results are consistent with previous studies which number of followers and those interested in social networking sites has done about the social networking sites have already begun to compete with traditional media in transferring information, where they moved from a way to chat to modern media.

- The results confirmed that Face book and Twitter websites are the most important social communications websites.
- **Face book** has occupied the first place that it the most important social communications websites introduce advertisements which

characterized by confident and credibility, then came twitter in the second place , after that came Instagram in the third place , in the fourth place came What's App.

- The results confirmed that the individuals who don't have favorite limited time to use social communications websites has occupied the first rank, then came evenings in the second place, after that, came nights in the third place, in the fourth place came morning, last came afternoons .
- The results pointed that In related to the daily numbers of hours that the individuals of the sample spent upon social communication websites, the individuals of the sample who use social communication websites at a medium average (an hour and a half -less than three hours) came in first place ,while using social communication websites at a high rate (more than three hours) in second place , in last rank came individuals who use social communication websites at a low rate (less than an hour and a half / low average).
- Multiple effects of use of social communication websites (cognitive –sentimental -behavioral).
- The results showed the sample vision for the future of internet marketing, that there was highly approval rate for the sample study phrases which emphasizes positive attitudes towards the audience use of internet marketing.
- **Recommendations;**
- *In the light of the previous results, the study offers:*

- Conducting further studies depending on Uses and gratification theory, particularly in light of the growing rapid development of the Internet because of its potential enormous informatics and its many uses which, has developed the media environment.
- Conducting further researches around the audiences use of the internet marketing websites and recording the potential effects of their dependence on the mass media, especially with rapid growing of use internet and replace the traditional method of purchasing into internet marketing.
- The necessity to pay more attention to the seriousness of the impact of mass media to conduct more research, especially since the outlook in light of the overall results of this study, confirms the continued use and reliable, that the likelihood of the adoption of the sample individuals for dissertations submitted by the study.

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