

The Using Of Social Media Marketing and Its Effects on the Egyptian Youth Awareness. (Application on the Egyptian Ministry of Interior Online Channels)

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Abstract: Social media is the integration of marketing and social communication, it is a group of online tools that make interaction and communications more easy between users. as of the growing interest in the use of social media marketing among a lot of organizations and the transformation of social media to an effective to all for building a better relationship with consumers, many organizations used social media marketing as a new channel to reach their consumers.

Because of the importance of social media and Egyptian youth awareness this study set out to measure the impact of social media on the awareness of Egyptian youth and the variables of study can be represented in the Egyptian Ministry Of Interior Online social media marketing channels (face book , twitter and you tube)and the Egyptian youth awareness .

The findings presented in this study indicate that , social media has a strong positive impact on the Egyptian youth awareness .

Keywords: youth awareness, Customers loyalty, social media , marketing mix , Face Book ,Twitter , Youtube .

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I. Introduction

This Research Tries To Examine Whether There Is A Relationship Between Social Media Marketing And Its Impact On Changing The Awareness Of The Egyptian Youth, With No Doubt Millions Of People Use The Social Media, Plus That Social Media Has Its Advantages And Disadvantages, So It's A Double Edged Weapon, An Advantage For A Person Can Be A Disadvantage For Another Person Or For A Specific Company, So Security Service For The Social Media Is Advised And So After The World Is Becoming More And More Digital, Social Media Gave The People A Virtual Place To Meet, Talk With Each Other, See Each Other And Share Their Feelings And Thoughts. Social Media Is Rich With Information That People Or Organizations May Need And That Will Be Useful To Them And Social Media Monitoring Tools And Employees Are Needed. Such Information That The Social Media Provides Can Help Reduce And Prevent Loss Prevention And Assets Security Which Belong To The Customer.

In This Paper We Seeking For Describing The Role That Social Media Plays In Changing The Awareness Of The Egyptian Youth .

The Egyptian Ministry Of Interior On Face Book (Www.Facebook.Com/Moiegy).

This Page Has Been Established Since 2012 , And Now Has Likes And Followers More Than 6.5 Million (April 2018)

The Egyptian Ministry OfInterior On Twitter (Www.Twitter.Com/Moiegy).

This Page Has Been Established Since 2011 , And Now Has More Than 1.5 Million Followers (April 2018) .

The Egyptian Ministry OfInterior On Youtube (Www.Youtube.Com/Moiegy) .

This Page Has Been Established Since March 2012 , And Now Has More Than 25 Million Views And More Than 39 K Subscribers (April 2018)

Research Variables:

Independent Variable	Dependent Variable
Social Media Marketing As : Face Book Twitter Youtube	Youth Awareness

Research Hypotheses:

Hypothesis H1	Face Book Has A Significant Positive Impact On Youth Awareness .
Hypothesis H2	Twitter Has A Significant Positive Impact On Youth Awareness .
Hypothesis H3	Youtube Has A Significant Positive Impact On Youth Awareness.

II. Literature Review

- 1- Social Media As A Tool Of Marketing And Creating Brand Awareness (Christine Odhiambo 2012) The Study Aims To Research How A Company Can Seize The Moment Of Using Social Media Networks To Create Brand Awareness And Also Explore Its Challenges To Draw The Attention Of Those Companies Venturing Into Social Media Networks To Increase Brand Visibility , By Studying The Research Variables , It Was Found That There Is A Strong Positive Impact Relationship Between The Social Media And The Creation Of The Brand Awareness .
- 2- Brand Awareness Through Social Media Marketing And Its Impact On Purchasing Decisions Of Customers (SABLU KHAN &MOHD HAMZA KHAN 2013) This Study Has Been Carried Out To Assess The Extent Of Brand Awareness And Its Relation With The Purchasing Decisions Of Social Media Users In India , By Studying The Research Variables And Hypotheses Found That, Internet Accessibility, Selection Of Social Media And Frequency Of Use Have Insignificant Impact On The Accessibility(Significant Value > 0.05) So All The Three Hypotheses H01, H02 And H03 Are Supported. While TheBeta Value For The Hypothesis H01 Is -0.11 Which Means The Negative Impact Of Internet Accessibility On Accessibility And The Beta Value For Selection Of Media And Frequency Of Use Are 0.06 And 0.016 Respectively, Appositive Impact. The Accessibility Has The Significant Impact Has On Level Of Brand Awareness Because The Significant Value Is .021 .
- 3- Effect Of Social Media Marketing On Consumer Loyalty In The Banking Industry: A Case Of Equity Bank (Monica W. Chege 2017) , This Study Tries To Evaluate The Effectiveness Of Social Media Marketing On Customer Loyalty At Equity Bank In Kenya And To Determine The Effects Of Social Media Tool Used On Consumer's Brand Loyalty , On Analysis Of The Research Objectives Majority Of The Respondents Strongly Agreed That There Is A Strong Positive Relationship Between Using Of Social Media Marketing In The Banking Industry And Consumer Loyalty .

Research Problem (Gap):

After Studying The Literature Review We Can Said That ,This Study Tries To Find The Impact Of Using Social Media Marketing On The Egyptian Youth Awareness For The Egyptian Ministry Of Interior. Despite The Several Studies Concerning Social Media And Customer Awareness ,As Far For Our Knowledge There Are No Studies That Examine The Impact Of Social Media Marketing On Customer / Youth Awareness For The Egyptian Ministry Of Interior.

We Can Present The Problem Through The Following Question :

Does Social Media Affects The Awareness Of The Egyptian Youth People ?

Research Objective And Importance:

The Research Aims At Verifying The Validity Of The Research Hypothesis And Determining The Effect Of Both Of Face Book ,Twitter And Youtube On The Awareness Of The Egyptian Youth .

The Importance Of This Paper Comes From The Great Importance Of Social Media Especially For The Egyptian Youth As The Following Data :

64 % Of Social Media Users In The Arab Countries Are Youth .(General Introduction To The Study Of "Arab Social Media" 7th Issue 2017: Mohammed Bin Rashid School Of Government)

61.9 % Of The Egyptian Youth Are Using Internet .

76.8 % Of This Sample Are Using Face Book .(Egyptian Central Agency For Public Mobilization And Statistics)

Data Collection And Methodology (SurveyWithCustomers):

A Customer Survey Was Conducted With The Intent To Get An Understanding Of The Egyptian Ministry Of Interior Online Channels (Face Book , Twitter And Youtube) Followers Opinions About The Brand Online Channels And How This Channels Help In Changing Their Opinions About The Brand (See Appendix). It Also Sought To Capture Their Experiences Of How Well, Or Bad, This Brand Use Social Media To Connect With Youth .

The Online Survey Was Constructed On The Web Based Survey Site Google Website Before The Survey Was Sent Out, The Survey Was Then Sent Out And Resulted In 160 Finished Responses Were Declared Valid. The Survey Was Filled Out By 63 Percent Men And 37 Percent Women With A Majority In The Age Of 20 To 40 Years.

Population Of The Study: The Population Of The Study Is Represented By A Sample Of The Followers Of The Egyptian Minister Of Interior Online Channels Like Facebook Page , Twitter Accounts And Youtube Channels .

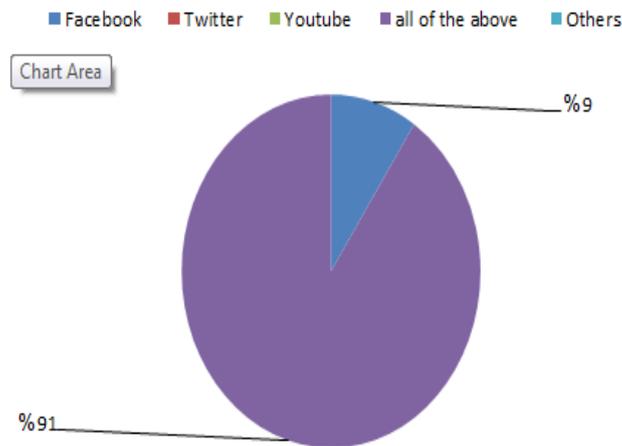
Sample Of The Study: A Simple Random Sample Will Be The Sampling Technique Of This Study. The Researcher Posted An Electronic Questionnaire On The Social Networks To Get The Sample Responses. The Responses Number Was (176) Responses (160) Questionnaire Were Accepted.

Study Instruments: The Electronic Questionnaire Was Developed To Collect Data From The Sample Of The Study After Reviewing Some Of The Previous Literature Addressing Each Of The Variables Examined In The Study (Appendix)

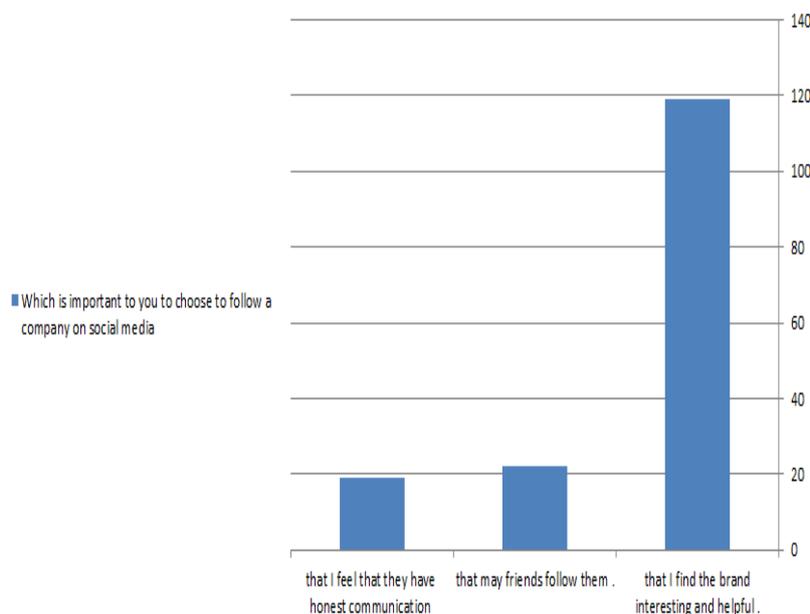
III. Data Analysis & Research Findings

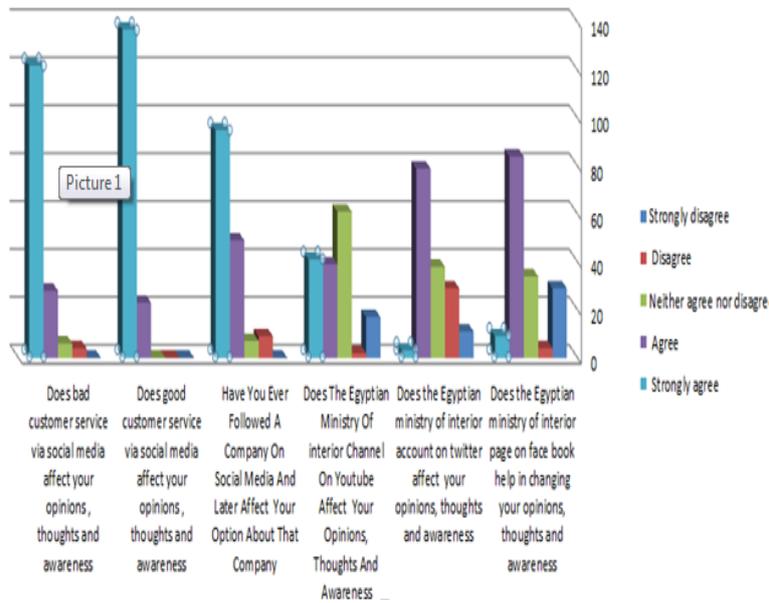
After Analyzing The Data Obtained From The Sample Of The Research, The Following Results Were Observed:

Which of the following social media platform are you using?

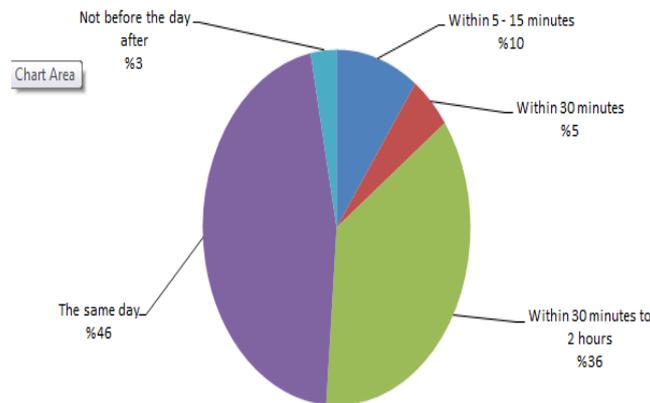


Which is important to you to choose to follow a company on social media

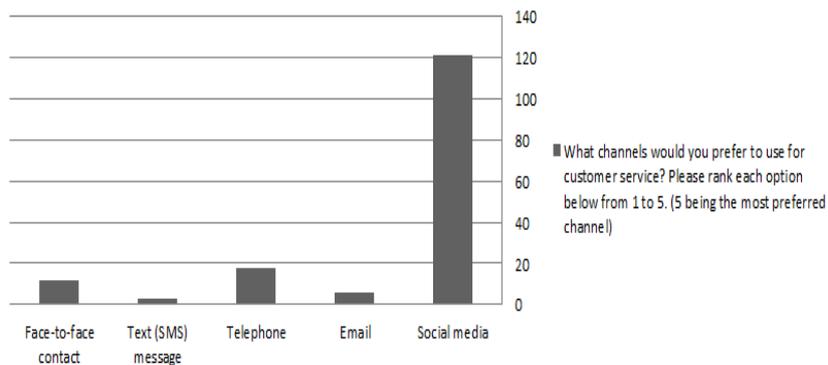




When you engage with the brand via social media for customer service related queries, how quickly do you expect to have the issue answered



What channels would you prefer to use for customer service? Please rank each option below from 1 to 5. (5 being the most preferred channel)



The Results Above Indicate That , Social Media Has A Strong Positive Impact On The Egyptian Youth Awareness .

In Order To Back Up & Support The Research's Hypothesis And Questionnaire With More Statistical Evidence , Statistical Package For The Social Sciences (SPSS) Was Also Considered

	Descriptive Statistics			
	N	Minimum	Maximum	Mean
Which of the following social media platform are you using?	160	2.00	5.00	2.2812
Which is important to you to choose to follow a company on social media	160	1.00	5.00	4.2500
Does the Egyptian ministry of interior page on face book help in changing your opinions, thoughts and awareness	160	1.00	5.00	2.7500
Does the Egyptian ministry of interior account on twitter affect your opinions, thoughts and awareness	160	1.00	5.00	2.7875
Does The Egyptian Ministry Of interior Channel On Youtube Affect Your Opinions, Thoughts And Awareness	160	1.00	5.00	2.4687
Have You Ever Followed A Company On Social Media And Later Affect Your Option About That Company	160	1.00	4.00	1.5625
When you engage with the brand via social media for customer service related queries, how quickly do you expect to have the issue answered	160	1.00	5.00	2.7313
What channels would you prefer to use for customers service? Please rank each option below from 1 to 5. (1 being the most preferred channel)	160	1.00	5.00	4.3812

Do you prefer that The customer service system of the Egyptian Ministry Of Interior Channels On social media to be better and quicker than other channels	160	5.00	5.00	5.0000
Does bad customer service via social media affect your opinions , thoughts and awareness	160	1.00	4.00	1.3375
Valid N (list wise)	160			

According To The Table Above, The Statistical Results Also Supports This Research's Hypotheses And Indicates A Very Strong Positive Impact Between The Two Variables And Prove That , The Research Sample Follow The Normal Distribution .

Higher Percentage Of The Research Sample Also Ensures That There Is A Large Impact Of The Ministry Of Interior Social Media Channels (Face Book , Twitter And You Tube) On The Egyptian Youth And Helping In Changing Their Opinions And Thoughts .

IV. Conclusion

The Data Analysis And Research Findings Support The Great Importance Of Using The Ministry Of Interior Social Media Channels (Face Book , Twitter And You Tube) And Also Support The Study's Main Hypotheses, The Using Of Social Media Marketing (Face Book , Twitter And You Tube) Has A Strong Positive Impact On Youth Awareness .

Like Any Other Study, This Study Has Its Limitations Including The Scale On Which It Was Conducted On. The Study Was Conducted On A Small Scale And It Analyzed Data Obtained From 160 Users Of The Egyptian Ministry Of Interior Social Media Channels Only. Research Findings May Vary If The Study Is To Be Conducted On A Larger Scale.

The Research Findings May Also Vary If The Study Is Conducted On Another Country.

Eventually, This Study Clearly Highlights The Importance Of Social Media And Its Effects On Egyptian Youth .It Also Proves That Organizations Which Develops Their Social Media Marketing Channels Well Can Positively Affect Their Customer Awareness.

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