

THE INFLUENCE OF SOCIAL MEDIA ON UNIVERSITY STUDENTS: AN APPLICATION OF THE THEORY OF PLANNED BEHAVIOR

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Abstract

This study has been done on the influence of social media formats on Al Akhawayn students' intentions to follow advertising content. The study took place in Morocco, and applied the theory of planned behavior of Ijcek Ajzen (1991). The influence of variables like attitude, subjective norms, and perceived behavioral control on the intention to follow advertising content on social media formats like Facebook brand pages, online videos, and blogs was tested. The advertising formats were chosen because of their user's familiarity. The main findings from this study were that subjective norms and the ease of performing behavior were the most significant predictors of the intention to like Facebook brand pages and to watch online videos. On the contrary, attitudes, and normative beliefs predicted the intention to follow blogs.

Key words: Theory of planned behavior, social media, facebook brand page, online videos, blogs

Résumé

Cette étude a porté sur l'influence de divers formats de médias sociaux sur les intentions de suivi de contenu publicitaire des étudiants de l'université Al Akhawayn. La théorie du comportement planifié d'Ijcek Ajzen(1991) a été appliquée pour cette recherche. L'influence de variables telles que l'attitude, les normes subjectives, le contrôle comportemental perçu sur les intentions de suivi de contenu sur les médias sociaux (page Facebook, vidéo en ligne, blogs) ont été testées. Les médias sociaux ont été choisis en raison de la familiarité des usagers. Les principaux résultats de cette étude indiquaient que les normes subjectives et la facilité de réaliser un comportement (contrôle comportemental perçu) prédisaient significativement les intentions de suivi de contenu sur les pages Facebook, et les vidéos en ligne. Les attitudes, et les croyances normatives prédisaient quant à elles les intentions de suivi de blog.

Mots Clés : Théorie du comportement planifié, Média sociaux, page Facebook, Vidéo en ligne, Blogs

I. Introduction

Being recognized as one of the most prominent invention of the 20th century, the internet could be defined as the “network of networks” that enable people from all around the world to exchange information through various tools like World Wide Web, email and chat rooms etc. (Mc Millan, 2004). At its very beginning, the internet was essentially used by the army in the 70’s, and finally became public in the 1990’s. This change in nature resulted in what was called the “Web 1.0”. The latter internet version had several civilian functions (business, leisure, professional, etc...) (Leiner et al., 2000).

As a result, the business processes changed. Companies could sell and buy their products or services online. Individuals could buy products from long distances. New types of advertising appeared. A new term called online advertising emerged. According to Mc Millan (2004), online advertising is any kind of communication whose role is to change a receiver course of action, and that is available in the internet. It is characterized by interactivity, intrusiveness, and personalization (Mc Millan, 2004). Interactivity means a two way communication with consumers, customer engagement, and timely communication (Liu & Shrum, 2002; Mc Millan & Hwang, 2002). Intrusiveness is the spontaneous appearance of ads through pop-ups and interstitial ads when individuals are surfing on the net (Mc Millan, 2004). Personalization could be defined as the one on one orientation of specific advertising messages oriented towards specific customers (Mc Millan, 2004).

However, the internet nature evolved significantly in the mid 2000’s into what is known as the “Web 2.0” (O’Reilly, 2005). The Web2.0 is characterized by interactive communication and information sharing (Enders, et al., 2008). In other words, web 2.0 sites enable a two way communication between the website and the visitor. Thus, visitors are even more empowered since they can create content and interact with the website. One of the best examples of such sites could be social media sites. For Goyal (2013), Social media sites are platforms that enable to share ideas, informations, and messages electronically. For instance, social networking websites, online magazines, blogs, forums, podcasts, photographs, videos are social medias (Goyal, 2013). Social media advertising would be then any kind of advertising that is made on platforms like Facebook, Youtube or Blogs.

Since the early 2000’s, the Internet developed in Morocco at a very high pace. We can count 17.3 million users in the country (ANRT, 2014). The proliferation of the internet makes it a communication means that is more and more to be considered by advertisers, and not yet saturated since 43.2% of the Moroccan population still doesn’t have any connection (ANRT, 2014). Internet is used essentially for social networking purposes, and entertainment (ANRT, 2014). The biggest users tend to come from urban areas, to be below 40, with middle high to high income, and with a university education level (Oukarfi, 2013).

Consequently, the Moroccan users are exposed to advertising content in social medias like Facebook, YouTube and blogs. The content available in such formats must certainly have an impact on customer’s intentions, but that impact hasn’t yet been proven empirically in Morocco. As a result, the theory of planned behavior will be used in order to test the influence of different social media formats (facebook brand pages, online videos, and blogs) on customers intentions to follow content in a context where the population is young, educated and supposedly with high income (Al Akhawayn University). The latter theory states that behavior results from a conscious decision to behave in a certain way, based upon one person’s ability (resources, opportunities, and support available (Ajzen, 1991)) to perform that behavior (Knabe, 2012). The theory of planned behavior was chosen because of its universal validity and recency (more than 1000 studies according to Knabe (2012)) in explaining intentional behavioral. The social media formats (facebook brand page, online videos, and blogs) were chosen essentially because of the user’s familiarity. Therefore, two main questions need to be

asked: What are the factors that influence Al Akhawayn University students intentions to follow advertising content in the social media? To what extent is it worthwhile to invest on internet advertising formats for companies in Morocco?

II Literature review

The reasons why people engage in social media activity have very recently raised the interests of researchers. Several factors have influenced in the past social media usage. Attitudes and subjective norms predict the intentions to engage in social networks (Pelling and White, 2009; Van Zoonen et al., 2014). Other factors like perceived behavioral control, social identity expressiveness, and self-identity expressiveness also explained the intention to engage in social media (Van Zoonen et al., 2014). Interest in the advertisement also proved to determine the success of advertising campaigns in social networks (Zeng and Dou (2009). Baker et al. (2010) studied adolescent's usage of social networks. Their findings were that attitude, perceived behavioral control, and group norms predicted the intention to use social network which actually lead to current usage of social networks. Concerning college students, the intention to engage in social network activity was correlated to the engagement in social activity (Cameron, 2010). Behavior, prior help, experience predicted intentions to use social networking for the 20 years old group of her study. Prior experience, helping others, and behavior predicted the intention to use social networks for the 40 and 60 year old groups. Age was a significant determinant of social network usage (Cameron, 2010).

First, Facebook brand pages could be defined as public profiles where brands can share informations, videos, photos and post updates with brand community members (Bushelow, 2012). As a result, brands can collect feedback from their community members on Facebook. Previous studies have determined that several factors can determine a Facebook brand page success. Perceived ease of use and peer pressure influenced the intention to follow brands on Facebook (Logan, 2014). For Luarn et al. (2015), media and content type of posts have a significant effect on user's online engagement on Facebook. Relationship variables, and perceived credibility play an important role in consumer engagement on facebook (Wan-Hsiu, 2013).

Second, online video was defined in this context as "any broadband commercial that "may appear before, during, and after a variety of content including, but not limited to, streaming video, animation, gaming, and music video content in a player environment" (IAB 2008a, p. 5). Previous studies proved that specific conditions needed to be respected in order to have a successful advertising campaign. ELberse et al. (2015) studied the reach of online video advertisements, and found that intensity, timing, and coverage enable success of online video campaign. According to Lee (2008), attitudes, subjective norms, and perceived behavior control influenced the intention to watch videos. The latter intentions were positively linked with the video watching (Lee, 2008). Positive emotions, brand image and content determine video advertisement's virality (Jenkins, 2011). Length, run time, laughter, surprise, irony, minority presence, music quality, youth presence, and talent enable videos to become phenomena (West, 2011). Moreover, some interesting findings have been made recently about Youtube videos intrusiveness. Pashkevich et al. (2012) studied the right to choose online video advertising by users. It was found that skippable advertisements were as effective as traditional video advertisement.

Finally, Blogs are websites that are regularly updated with diversified content like commentaries, videos, description of events, and graphics (Asaad et al., 2011). Previous studies about blogs showed several critical factors in their usage. Hsu and Lin (2008) found that ease of use, enjoyment, knowledge sharing were linked to attitude toward blogging. Chen Ya et al. (2010) discovered that personal innovativeness in IT, perceived usefulness, and enjoyment influence the intentions to use blogs. Social factors tended to play an important role in blogs

acceptance. For Yang (2011) and Pardamean et al. (2011), social influence was a predictor of the intention to use blogs. In the educational sector, the academic benefits of blogs predicted their usage intention (Landani et al., 2013). Another interesting finding concerning switching behavior was the one of Zhang et al. (2011). For them, factors like satisfaction, attractive alternatives, and sunk costs influence a blogger's switching intention (Zhang et al., 2011).

III The research framework: The theory of planned behavior

The theory of planned behavior resulted as the extension of the theory of reasoned action. Ajzen (2011) found that attitudes, subjective norms and perceived behavioral control predicted with high accuracy the intention to behave in a certain way. The main difference here with the planned behavior theory is that it considers volitional control which could be defined as a person's capacity to perform a behavior in a certain way (Ajzen, 1991). The elements of volitional behavior are resource, opportunity, and support available (Ajzen, 1991). The model assumes that salient beliefs (behavioral, normative, and control) can be antecedents to attitude, subjective norm and perceived behavioral control (see figure 1). The latter three factors are determinants of behavior intention which predict behavior (Ajzen, 1991).

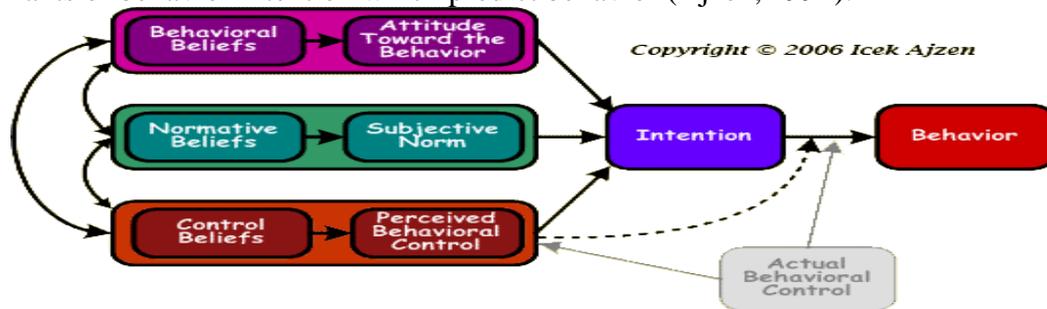


Figure 1: The theory of planned behavior diagram (Ajzen,2000)

Skepticism toward social media format:

Even if an individual can have many beliefs about a behavior, only a few salient beliefs influence an individual behavior at a specific moment (Ajzen, 2002). The latter salient beliefs were found to determine attitude (Ajzen, 1991). One of the most interesting beliefs about the social media is skepticism. Skepticism about social media would be a predisposition to reject social media (Boush et al., 1994). Previous works about traditional advertising have proven that advertising messages were accepted because of the source perceived reliability (Hovland and Weiss, 51-52, Boush et al., 1994). As a result, consumer attitudes are influenced by social media format (brand pages, videos, or blogs) credibility. Frequency and recency of posting influenced social media credibility (Westerman et al. 2014; Xu, 2013). Recommendations and comments were significant factors of social media advertising credibility (Steyn et al. 2011; Xu, 2013). Therefore, skepticism about a social media format must most probably influence the intentions to follow the advertising content on the format. It is then possible to hypothesize:

H1a: Skepticism towards Facebook brand pages is positively correlated to the intentions to like Facebook brand pages

H1b: Skepticism towards online videos is positively correlated to the intentions to watch online videos

H1c: Skepticism towards blogs is positively correlated to the intentions to follow blogs

Attitude toward social media format:

The theory of planned behavior claims that individual behavior is influenced by attitudes (Ajzen,1991). Attitudes could be defined as the extent towards which an individual evaluates positively or negatively a specific behavior (Ajzen, 1991). In other words, the more favorable is an attitude toward a given behavior, the more likely individuals have the intention to engage in that behavior (Bosnjak et al.2005, 2006). For instance, Hsu et al. (2006) found that the

attitude towards using mobile coupons predicted the intentions. Consequently, the more consumers have a positive attitude about a social media format, the more they will have intentions to follow the advertising content on the social media format. This is why it is possible to hypothesize.

H2a: The Attitude toward Facebook brand pages is positively correlated to the intention to like Facebook brand pages.

H2b: The Attitude toward online videos is positively correlated to the intention to watch online videos.

H2c: The Attitude toward blogs is positively correlated to the intention to follow blogs.

Normative beliefs about social media format:

Normative beliefs could be defined as “the perceived behavioral expectations of referent individuals or groups” (Logan, 2014). The theory of planned behavior claims that normative beliefs about a behavior influence the intentions to behave in a specific manner. Lee and Cho (2011) demonstrated that social factors influenced the decision to follow brands on Facebook. Hsu and Lin (2008) found that community identification determined the intentions to follow blogs. As a result, normative beliefs must most probably influence the intention to follow social media content. That is why it is possible to make the following hypothesis:

H3a: Normative beliefs about Facebook brand pages are positively correlated to the intentions to like Facebook brand pages.

H3b: Normative beliefs about online videos are positively correlated to the intentions to watch online videos.

H3c: Normative beliefs about blogs are positively correlated to the intentions to follow blogs.

Subjective norms about social media format:

Subjective norms have to do with an individual willingness to deal with social pressure regarding whether or not to perform a specific behavior. Previous studies have found that the higher the subjective norm, the higher the behavioral intention (Lim and Dubinsky, 2005; Hansen, 2008). In social media advertising, peer pressure is characterized by comments and affiliation (Logan, 2014). Brands were found to benefit from trust and peer influence related to social networks (Chatterjee 2011; Chu and Kim, 2011). Taylor and Todd (1995) found that subjective norms influenced the intention to use innovation. Hansen et al. (2004) proved that subjective norms influenced the intention to shop online. As a result, subjective norms about a social media format must most probably have an influence on the intention to follow the advertising content on that format. That’s why it is possible to hypothesize that:

H4a: Subjective norms about Facebook brand pages are positively correlated to the intention to like Facebook brand pages.

H4b: Subjective norms about online videos are positively correlated to the intention to watch online videos.

H4c: Subjective norms about blogs are positively correlated to the intention to follow blogs.

Perceived behavioral control about social media format:

The perceived behavioral control or perceived ease of use is the degree toward which an individual finds it easy to perform a behavior (Hsu & Lin, 2008). For Logan (2014), the ease of use was one of the strongest determinants of following brands on Facebook. Lee and Cho (2011), Agrifoglio et al. (2012), and Barnes and Bohringer (2011) found that the ease of use of social media influenced social media usage. Taylor and Todd (1995) showed that the ease of use facilitated the intention to use innovations. Hsu et al. (2006) demonstrated that the ease of use was related to the intentions to use mobile coupons. As a result, the perceived ease of using a social media format can only influence the intention to follow the advertising content on that format. That’s why we can make the following hypothesis:

H5a: The perceived ease of liking Facebook brand pages is positively linked to the intention to like Facebook brand pages.

H5b: The perceived ease of watching online videos is positively linked to the intention to watch online videos.

H5c: The perceived ease of following blogs is positively linked to the intention to follow blogs.

IV The research methodology

IV.1 The sampling method

As stated previously, the population of internet users in Morocco tend to be urban, below 40, coming from at least middle high income level, and having a university level of education (at least two years of study) (Oukarfi, 2013). That's why the sampling methodology used was a convenient sample in Al Akhawayn University. In this context, the respondents have a relevant age group, income level, educational level, and geographical representativeness since most of the students come from different Moroccan regions. Al Akhawayn University has 2088 students (Spring 2015) spread in 3 main schools School of Business Administration (1129 students), School of Humanities and Social Sciences (335 students), and School of Science and Engineering (623 students), with two main levels undergraduate (1860 students) or graduate (227 students). The average age in the university is 22.35 year old. The age range among students varies from 18 to 53 year old. Some students are working (Part time MBA, Executive, and others). There are 967 male students and 1110 female students (Enrollment Services figures).

There is no official income distribution among students but it is easily inferable that 69% of the students come from middle high to high income level. Indeed, the average income per month for households in Morocco is 5,000 DH (le journal du net, 2012), and the university costs approximately 100000 DHs a year which means that most of the students come from high income families. On the contrary, 31% of the students have either financial aid or scholarships (Enrollment Services figures) which means that most probably these 31% come from poor or middle classes.

IV.2 The data collection procedure

In this study, online questionnaires were used. They were sent online in AUI student news and personal address mails. Emails were sent three times to the entire university. The student population is 2088, and after three trials between May and June 2015, 152 answers have been collected which gives a response rate of 7.27%.

Online questionnaires were used because of the lack of secondary data in Morocco about the influence of online advertising on customers, and convenience since it facilitates data analysis and conclusion drawing.

IV.3 The questionnaire description

The questionnaire used in this study is inspired from Logan's (2014) work on social media advertising. It is composed of 60 questions. There are two main big sections that are the model's questions and the demographic questions. The items were measured by using a 7 Likert scale from 1 to 7 where 1 meant strongly disagree and 7 for strongly agree.

- From question 1 to 9, the skepticism towards online advertising was measured regarding each of the three types of online advertising like Facebook brand pages, online videos, and blogs.
- From question 10 to 18, the attitude towards online advertising was measured based upon each of the three formats whether Facebook brand page, online video and blogs.
- From question 19 to 30, the normative beliefs about online advertising were measured about each of the three advertising formats.
- Questions 31 to 36 give information about the influence of subjective norms on each of the advertising formats.

- Questions 37 to 45 give information about the ease of paying attention to each of the three advertising formats.
- Question 46 to 54 measure the intention to pay attention to each of the advertising formats for a purchasing behavior.
- From question 55 to 60, Sociodemographic data like gender, age, school, city of origin were measured.

IV.4 Data analysis

The data analysis was done on two parts with descriptive statistics and models. The descriptive statistics part was done through qualtrics.com. Means, frequencies and min, max values for each item were analyzed in the first part. For the second part, SPSS 15.0 was used for doing a factor analysis, correlation and regression analysis.

V The Findings

V.1 The descriptive analysis

Concerning the skepticism towards Facebook brand pages, 64% of the surveyed students found that Facebook brand pages were truthful .68% of the respondents agreed with the fact that liking facebook brand pages was useful and valuable.58% of the respondents said that they were influenced by their friends and peers when it comes to liking facebook brand pages. 70% of the respondent's facebook usage is perceived as being useful and valuable by their entourage. 75% of the respondents found that liking facebook brand pages was easy.54% of the respondents claimed that they would like facebook brand pages in the future.

Also regarding the online videos, 78% of the students surveyed disagreed with their truthfulness.67% of the respondents found that watching online videos was useful and valuable. 58% of the respondents said they were influenced by friends and peers when it comes to watch online videos .65% of the respondents were assessed by their entourage as having a valuable and useful online video usage.72% of the respondents found that it was easy to watch online videos .59% of the respondents said that they planned to watch online videos.

Finally, 73% of the respondents assessed blogs as being truthful.72% of the students surveyed found blogs useful and valuable .55% of the students were influenced by friends and peers when it comes to following blogs.64% of the respondents found that their use of blogs was perceived as useful by their entourage. 70% of the respondents evaluated blogs as being easy to follow. 57% of the respondents claimed that would follow blogs in the future.

Out of the 152 respondents, 41% were male and 59% female. The respondents were essentially from the School of Business Administration (SBA) (55%) and School of Science and Engineering (SSE) (31%). Humanities students (SHSS) tended to be lower than the other students. The student age ranged between 18 and 53 years old which is the age range of students in AUI. The age got divided in 5 categories that were 18-20,20-22,22-24,24-26, and older than 26. 60%of the respondents were between 20 and 26 years old .The students' city of origins got divided into 10 regions'; Rabat region, Casablanca, Fes, Meknes, Marrakech, Agadir, Errachidia, Nador, El Hoceima, Oujda, Tangier regions.60% of the respondents came from Rabat and Casablanca .

V.2 The reliability analysis

The reliability of the measure of the online skepticism towards the Facebook brand page variable has been analyzed through 3 questions. A Cronbach alpha of 0.742 was obtained regarding the facebook skepticism question which is a good reliability indicator. The attitude variable regarding Facebook has been measured by 3 questions. The alpha Cronbach turned out to be equal to 0.916 which is an excellent reliability measure. The normative belief factor about the Facebook brand pages got measured by 4 questions. The Cronbach alpha turned out to be 0.878 which is a very good indicator of reliability. The 2 subjective norm questions related to Facebook gave a score of 0.964 in Cronbach alpha which is an excellent reliability score. The

3 perceived behavioral control questions resulted in a score of 0.943 in Cronbach alpha which is a very good reliability indicator. The 3 questions that measured the intention to follow Facebook brand pages gave a Cronbach alpha of 0.945 which is a very good reliability indicator.

Concerning the 3 online videos skepticism questions, the reliability was found to be good with a Cronbach alpha of 0.750. The 3 questions related to the Attitude towards online video advertising have given a Cronbach alpha with a score of 0.9 which is an excellent score. The 4 questions related to normative beliefs about online videos proved to be highly reliable with a Cronbach alpha of 0.876. The two questions about online video subjective norms were highly reliable. Indeed, these questions gave a score of 0.948 on Cronbach alpha. The perceived behavioral control variable on online videos was highly reliable. Indeed, the alpha Cronbach was 0.948 which is an excellent score. The intention to follow online videos factor was highly reliable. The intention factor explained 90.85% of the total variance.

Finally, the factorial analysis about blogs skepticism enabled to determine a Cronbach alpha of 0.834 for the 3 questions which is a good indicator of measure reliability. The attitude towards blogs questions gave a Cronbach alpha of 0.955 which is an excellent reliability score. Normative beliefs about blogs variables were highly reliable since the 4 questions gave a Cronbach alpha of 0.919. The subjective norm questions proved to be highly reliable since the Cronbach alpha was 0.934. The perceived behavioral control for blogs variable was highly reliable (The Cronbach alpha was 0.946). The 3 questions about the intention to follow blogs proved to be highly reliable with a Cronbach alpha score of 0.954.

V.3 Correlation analysis

V.3.1 Correlation for Facebook

H1a: Skepticism towards Facebook brand pages is positively correlated to the intentions to like Facebook brand pages

Here the more skeptical someone is going to be towards Facebook brand pages, the less likely that person will like Facebook brand pages. The less skeptical someone is towards Facebook brand pages, the more likely will be his/her intention to like Facebook brand pages. Here r is 0.417, and the significance is 0.000 which proves that there is a significant and positively moderate relation between skepticism towards Facebook brand pages and the intentions to like Facebook brand pages. **Hypothesis H1a is confirmed.**

H2a: The Attitude towards Facebook brand pages is positively correlated to the intention to like Facebook brand pages.

According to this hypothesis, the more positive an attitude towards Facebook brand pages is, the higher the intention to like Facebook brand pages will be. In this context, $r = 0.549$ and the significance is 0.000 which is the evidence of a significant and moderate positive relation between attitude towards Facebook brand pages and the intention to like Facebook brand pages. **Hypothesis H2a is confirmed.**

H3a: Normative beliefs about Facebook brand pages are positively correlated to the intentions to like Facebook brand pages.

According to this hypothesis, the more positive one's normative norms about Facebook brand pages, the more positive will be one's intention to like Facebook brand pages. In this context, $r = 0.529$ and the significance is 0.000 which shows a significant and positively moderate correlation between normative beliefs about Facebook brand page and the intentions to like Facebook brand pages. **Hypothesis H3a is confirmed.**

H4a: Subjective norms about Facebook brand pages are positively correlated to the intention to like Facebook brand pages.

Here the more positive a subjective norms, the more likely will be the intention to like Facebook brand pages. $r = 0.555$ and the significance is 0.000 which is a significant and

moderately positive correlation between subjective norms about Facebook brand pages and the intention to like Facebook brand pages. **Hypothesis H4a is confirmed.**

H5a: The perceived ease of liking Facebook brand pages is positively linked to the intention to like Facebook brand pages.

In this hypothesis, the easier will be the possibility to like Facebook, the more likely will be the intention to like Facebook brand pages. In this correlation analysis, $r=0.376$ and the significance is 0.000 which is a significant, and low positive correlation between the ease of liking Facebook brand pages and the intention to like Facebook brand pages. **Hypothesis H5a is confirmed.**

V.3.2 Correlation for online videos

H1b: Skepticism towards online videos is positively correlated to the intentions to watch online videos

According to this hypothesis, the more skeptical about online videos will be a user; the worst will be his/her intention to watch online videos. After running a correlation analysis, we found an $r=0.268$ and significance of 0.001. It means that there is a low positive relationship between skepticism towards online videos and the intention to watch online videos. **Hypothesis H1b is confirmed.**

H2b: The Attitude toward online videos is positively correlated to the intention to watch online videos.

Here, the more positive the attitude one can have about online videos, the more likely will be that person's intention to watch online videos. $r=0.503$ and the significance is 0.000 which proves that there is a significant and moderate relationship between the attitude towards online videos and the intention to watch online videos. **Hypothesis H2b is confirmed.**

H3b: Normative beliefs about online videos are positively correlated to the intentions to watch online videos.

In this hypothesis, the more positive the normative beliefs about online videos, the more positive will be the intentions to watch online videos. $r=0.511$ and the significance is 0.000 which proves that there is a significant relationship and moderate positive correlation between normative beliefs and the intention to watch online videos. **Hypothesis H3b is confirmed.**

H4b: Subjective norms about online videos are positively correlated to the intention to watch online videos.

In this hypothesis, the more positive will be the subjective norms, the higher will be the intention to watch online videos. $r=0.478$ and the significance is 0.000 which means that there is a significant relationship and moderate correlation between subjective norms about online videos and the intention to watch online videos. **Hypothesis H4b is confirmed.**

H5b: The perceived ease of watching online videos is positively linked to the intention to watch online videos.

Here the easier the possibility to watch online videos, the higher will be the intention to watch online videos. $r=0.441$ and the significance is 0.000 which proves that there is a significant relationship and a moderate positive correlation between the ease of watching online videos and the intention to watch online videos. **Hypothesis H5b is confirmed**

V.3.3 Correlation for blogs

H1c: Skepticism towards blogs is positively correlated to the intentions to follow blogs

This hypothesis tries to prove that the more skeptical someone is towards blogs, the more likely his/her intentions to follow blogs will be negative. $r=0.316$ and the significance is 0.000 which proves that there is a significant and a moderate positive correlation between skepticism towards blogs and the intention of follow blogs. **Hypothesis H1c is confirmed.**

H2c: The Attitude toward blogs is positively correlated to the intention to follow blogs.

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Here, the more positive the attitude towards blogs, the more likely will be the intention to follow blogs. $r=0.510$ and the significance is 0.000 which means that there is significant and a moderate positive correlation between the attitude towards blogs and the intention to follow blogs. **Hypothesis H2c is confirmed.**

H3c: Normative beliefs about blogs are positively correlated to the intentions to follow blogs.

Here, the more positive the normative beliefs about blogs, the more positive will be the intentions to follow blogs. $r=0.567$ and the significance is 0.000 which proves the existence of a significant relationship and a moderate positive correlation between normative beliefs about blogs and the intentions to like blogs. **Hypothesis H3c is confirmed.**

H4c: Subjective norms about blogs are positively correlated to the intention to follow blogs.

In this hypothesis, the more positive the subjective norms about blogs, the more likely will be the intention to follow blogs. $r=0.400$ and the significance is 0.000 which proves the existence of a significant relationship and a moderate positive correlation between subjective norms about blogs and the intention to follow blogs. **Hypothesis H4c is confirmed.**

H5c: The perceived ease of following blogs is positively linked to the intention to follow blogs.

This hypothesis tries to demonstrate that the easier one can follow blogs, the more likely will be his/her intention to follow blogs. $r=0.445$ and the significance is 0.000 which proves that a significant relationship and positive moderate correlation exists between ease to of following blogs and the intention to follow blogs. **Hypothesis H5c is confirmed.**

V.4 Regression analysis

V.4.1 Regression for Facebook

Model	R	R-square	R-square adjusted	Standard error of the estimate
1	,687 ^a	,472	,449	1,31211

a. Predicted values: (constants), PEOFBF, SNFB, SKFB, NBFB, ATFB

Table 1: Model 1 summary

According to this table, 47.2% of the variation in the intention to like Facebook brand pages can be explained by skepticism, attitudes, normative beliefs, subjective norms and perceived behavioral control. According to the adjusted R-square, the model explains 44.9% of the total variation of the intention to like Facebook brand pages.

Model	Non standardized coefficients		Standardized Coefficients	T	Sig.	Collinearity statistics	
	A	Standard error	Bêta			Tolerance	VIF
(Constant)	-,520	,454		-1,145	,255		
SKFB	,132	,111	,097	1,184	,239	,683	1,465
ATFB	,191	,102	,178	1,880	,063	,510	1,961
NBFB	,265	,109	,210	2,430	,017	,614	1,629
SNFB	,290	,084	,296	3,437	,001	,620	1,614
PEOFB	,157	,078	,149	2,017	,046	,841	1,189

a. Dependant Variable : ITFB

Table 2 : Model 1 coefficients

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According to this table, normative beliefs, subjective norms and the perceived behavioral control (the perceived ease of performing behavior) are significant predictors of the intention to like Facebook brand pages. In each of these predictors, the p value is inferior to 0.05. Skepticism and attitudes towards Facebook brand pages weren't significant predictors of the intention to like Facebook brand pages since their p value was superior to 0.05. Also, subjective norms and normative beliefs tended to have the highest sensitivity to change since their betas were the highest.

The VIF was inferior to 10 in each of the variables and the tolerance indicator superior to 0.10 in each of the variables which both confirm that the measures of the model don't have multicollinearity.

Model		Sum of squares	Ddl	Mean squares	D	Sig.
1	Regression	176,822	5	35,364	20,541	,000 ^b
	Residuals	197,988	115	1,722		
	Total	374,810	120			

b. Dependant Variable : BIFB

c. Predicted Values : (constants), PEOBFB, SNFB, SKFB, NFBF, ATFB

Table 3: Model 1 ANOVA

Here, the significance of the regression is below 0.05 which proves that the model is significant in terms of predicting the intentions to like Facebook brand pages. As a result, it can be summarized as the following equation:

Intention to like Facebook brand pages = -0.520+0.265 (normative beliefs on Facebook brand pages) + 0.290 (subjective norms on Facebook pages + 0.157 (perceived ease of liking Facebook brand pages).

V.4.2 Regression for online video

Model	R	R-square	R-square adjusted	Standard error of the estimate
1	,636 ^a	,405	,378	1,33365

a. predicted values: (constants), PEOBOV, SNOV, SKOV, NBOV, ATOV

Table 4: Model 2 summary

According to this table, the R-square is 0.405 which means that 40.5% of the variation in the intention to watch online videos can be explained by skepticism, normative beliefs, subjective norms, perceived behavioral control. According to the R-square adjusted, the model explains 37.8% of the variation in intention to watch online videos.

Model	Non standardized coefficients		Standardized Coefficients	T	Sig.	Colinearity statistics	
	A	Standard error	Bêta			Tolerance	VIF
1	(Constant)	-,030	,479		-,063	,950	
	SKOV	-,018	,107	-,014	-,168	,867	,814
	ATOV	,132	,119	,122	1,113	,268	,445
	NBOV	,303	,117	,240	2,595	,011	,627
	SNOV	,234	,093	,247	2,525	,013	,560
	PEOBOV	,267	,090	,252	2,966	,004	,745

a. Dependant Variable : ITOV

Table 5 : Model 2 Coefficients

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Normative beliefs, subjective norms and the perceived ease to watch online videos have been found to be the most significant predictors of intention to watch online videos. The main reason is that each of their p value is below 0.05. Skepticism and attitude have been found to not be significant predictors of the intention to watch online videos since their p value was higher than 0.05. The variables that had the biggest sensitivity to change were the normative beliefs, subjective norms and the perceived ease of watching online videos since their beta was the highest.

The variables didn't show any collinearity since all the variables tolerance was higher than 0.10 and that the VIFs were below 10

Model		Sum of squares	Ddl	Mean of squares	D	Sig.
1	Regression	134,113	5	26,823	15,081	,000 ^b
	Residual	197,427	111	1,779		
	Total	331,540	116			

a. Dependant variable : ITOV

b. Predicted Values : (constants), PEOBOV, SNOV, SKOV, NBOV, ATOV

Table 6: Model 2 ANOVA

According to this table, the model is significant since its significance is below 0.05. The final regression equation is as following:

Intention to watch online videos = -0.030+0.303 (normative beliefs on facebook brand pages) + 0.234 (subjective norms on online videos + 0.267 (perceived ease of watching online videos).

V.4.3 Regression for blogs

Model	R	R-square	R-square adjusted	Standard Error of the estimate
1	,643 ^a	,413	,386	1,35242

a. predicted Values : (constants), PEOBB, SKB, NBB, ATB, SNB

Table 7: Model 3 summary

According to this table, the R2 square is 0.413 which means that 41.3% of the variation in intention to follow blogs can be explained by skepticism, normative beliefs, subjective norms, and perceived behavioral control. According to the R2 adjusted, the model explains 38.6% of the variation in intention to follow blogs.

Model	Non standardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	A	Standard Error	Bêta			Tolerance	VIF
1	(Constant)	-,282	,532		-,530	,597	
	SKB	,041	,107	,032	,382	,703	,791
	ATB	,321	,096	,308	3,331	,001	,642
	NBB	,421	,105	,343	3,995	,000	,743
	SNB	,023	,089	,024	,258	,797	,618
	PEOBB	,182	,092	,160	1,975	,051	,832

Table 8: Model 3 coefficients

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Normative beliefs, and attitudes have been found to be the most significant predictors of the intention to follow blogs. The main reason is that each of their p value is below 0.05. Skepticism, subjective norms aren't significant predictors of the intention to follow blogs since their p value was higher than 0.05. The variables that had the biggest sensitivity to change were the normative beliefs and attitudes since their beta was the highest.

The variables didn't show any collinearity since all the variables tolerance was higher than 0.10 and that the VIFs were below 10.

Model	Sum of squares	Ddl	Mean square	D	Sig.
1 Regression	137,945	5	27,589	15,084	,000 ^p
Residual	195,707	107	1,829		
Total	333,652	112			

a. Dependant Variable : ITB

b. Predicted Values : (constants), PEOBB, SKB, NBB, ATB, SNB

Table 9: Model 3 ANOVA

The model is significant since its significance is below 0.05. The final regression equation is as following:

Intention to follow blogs = $-0.282 + 0.321$ (attitudes towards blogs) $+ 0.421$ (normative beliefs on blogs).

VI. Discussion

Concerning the Facebook brand pages, the respondents liked them because of their content, social influence, and convenience. The qualities of the content displayed as well as its relevance were the main reasons that pushed respondents to like or dislike Facebook brand pages. A good content can be defined as the one that is truthful and constantly updated, and rich in pictures. This finding is consistent with the one of the descriptive analysis and Logan's (2014) that proved that attitude influenced the intention to like Facebook brand page. The influence of peers influenced as well the "liking" of Facebook brand pages. That influence was noticeable essentially through the recommendations sent through the notification tool, and the activity of others that was visible on Facebook's main page. Other people's behavior creates a sense of trust in the facebook brand page medium which is coherent with the findings of the regression and descriptive analysis, Logan's findings (2014), and the interpersonal relationship model of Triandis (1980). In other words, this study confirms the validity of the normative beliefs and subjective norms dimensions of Triandis model as predictors of behavioral intentions. Finally, the ease of use explains also the fact that people like Facebook brand pages. These pages are accessible by just a click, and come to the surface almost automatically when the user is visiting his/her account. As a result, whenever there is an interest from a user there is a click on the page. The information update comes up almost automatically on the Facebook main page. This quantitative finding is consistent with the one of Logan's (2014) and confirms the validity of the TAM model ease of use dimension (Davis, 1989).

Second, watching online video could be explained essentially by several factors like the content relevance, and the ease of access. Whenever the content is judged relevant, the internet user is more likely to watch an online video that appears on YouTube before a video which was found in the descriptive statistics finding, and in Truong's (2009) study. Also, the regression analysis proved that the ease of access to online videos explains why internet users watch online video which confirmed Truong's findings (2009) and the validity of the ease of use dimension of the Technology acceptance model (Davis et al.1989). Anytime a user wants to watch a video those pre-videos appear and impede for few seconds the user to watch online videos. As a result, internet users mandatorily watch the online video. The peer influence proved to be a factor explaining the intention to watch videos in the regression analysis, which is consistent with

Truong's findings (2009) and the perceived social norms dimension of the Interpersonal relationship model of Triandis (1980).

Third, the main factors that justify that people follow blogs are the content, and social acceptance. The main information displayed in the blogs, as well as the source explain why users pay attention to them and follow them. If the source is not relevant, the internet viewers will simply disregard the blog which is relevant with Hsu (2008). The extent to which peers follow specific blogs influences internet users to watch blogs. That credibility will be visible thanks to the viewer's feedback about the blog. The more feedback a blog has, the more credible will be the blog. Also, peer behavior influences also users behavior through recommendations since the more peers will be satisfied with a blog's content, the more they will be likely to recommend it to their entourage. This regression finding confirms Hsu's study (2008) and the perceived social norms influence on intentions in the interpersonal relationship model of Triandis (1980).

VII Theoretical implications

The model of planned behavior proved to be successful in predicting the intentions to follow each of the advertising Medias. All the regression models were significant which proves the model's success in predicting the intentions. All the questions proved to be reliable measures which reinforce the accuracy of the model. The differences in context didn't change much the validity of the model, and make it generalizable.

This study was most probably the first one to be done about the influence of social media advertising on viewers in Morocco. It tested the theory of planned behavior in a specific context which was the one of Al Akhawayn University students. The results obtained in the model are consistent with the ones of Hsu (2008), Truong (2009), and Logan's (2014), which represent an advance in research. Attitudes, social pressure, and ease of use influence people to like Facebook brand pages, follow blogs, and to watch online videos regardless of contexts.

Moreover, some aspects like the perceived usefulness of each advertising format could be of particular interest in the future. These aspects weren't covered in the study since the main focus was on the theory of planned behavior.

Also, a longitudinal study could be interesting in the future. Such a study could measure the transformation of intentions into actions, and to measure the elements that interfered between the intentions and actions. For example, the influence of interfering factor like previous experience with social media format, or the usefulness of the advertising format can be tested.

VIII Managerial implications

The study findings have several implications in terms of advertising elaboration from the advertising companies. The first implication is to create advertising that is going to have a content that is rich, truthful, and informative where viewers can recognize themselves in it. The more truthful it will be, the higher will be the intention to view the advertising, which will most probably result in a purchase. One way to do so could be to respond to comments of viewers regularly so that the relationship between the advertising medium (Blogs, Facebook brand page, online video) and the viewer is more authentic. Also, information update about promotions should always be present in order to attract customers and make them loyal.

In addition, truthful advertising can have an impact on groups of people. The latter can create a peer pressure or increased normative belief that results in higher intention of paying attention to the online advertising format which increases the probability of purchase. As a result, social media marketers should target groups of people in their advertising. Those groups of people must share common characteristics like loving a specific brand or having a specific hobby.

Also, the social media medium should always be easy to access whether on the first page of a search engine like for Facebook brand pages and blogs. Even if online videos appear

quasi automatically, their content must be attractive from the first seconds in order to generate viewer attention, and avoid being skipped by online surfer. Facebook brand pages and blogs should be easy to find through search engine either directly or indirectly (through related terms).

Facebook brand pages should be used to develop customer loyalty. Contrariwise to online videos, their approach isn't aggressive since the web surfer has the choice to click on them. The internet viewer can click on Facebook brand pages if he/she has an interest on the page that appears on his/her main screen. Their goal should be to inform current clients about promotions and get feedback about products. The brand pages can be used by every kind of company regardless of size.

Online videos should be used as a viral tool to promote products. Their goal would be to increase positive word of mouth, and enable a given company to increase its awareness, and gain new clients. The companies that should use them are essentially big ones (Meditel, The Coca Cola Company, etc...) because of their cost since it is pretty similar to the one a standard TV ad.

Blogs have essentially an information supply function. They intervene at the information search stage of the consumer behavior process. Their goal is to supply a web viewer with relevant information related to his/her need. As a result, they need to be easy to find through search engine optimization.

Finally, in order to illustrate the managerial implications, we can take for instance the example of the marketing plan of a restaurant. It should have a page on Facebook, a presence on specialized blogs, and if possible pre-video ads as part of its online marketing plan. The Facebook brand page goal would be to develop customer loyalty and inform them about promotions, and offers. The restaurant should be easy to find on blogs so that customers can find the informations they need. Videos can exist in specific conditions like the one of big fast food chains willing to enter the Moroccan Market and to increase their awareness through Youtube. Each of these supports should be easy to access through search engine optimization on Google or Facebook, and appear on the first page by the restaurant name, or associated terms. The video should automatically appear on Youtube pre-video ads. The content should be regularly updated on facebook and blogs. Comments from real people should regularly appear, and responses from the page or blog holder as well. Viewers should be able to see promotions or special offers so that they can benefit from them.

IX Limitations

The main limitations of this study were the time and context. Including more students from other universities, and more employed people could be considered for further studies. A more geographical proportionality could be considered in the future for more generalization.

Also, the sample size for our study and response rates were limited. There were only 152 respondents for a university population of 2088 students in spring 2015 which is less than 10% respondent rate. Some questions have not been answered in the questionnaires by the respondents, especially the one for the income level.

Moreover, the absence of the researcher represented a limitation since the latter could have answered to some of the respondent interrogations related to the questionnaire.

Conclusion

The objective of this study was to explain how the social media influenced Al Akhawayn University students intentions to follow content. That impact was measured by using the theory of planned behavior. Only the most familiar social media advertising formats were considered for this study. These formats were Facebook brand pages, online videos and blogs. In a questionnaire, the advertising truthfulness, the external influence on advertising acceptance, and the ease to pay attention to the formats were evaluated. Normative beliefs, subjective norms, and perceived behavior control (perceived ease of use) were found as predictors of the

intention to like Facebook brand pages, and watch online videos. The attitude towards blogs, the normative beliefs, the subjective norms, and the perceived behavioral control were found to be predictors of the intention to follow blogs.

Based upon a specific goal that can be customer loyalty, word of mouth, or information supply, investing on online advertising proved to be worthwhile to the extent that the content generated is informative, trustworthy, and easy to access. The truthfulness and trustworthiness can be seen by the presence of real comment from real people like in Facebook brand pages and blogs, and also by constant information update. The online advertising needs to be easy to access so that it increases final purchase likelihood.

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