

# The Impact of the Political Promotion via Facebook on Individuals' Political Orientations

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## Abstract

This study examines the impact that political promotion via Facebook has on the orientation of individuals, in order to determine the extent of Facebook users' interest in political promoting messages. How the individuals deal with these messages, the impact of these messages in influencing the political events, individuals' choices, and changing individuals' political orientations.

Present research is based on 6 dimensions, each with its corresponding hypothesis. In order to reach our study objectives, a questionnaire had been formed which includes 15 questions concerning the 6 dimensions and hypotheses.

This questionnaire had been posted on Facebook in both English and Arabic for a period of one month; only 405 questionnaires were valid for statistical analysis. Certain statistical methods had been used for analyzing the results, which revealed the validity of all hypotheses except the fourth one related to the reliability of the political promoting messages via Facebook.

This study is considered as an important step for further developing uses of Facebook and other social communication networks in political marketing and politics in general.

**Keywords:** political marketing, political promotion, message, Facebook, orientation

## 1. Introduction

The technological development in various fields in the past few years and up to the present day, especially in communication and information exchange, has led to the emergence of the so-called social networks, which are considered to be one of the widespread modern means that represent an important axis in the communicating process and communication between individuals and organizations on the Internet.

The widespread use of social networking is not confined to the exchange of information but also includes political, marketing, and health activities among others. This has earned them wider popularity, granted them a bigger impact in influencing both the lives of individuals and the activities of organizations, and enabled parties with mutual interests to connect, interact, share ideas and exchange views in order to achieve their common goals.

This development in the communication process has contributed to the development of the marketing communication means and facilitated the promoting process and the dissemination of the advertising messages, which prompted the workers in the political field to adopt the concept of political marketing and its elements including political promotion and the adoption of the modern communication means to disseminate and promote their ideas, gain supporters, and change the political reality.

Facebook is one of the modern communication means which were adopted by the politicians to disseminate their ideas, influence the individuals' opinions, induce them to adopt their ideas, and vote for them in elections. Facebook provides the workers in political marketing field with the access to the target audience by the advertising messages; it also provides Facebook users with various means for receiving the political promotion messages, interacting with each other, and exchanging the information. This is why workers in the political marketing field focus on Facebook in advertising information about political events, personal information about

the politicians and candidates, with the aim of building a positive image about them and urging the users to promote them and their ideas and contribute to the process of political change.

The workers in political marketing field seek to:

Create awareness among others about them, their ideas, and their political programs.

Build a good reputation for themselves and their political orientation.

Create loyalty and positive attitudes towards them and their political orientation.

Improve their image in the public mind and induce the public to adopt a positive position towards them.

## **2. Research Questions**

A key research question is the impact of the political promotion via Facebook on individuals' political orientation. The utilization of Facebook in the political marketing and promotion field represents a somewhat recent tendency with a significant effect due to the popularity of this tool in many of the social, economical, and cultural activities, a prime example of that is the significant role that Facebook recently played in the so-called Arab spring. Thus, the question of the study is restricted in these sub-questions, which are as the following:

Do Facebook users show an interest in the political promoting messages via Facebook?

Do the political promoting messages via Facebook have a significant impact on community, political reality and political events?

How do Facebook users deal with political promoting messages?

Do the political promoting messages via Facebook influence the individuals' political orientation, and choices?

## **3. The Objectives and Hypothesis of the Study**

### *3.1 The Objectives of the Study*

This study's objectives are summarized by the following:

- 1) Determining the extent of Facebook users' interest in political subjects.
- 2) Determining the extent of Facebook users' interest in political promoting messages posted on Facebook.
- 3) Determining the impact and effect of the political promoting messages via Facebook on the community, and on current political events.
- 4) Determining how Facebook users deal with the political promoting messages sent to them via Facebook.
- 5) Determining the extent of the political promoting messages efficiency in changing individuals' political orientations.
- 6) Determining the extent of the political promoting messages influence on individuals' political choices.

### *3.2 The Hypothesis of the Study*

The following hypotheses

H1: There is an interest in the political issues and political promoting messages via Facebook.

H2: The political promoting messages posted via Facebook have an effect on the individuals.

H3: The individuals deal positively with the political promoting messages via Facebook.

H4: The political promoting messages via Facebook are characterized as reliable.

H5: The political promoting messages via Facebook have an effect on changing the individuals' political orientation.

H6: The political promoting messages via Facebook have an effect on the individuals' political choices.

## **4. Methodology**

### *4.1 Data Source*

The required primary data was collected through a self administrated questionnaire which was originally developed and employed for the purpose of this study. A pilot study was first conducted to improve the questionnaire's structure and content. To achieve this purpose 40 questionnaires were sent to academicians in marketing departments in different Jordanian universities and to experts in politics in order to evaluate it and form the questionnaire in its final form to be ready to be posted on Facebook.

Several questions were revised based on the inputs from the academicians and experts and their comments were

considered in the final version of the original 20 questions, 15 were then selected and used for the research instrument. The questionnaire contains six dimensions, these dimension were prepared to reflect the structure of the study and to fully answer the research questions.

#### 4.2 The Scale

The questionnaire includes 15 questions, and by using a Likert scale (very much (5), a lot (4), sometimes (3), a little (2), and no (1)) were separated into six dimensions as following:

Dimension (1): The (political interest) questions (1, 2).

Dimension (2): The (effect on the political situation) questions (3, 4, 5).

Dimension (3): The (dealing with messages) questions (6, 7, 8, 9, 10).

Dimension (4): The (the reliability) question (11).

Dimension (5): The (the effect on the orientation) questions (12)

Dimension (6): The (the effect on choices) questions (13, 14, 15).

This questionnaire had been posted on Facebook in both English and Arabic for a period of one month from 12 November 2011 to 12 December 2011, 482 answers were received but only 405 questionnaires (84% of all cases) were valid for statistical analysis.

#### 4.3 Analyzing Method

Several statistic techniques were used including frequency analysis, descriptive analysis, Cronbach's alpha, and T-test. The T-test was used to accept/reject the hypotheses through testing the average mean of single sample, based on the value of scale midpoint, the higher value the more favorable the attitude, and the vice versa. A midpoint equal to 3 was chosen by adding the lower coded value of the Likert scale (1) and the upper coded value (5) of the Likert scale and dividing it by 2. It should be noted that for analytical treatment, "disagree" and "strongly disagree" were regrouped into "no", while "strongly agree" was regrouped into "very much".

### 5. Review of Literature

Most literature dealing with the subject of political promotion focuses on the concept of political marketing, considering the political promotion as its active element in the political field. The workers in the political field aim to market the ideas and individuals by adopting political marketing and enforcing these ideas and individuals through promoting activities and using the appropriate communication means. This has prompted many political parties to adopt the concept of political marketing.

#### 5.1 Political Marketing

Political marketing is considered as one of the concepts that raise controversy in its uses and how to take advantage of it in the service of politicians (organizations, political parties, members and candidates for the elections). Researchers and specialists in the field of marketing argue that political marketing is one of the important and contemporary topics with applications that can serve politicians, while politicians note that they engage in marketing activities, in a way that does not go beyond some of the means and methods of political and electoral propaganda and some of the techniques related to the communication activities or the political promotion, but without much depth in it. (ALSamydai, M, 1997).

This controversy is reflected in the definition of political marketing; (Davis, and others 1998) say "political marketing is designed to regulate the number of activists, financial assistance, to join the party, or a program of the candidate, using all means to reach this target to utilize the expectations of public opinion", while (Abu Khf, 1993), indicates that "political marketing in one of its aspects is representing the electoral marketing and the latter can not be a substitute for political marketing". (ALSamydai, M, 1997) defines political marketing as a set of processes and activities that lead to the success of the candidate in political elections, this definition pertains to the electoral marketing rather than political marketing, however, the same author again defines the political marketing as "an integrated system in which sets of activities are interacting and working to plan, price, promote, masse, that help and support the candidate or political organization to success in the elections."

(ALSamydai, M, 1999) argues that the most inclusive definition of all the basic cornerstones of the concept of political marketing (theoretical, practical and hypothetical) is that "political marketing includes all operations and activities that should be considered for the purpose or the intended and specific goals which the party or political organization or candidate should aims to achieve."

In the same field (Henueberg, 2001) points that "Political marketers use marketing theory to account for the

strategies and instruments used by the politicians parties and the political machinery and that, therefore, current political marketing literature has, for the most part, taken an instrumental approach to the marketing phenomena."

(Mona and Ming, 2009) suggest that "Political marketing may be characterized as the application of marketing concepts to the study of a strategic process involving voters and politicians (and their parties)". Political marketing is a new sub - discipline, it has sought legitimacy for its theoretical basis by borrowing from conventional marketing concepts such as marketing orientation. Political marketing is essentially an interdisciplinary subject of marketing and political science (Stephan and O, Shaughnessy, 2009).

(Stephan and O, Shaughnessy, 2009), on the other hand, see "Political marketing as essentially an interdisciplinary subject of marketing and political science: taking the explanandum from politics and the explanans from marketing theory".

According to (Lees - Marshment, 2001 a, p 358-370) political marketing management entails the use of marketing strategies, concepts and tools in the political exchange. This implies that understanding the character and the mutuality of the political exchange processes, as stated by (Kotler and Kotler 1999), is central for a marketing orientation of political actors (Stephan and O, Shaughnessy, 2009).

(ALSamydai, M, 2000) said that workers in the field of political marketing plan marketing activities, organize their work and implement it in order to gain the public's support and improve their attitudes toward the party or candidate, through the followings:

Forming a good, positive mental image for the voters, as the party or the party's candidate require a good information preparation because improper perception will generate an unclear image, which makes people incapable of making a decision as they are unable to draw a clear image about the party or the party's candidate. The absence of consensus between the mental image that the organizations and individuals are seeking to configure with their beliefs and attitudes will adversely affect their decisions so the workers in the field of political marketing focus on creating a positive mental image for the candidate or the party to achieve their planned objectives, with the utilization of Facebook (ALSamydai and Rudaina, 2001) .The workers in the field of politics should seek to disseminate information that enable individuals to recognize them well without intersecting with their attitudes and beliefs, but rather working to influence them in order to build a positive image by highlighting the personal characteristics of the candidates and their programs of work that are consistent with the ambition of individuals. This reflects the fundamental goal of political marketing, and is achieved by the preparation and designing of the appropriate promoting messages.

The workers in the field of political marketing aim to persuade the electorate to vote for a party or a party's candidate (i.e., access to public support) or to obtain the largest number of votes. The attempt to positively influence the opinions and attitudes of individuals towards the candidates require workers in the field of political marketing to generate sufficiently convincing messages about these topics, as the conviction of individuals requires reliable sources of information and convenient information for individuals to influence their beliefs and attitudes. Appealing to the people and winning their votes could be achieved by convincing them with the candidate's charismatic character, his background, the program submitted by the candidate, the promises made by his campaign, and the extent of his credibility. these can not be implemented and would not achieve their goals without studying the political market and determining its features, its needs and desires then fragmenting it in order to facilitate the process of targeting through publishing promotional messages that are well prepared to fit the target market (ALSamydai and Rudaina, 2010), Facebook enables them to reach the target market in effective way.

The workers in the field of political marketing work on the fragmentation of the political market and determining the characteristics of each sector and the ways to target it, which requires studying the market, identifying target sectors, and identifying the needs and desires of the components of these sectors to develop marketing plans that are appropriate to them (ALSamydai and Rudaina, 2011). Thus, studying electoral marketing constitutes the basis for planning the campaign and contents of promotional messages, where the hopes, aspirations and satisfaction of the electorate, the attitude of the public toward the candidate, the opinion of the masses of the party, and the willingness of the masses to participate in the electoral process are recognized. Facebook provides detailed information about it users, as each user gives his age, scientific qualification, gender, nationality, and other information which are considered the basis of market fragmentation.

Promotion is an important source of information and plays a key role in urging and persuading individuals to make decisions through the introduction of candidates to voters and inducing them to vote for them. In this field (Ahmed and etal 2011) point to the fact that the mind-set of voters taking part in the general elections of Pakistan

has matured over the years. Politically, they have become more aware and at the same time demanding as well. Therefore, it is argued that the political parties, in the near future, would have to plan their political marketing in a more responsive, accountable and professional manner. That could be the major possible reason that research interest in application of brand management principles to political parties is continuously increasing in developed countries. Managing a political party on the basis of brand management is a very challenging task. However, by applying traditional branding theories to political marketing, it is possible to develop an increased knowledge of brand behavior in politics. In addition to brand attributes, trust plays a significant role in developing long-term relationships with the voters. Voters make electoral choices analogous to commercial brand typology as they choose among the available choices based on trust.

### *5.2 Political Promotion*

Political promotion is often seen as a very important component that is used by candidates and political parties effectively to influence others and their attitudes, convictions and their views through building a positive mental image about the candidate and getting them to vote for him. The success of any candidate or political party in mobilizing the vote in his favor depends heavily on the ability to use an effective and influential promotional strategy. The elements of the political promotion (advertising, personal contact, and public relations) play an important role in delivering information to the target audience (ALSamydai and Rudaina, 2011) and stimulates individuals to choose candidates. The political advertising is considered as one of the promotional elements which has an effective impact on the opinions of voters and plays a basic role in the success of candidates in the elections if planned well, and accompanied by advertising messages that portray an encouraging picture for the candidate or the party. Thus the process of preparing the electoral program and campaign, identifying the main axes or topics with which to attract voters or get their support is one of the basic aspects in determining the contents of the political promotion messages. The candidates seek to achieve a connection with the voters through the traditional means of communication such as television, radio, newspapers, posters, magazines and seminars, but at the present time, means of electronic communication hold a great significance in broadcasting political advertising messages as they enable politicians to create websites and hold discussions and dialogues with the voters, particularly through social networks such as Facebook, twitter, my space, E-mail, mobile phone and SMS. The internet provides many communication means and plays an important role in political promotion field, in this regard (Sunil Wattal and David Schuff 2008) state that the Internet was a major factor in the 2008 U.S. presidential campaign and has become an important tool for political communication and persuasion. The internet is a compelling tool that enables a large scale movement of the free market of ideas and mutual influence from place to space, politicking on the Internet thus has the potential to be a game-changer.

The choice of appropriate mass communication means and any of the promotional mix elements upon which the candidate depends, are mainly based on studies and research carried out by workers in the field of political marketing.

The above shows that the marketing efforts designed to urge and persuade voters to vote for the candidate through the dissemination of information have influence on creating a positive image of the candidate. In this field (JoAnder and MicttAel, 2011) indicate that “all candidates will attempt to convey images on the positive side of each dimension-that is, images of competence, trustworthiness, and likeability rather than images involving ineptitude, dishonesty, or meanness. However, given that voters have heterogeneous preference, it is likely that more subtle positioning differences are important”.

The election campaigning has an inherently marketing character and the similarities of salesmanship in business and politics far outweigh the differences. In fact, political and commercial digital marketing campaigns are quite similar in terms of content and mechanism. However, in the planning stage some difference occurs. In the commercial marketing planning process, all the people involved have a clear and common understanding about the campaign goals - sales promotion, brand building, or whatever the goals are-and therefore the planning process. In political marketing there is typically a common goal to win the election but the planning process is packed with a wide variety of opinions on how to reach the goal. (Matti and others, 2010). (JoAndre Hoegg and Michhael V.lewis 2011) point that spending on political advertising has grown dramatically in recent years, and political campaigns have increasingly adopted the language and techniques of marketing.

The success of political marketing is based on a strategy of political promotion, which is based on two basic factors as indicated by (ALSamydai, M, 2000).

#### *5.2.1 Political Propaganda*

The definition of advertising as stated by (Niffenegger, 1990) is a competing technological set aimed at delivering information, ideas or feelings to the electorate, and that this contact has to affect the opinions and

beliefs of the electorate in the form which achieves a change toward the candidate. (David, Quintric and Schroeder 1983) point out that “political propaganda result in the creation or revitalization of readiness prior to the approval of the doctrine or to the arguments of the candidate, and this preparation for approval affects the individual in the political choices in an intentional and specified way”.

The elements of propaganda are characterized by two types:

#### 5.2.1.1 Political Advertising

Political advertising includes all means and technologies required and necessary to attract public opinion, and therefore the votes of the voters, as well as providing appropriate causes that are chosen according to several personal and objective criteria, thus creating an appealing and ideal image for a political candidate's while showing and highlighting the negative aspects of the competing candidates in front of public opinion and the electorate (ALsamydai, M, 2000).

The axis of the political advertising must be established according to the following:

- A political ideology that should be displayed first.
- A communicative methodology, which must remain simple and represent a solution for the problems felt by the public.

If the component of the strategy has been identified, the component restructuring should then be done according to the aspirations of the masses as well as developments in the means of communication such as e-mail, social networks and SMS...etc. The correct setting for the advertising of political campaigns should focus on the candidate as well as his party and its views and beliefs, as the success of a candidate's promotional campaigns is affected by the success of the political party that he belongs to. In this direction, (JoAndreA and MichAel, 2011) indicate that the domain of political advertising show that candidate advertising is more successful when it focuses on issues already associated with the candidate's party.

The success of political and promotion marketing policies requires the political advertising including an explicit and precise explanation of the ideology advocated by the political party and candidates in a way that removes uncertainty and doubt in the electorate and public opinion.

#### 5.2.1.2 Communicative Methodology and Propaganda'S Dissemination Methods

The second element in advertising is to adopt a communicative methodology based on clear means and methods, and incorporate new technologies in communications for creating interest by the public opinion and influencing them to change or improve their attitudes toward what is provided by political parties and by the candidates. Electoral and political programs and campaigns must be dynamic to cope with the changes affecting public opinion and the electorate by utilizing both traditional means of propaganda's dissemination (TV, radio, telephone, magazines) and modern (E-mail, SMS, social networking, Facebook, twitter, Youtube ...), according to the target audience.

(Shu-Chuan Chu, 2011) notes that in the growing social media space, advertising messages often explicitly connect consumers with each others, disclosing their personal information, and delivering relevant messages to their personal contacts using various applications, this provides unique functionality and has be recognized as a promising tool for advertising communications (Xia 2009). As advertisers can send viral messages through these applications, it is crucial to consider these groups when examining the impact of Facebook use for generating and promoting effective viral advertising campaigns.

#### 5.2.2 Political Persuasion

The process of political persuasion to gain positions, or making a change in the attitudes of the public opinion in favor of the candidate or political party, requires a lot of effort, tactics, techniques, skills and effective performance in order to be successfully achieved.

The process of political persuasion, as mentioned by (ALsamydai, M, 2000) consists of three sub-processes, each one of them is connected and complementary with the other and they are:

- Automatic processes: which focus on memory and on the intellectual implications and repetitive data such as logos and political data and election campaigns.
- Rational processes: Which are based on intelligent analysis of what is presented by each candidate.
- Suggestive processes: which are based on deep motives and incentives of the voter (this is done through images and symbols ....)

### 5.3 Social Networking (Facebook)

Social network services are services on the Internet that reflect the social relations between individuals, organizations and agencies with the common interests of those seeking to achieve specific benefits by communicating through their websites and contacting via e-mail and the immediate interaction between the parties. These services have enabled individuals and organizations to interact and participate in the exchange of ideas between individuals and achieve common interests through their individual networks.

Social networks such as facebook, twitter, messenger, Youtube...etc, have grown and recently became the most widespread means of communication in the world (ALsamydai, and Rudaina, 2012).

(Park, Choi and Park, 2011) indicate that "Social media is a new paradigm for communications that is making surprising changes to the political and social landscape of the world. Networks like Facebook and Twitter made their impact felt when protestors used them to resist decades-old dictatorships in Tunisia, Egypt, and Libya. Today, Tunisia and Egypt are under new regimes, while Libya is on the verge of ushering in a new government of its own". (Randi, Z., 2010) refers states that "In Korea, social networking grew rapidly with the introduction of smart phones, and as in the Middle East, political applications were quick to materialize. Social media had its first palpable effect in the 2010 local government elections, where voters in their 20s increased their turnout by 7.5 percentage points over 2006. As the IT magazine Wired has noted, social media are the "pamphlets of the 21st century, a way that people frustrated with the status quo can organize themselves."

Facebook has a large impact on the political crowding and promotion, and what happened in some countries in the Middle East is one of results of this impact as the expression of the so called (revolutions of Facebook) appeared in exchanged information, arguments, and slogans of the popular movements which were published on Facebook and have had the greatest impact on the sustainability and the continuation and success of the movements to change the systems of some countries in the Middle East.

The rush of politicians to utilize Facebook for political promotion is due to the large popularity acquired by this site and the large growth in number of the users of the site. In addition, this site has enabled individuals to form groups for sharing common interests or competence groups or groups that share mutual political or religious opinions and beliefs. Facebook enables its users to exchange views and transfer the information between them which increase the effectiveness of this site in the success of political marketing. This impact was clearly obvious in the political movement that swept through much of the Arab countries.

As for the impact of Facebook in elections such as the presidential elections in the United States in 2008, (Jessica and others, 2011) note that "Social network sites such as facebook allowed users to share their political beliefs, support specific candidates, and interact with others on political issues".

(Scott P and al 2010) Suggest that both candidates and voters have increased their use of the internet for political campaigns. Candidates have adopted many internet tools, including social networking websites, for the purposes of communicating with constituents and voters, collecting donations, fostering community, and organizing events. On the other side, voters have adopted Internet tools such as blogs and social networking sites to relate to candidates, engage in political dialogue, pursue activist causes, and share information. Their study examined two years of posts on the Facebook walls of the three major contenders for the US Presidency in 2008: Barack Obama, Hillary Clinton, and John McCain. We analyze participation patterns of usage along dimensions of breadth and frequency, and interpret them in terms of the concept of the public sphere in the social networking space of Facebook, a large percentage of individuals posting to the walls of the three major US Presidential candidates were "one-timers," with about a quarter of the participants returning to participate more than once.

- The bulk of individuals (excluding one timers) posting to the walls of the three major US Presidential spent their time and resources on a single candidate's wall.

- The participation in political dialogues was highly skewed, with one candidate (the ultimate winner) receiving the bulk of the attention.

### 5.4 Facebook and Political Activities

(Jessica Vitak, and others, 2011) indicate that SNSs social network sites continue to grow in popularity as sites for users to share information about their thoughts and activities, and that Facebook has had the biggest growth in recent years with more than 400 million active users. The site's affordances suggest it might be well suited for increasing political participation, in part through the ability to acquire greater political knowledge, increase political interest, and improve political self-efficacy, all of which have been linked to greater political participation in prior research. For example, users can join political groups, download candidate applications, and share their political opinions through the many communication tools on the site. Users can view their friends

'activities by scrolling through the News Feed on their home page, and they can comment on friends' posts, thus engaging in active conversation about political issues. From a resource perspective, these affordances also offer affordable (i.e., free) opportunities to develop civic engagement skills with little to no additional time costs for users of Facebook, while simultaneously having access to a potentially large enough "public" to develop civic skills.

## 6. Results

### 6.1 Test of Reliability

A reliability coefficient of (Cronbach's Alpha) 70% or higher is considered "acceptable" in most social science research situations. The result of the test in the current study is 84% as indicated by Table 1.

Table 1. Reliability Coefficients

| N of cases | Cronbach's Alpha | N of items |
|------------|------------------|------------|
| 405        | 0.84             | 15         |

### 6.2 The Characteristics of the Study Sample

The following Tables (2, 3, 4, 5) describes the characteristics of the study sample according to the indicators of gender, age, scientific qualification, and job.

Table 2. Gender

|       |        | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|--------|-----------|---------|---------------|--------------------|
| Valid | Male   | 209       | 51.6    | 51.6          | 51.6               |
|       | Female | 196       | 48.4    | 48.4          | 100.0              |
|       | Total  | 405       | 100.0   | 100.0         |                    |

Table 3. Age

|       |              | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|--------------|-----------|---------|---------------|--------------------|
| Valid | 18-20        | 94        | 23.2    | 23.2          | 23.2               |
|       | 21-30        | 244       | 60.2    | 60.2          | 83.5               |
|       | 31-40        | 37        | 9.1     | 9.1           | 92.6               |
|       | 41-50        | 17        | 4.2     | 4.2           | 96.8               |
|       | 50 and above | 13        | 3.2     | 3.2           | 100.0              |
|       | Total        | 405       | 100.0   | 100.0         |                    |

Table 4. Scientific qualification

|       |                         | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------------------------|-----------|---------|---------------|--------------------|
| Valid | Baccalaureate and below | 119       | 29.4    | 29.4          | 29.4               |
|       | B.A                     | 250       | 61.7    | 61.7          | 91.1               |
|       | Post-graduated          | 36        | 8.9     | 8.9           | 100.0              |
|       | Total                   | 405       | 100.0   | 100.0         |                    |

Table 5. Job

|       |             | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------------|-----------|---------|---------------|--------------------|
| Valid | Employer    | 187       | 46.2    | 46.2          | 46.2               |
|       | Student     | 175       | 43.2    | 43.2          | 89.4               |
|       | Out of work | 43        | 10.6    | 10.6          | 100.0              |
|       | Total       | 405       | 100.0   | 100.0         |                    |

### 6.3 General Results

By using descriptive analysis it shown that the mean of all questions are over the hypothetical mean (3), except for the questions (7) and (11) which related to the reliability of the political promotion messages via facebook. As shown in Table 6.

Table 6. General Statistical Analysis

|                     | N   | Minimum | Maximum | Mean   | Std. Deviation |
|---------------------|-----|---------|---------|--------|----------------|
| Q1                  | 405 | 1.00    | 5.00    | 3.4741 | 1.12903        |
| Q2                  | 405 | 1.00    | 5.00    | 3.1728 | 1.13659        |
| Q3                  | 405 | 1.00    | 5.00    | 3.7877 | 0.89240        |
| Q4                  | 405 | 1.00    | 5.00    | 3.9560 | 0.95850        |
| Q5                  | 405 | 1.00    | 5.00    | 3.7333 | 1.00395        |
| Q6                  | 405 | 1.00    | 5.00    | 3.6037 | 0.81773        |
| Q7                  | 405 | 0.76    | 3.93    | 2.8156 | 0.63779        |
| Q8                  | 405 | 0.92    | 4.64    | 3.3842 | 0.77786        |
| Q9                  | 405 | 1.00    | 5.00    | 3.7082 | 0.70505        |
| Q10                 | 405 | 1.00    | 5.00    | 3.6818 | 0.78625        |
| Q11                 | 405 | 1.00    | 5.00    | 2.9556 | 1.19942        |
| Q12                 | 405 | 1.00    | 5.00    | 3.2049 | 1.02685        |
| Q13                 | 405 | 1.00    | 5.00    | 3.5012 | 0.99161        |
| Q14                 | 405 | 1.00    | 5.00    | 3.5728 | 1.03300        |
| Q15                 | 405 | 1.00    | 5.00    | 3.6049 | 1.01814        |
| Valid N (list wise) | 405 |         |         |        |                |

### 6.4 Testing hypothesis

The first dimension (political interest):

The current research results for the first dimension (H1). Table 7 show that there is an interest in the political issues and in political promoting messages via Facebook. The analysis in the Table 7 illustrates that the overall mean score of respondent, which measures this dimension (H1) as a whole is (3.32) which is above the scale midpoint (3) with the standard deviation showing a small dispersion around this mean moreover.

These result were further validated by one sample t-test, which revealed that the overall mean difference for the dimension as a whole was statistically significant ( $N=0.00$ ) at ( $Ns=0.05$ ) with high t-value ( $t=7.05$ ) this score is bigger than the tabular t (tabular  $t= 1.96$ ). As a result the hypothesis (H1) is accepted, which is “there is an interest in the political issues and in political promoting messages via Facebook”.

Table 7. One sample statistic and t-value (one sample t-test) of attitude statement regarding dimension 1

| Dimension 1 (H1)<br>(political interest)  | Test Value = 3 |         |         |         |   |        |  |
|---|----------------|---------|---------|---------|---|--------|--|
|   | Mean score     | Std Dev | t-value | Sig (N) | 95% Confidence Interval of the Difference |        |  |
|   |                |         |         |         | Lower                                     | Upper  |  |
| Q1 Political issues are important to you  | 3.47           | 1.13    | 8.45    | 0.000   | 0.3638                                    | 0.5844 |  |
| Q2 You are Interested in the political promotion messages that posted on Facebook | 3.17           | 1.14    | 3.06    | 0.002   | 0.0618                                    | 0.2839 |  |
| H1 the first dimension as whole   | 3.32           | 0.92    | 7.06    | 0.000   | 0.2334                                    | 0.4135 |  |

The second dimension (effect on the political situation):

The current research results for the second dimension (H2). Table 8 show that there is an effect of the political promoting messages posted via Facebook on the individuals. The analysis in the Table 8 illustrates that the overall mean score of respondent, which measures this dimension (H2) as a whole is (3.82) which is above the scale midpoint (3) with the standard deviation showing a small dispersion around this mean moreover.

These result were further validated by one sample t-test, which revealed that the overall mean difference for the dimension as a whole was statistically significant ( $N=0.00$ ) at ( $Ns=0.05$ ) with high t-value ( $t=24.09$ ) this score is bigger than the tabular t (tabular  $t= 1.96$ ). As a result the hypothesis (H2) is accepted, which is “that there is an effect of the political promoting messages posted via facebook on the individuals”.

Table 8. One sample statistic and t-value (one sample t-test) of attitude statement regarding dimension 2

| Dimension 2 (H2)<br>(effect on the political situation)  | Test Value = 3 |         |         |         |   |        |
|--|----------------|---------|---------|---------|---|--------|
|  | Mean score     | Std Dev | t-value | Sig (N) | 95% Confidence Interval of the Difference |        |
|  |                |         |         |         | Lower                                     | Upper  |
| Q3 You believe that the political promotion messages have a impact in society                    | 3.78           | 0.89    | 17.76   | 0.000   | 0.7005                                    | 0.8748 |
| Q4 You believe that the various political promotion message had an effect in the political event | 3.95           | 0.95    | 20.06   | 0.000   | 0.8620                                    | 1.0490 |
| Q5 You believe that the political promotion messages Changed the political reality               | 3.73           | 1.003   | 14.70   | 0.000   | 0.6353                                    | 0.8314 |
| H2 the second dimension as whole   | 3.82           | 0.68    | 24.09   | 0.000   | 0.7582                                    | 0.8929 |

The third dimension (dealing with messages):

The current research results for the third dimension (H3). Table 9 reveals that the individuals deal positively with the political promoting messages via Facebook. The analysis in the Table 9 illustrates that the overall mean score of respondent, which measures this dimension (H3) as a whole is (3.44) which is above the scale midpoint (3) with the standard deviation showing A small dispersion around this mean moreover.

These result were further validated by one sample t-test, which revealed that the overall mean difference for the dimension as a whole was statistically significant ( $N=0.00$ ) at ( $Ns=0.05$ ) with high t-value ( $t=12.16$ ) this score is bigger than the tabular t (tabular  $t= 1.96$ ). As a result the hypothesis (H3) is accepted, which is “individuals deal positively with the political promoting messages via Facebook”.

Table 9. One sample statistic and t-value (one sample t-test) of attitude statement regarding dimension 3

| Dimension 3 (H3)<br>(dealing with messages)   | Test Value = 3 |         |         |         |   |         |
|---|----------------|---------|---------|---------|---|---------|
|   | Mean score     | Std Dev | t-value | Sig (N) | 95% Confidence Interval of the Difference |         |
|   |                |         |         |         | Lower                                     | Upper   |
| Q6 You receive a promoting messages from a political organization                                 | 3.60           | 0.82    | 14.85   | 0.000   | 0.5238                                    | 0.6836  |
| Q7 You receive a promoting messages from a political organization                                 | 2.81           | 0.64    | -5.82   | 0.000   | -0.2467                                   | -0.1221 |
| Q8 You receive a promoting messages from political candidates for elections                       | 3.38           | 0.78    | 9.94    | 0.000   | 0.3082                                    | 0.4602  |
| Q9 You transfer the political promotion messages to friends via Facebook                          | 3.71           | 0.71    | 17.45   | 0.000   | 0.6394                                    | 0.7771  |
| Q10 You discuss the content of the political promotion messages with others through Facebook site | 3.68           | 0.79    | 20.21   | 0.000   | 0.6050                                    | 0.7586  |
| H3 the third dimension as whole   | 3.44           | 0.72    | 12.18   | 0.000   | 0.3678                                    | 0.5096  |

#### Fourth dimension (the reliability):

The current research results for the fourth dimension (H4). Table 10 reveals that the respondents indicate a weak response toward the reliability of political promoting messages. The analysis in the Table 10 illustrates that the overall mean score of respondent, which measures this dimension (H4) as a whole is (2.95) which is below the scale midpoint (3).

These result were further validated by one sample t-test, which revealed that the overall mean difference for the dimension as a whole was statistically significant ( $N=0.00$ ) at ( $Ns=0.05$ ) within same time the t-value ( $t=-0.74$ ) is lower than the tabular t (tabular  $t=1.96$ ). As a result the hypothesis (H4) is rejected and the alternative hypothesis is accepted which is “the political promoting messages are not characterized as reliable”.

Table 10. One sample statistic and t-value (one sample t-test) of attitude statement regarding dimension 4

| Dimension 4 (H4)<br>(the reliability)                                   | Test Value = 3 |         |         |         |   |        |
|---|----------------|---------|---------|---------|---|--------|
|   | Mean score     | Std Dev | t-value | Sig (N) | 95% Confidence Interval of the Difference |        |
|   |                |         |         |         | Lower                                     | Upper  |
| Q11 You believes that the political promotion messages have credibility | 2.95           | 1.19    | -0.74   | 0.000   | -0.1616                                   | 0.0727 |

#### Fifth dimension (the effect on the orientation):

The current research results for the fifth dimension (H5). Table 11 reveals that there is an effect of the political promoting messages via Facebook on the individuals' political orientation. The analysis in the table (11) illustrates that the overall mean score of respondent, which measures this dimension (H5) as a whole is (3.20) which is above the scale midpoint (3) with the standard deviation showing a small dispersion around this mean moreover.

These result were further validated by one sample t-test, which revealed that the overall mean difference for the dimension as a whole was statistically significant ( $N=0.00$ ) at ( $Ns=0.05$ ) with t-value ( $t=4.01$ ) this score is bigger than the tabular t (tabular  $t=1.96$ ). As a result the hypothesis (H5) is accepted, which is “there is an effect of the political promoting messages via Facebook on the individuals' political orientation”.

Table 11. One sample statistic and t-value (one sample t-test) of attitude statement regarding dimension 5

| Dimension 5 (H5)<br>(the effect on the orientation)                                   | Test Value = 3 |         |         |         |   |        |
|---|----------------|---------|---------|---------|---|--------|
|   | Mean score     | Std Dev | t-value | Sig (N) | 95% Confidence Interval of the Difference |        |
|   |                |         |         |         | Lower                                     | Upper  |
| Q12 You believe that the political promotion messages led to change your orientations | 3.20           | 1.03    | 4.01    | 0.000   | 0.1046                                    | 0.3052 |

#### The sixth dimension (the effect on choices):

The current research findings for the fifth dimension (H5). Table 12 reveals that there is an effect of the political promoting messages via Facebook on individuals' choices of political organizations, political individuals and candidates for election. The analysis in the table (12) illustrates that the overall mean score of respondent, which measures this dimension (H5) as a whole is (3.56) which is above the scale midpoint (3) with the standard deviation showing small dispersion around this mean moreover.

These result were further validated by one sample t-test, which revealed that the overall mean difference for the dimension as a whole was statistically significant ( $N=0.00$ ) at ( $Ns=0.05$ ) with high t-value ( $t=14.79$ ) this score is bigger than the tabular t (tabular  $t=1.96$ ). As a result the hypothesis (H5) is accepted, which is “there is an effect of the political promoting messages via Facebook on individuals' political choices”.

Table 12. One sample statistic and t-value (one sample t-test) of attitude statement regarding dimension 6

| Dimension 6 (H6)<br>(the effect on choices)   | Mean<br>score | Std<br>Dev | Test Value = 3 |         |  |        |
|---|---------------|------------|----------------|---------|--|--------|
|   |               |            | t-value        | Sig (N) | 95% Confidence Interval<br>of the Difference |        |
|   |               |            |                |         | Lower  | Upper  |
| Q13 You believe that the political promotion messages influence in the choice of political organization   | 3.50          | 0.99       | 10.17          | 0.000   | 0.4044                                       | 0.5981 |
| Q14 You believe that the political promotion messages influence in the choice of political individuals    | 3.57          | 1.03       | 11.16          | 0.000   | 0.4719                                       | 0.6737 |
| Q15 You believe that the political promotion messages influence in the choice of candidates for elections | 3.60          | 1.01       | 11.95          | 0.000   | 0.5055                                       | 0.7044 |
| H6 the sixth dimension as whole   | 3.56          | 0.76       | 14.79          | 0.000   | 0.4853                                       | 0.6340 |

## 7. Discussion and Conclusion

The objective of this study is to determine the impact of Facebook on political promotion, it deals with many aspects related to this subject, including the interest in the politics and the political promotion messages and the extent of these messages effects via Facebook on the reality and current political events, and changing the users' political orientation and political choices.

This study contains six dimensions, each dimension has its own corresponding hypothesis, five hypotheses were accepted and only one was rejected (the fourth hypothesis which concerns the reliability of the political promoting messages according to the respondents), although it is evident from the current research that the respondents do nonetheless have an interest in political subjects and political promoting messages posted via Facebook. Additionally, Facebook users confirm the great impact of Facebook in disseminating the political promoting messages in the community and affecting political reality and political events. This is what is seen in the political changes that happened and still happen in some Arabic countries as in (Tunis, Egypt, Libya, and Yemen), and what is currently happening in (Syria).

This study also revealed that political promoting messages posted via Facebook are positively received and dealt with, this can be invested by the politicians (organizations, individuals, and candidate for elections) to effectively achieve their political goals.

This study also concluded that the political promoting messages via Facebook have an effect on the individuals' political choices (political organizations, political individuals, and candidate for elections). This result is supported by the utilization of Facebook in political promotion by some candidates for elections in many countries especially in the last U.S. presidential election campaign in (2008).

Politicians must depend more on Facebook, as one of the most popular social communication networks, in disseminating their political promoting messages, they should also develop the style and content of the message in way that enhances its ability to affect and achieve the appropriate change in individuals' orientations and beliefs in the contains of these messages. They should also adopt the reliability concept as an essential feature in their posted political messages and present the required promises because reliability is the base in building confidence which is essential in achieving the essential change in individuals' orientations to the benefit those politicians.

## 8. Direction for Future Research

Future researches need to expand political marketing research fields and political issues through increasing not only Facebook usage but also the usage of other social communication network sites as twitter, Youtube, and others.

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