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Augmented Reality Advertisements on Social Networking Sites and its Role in Building Awareness of the Brand among Saudi Consumers: YouTube as Model

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Abstract

The main objective of this study is:

- Knowing the extent to which the study sample was exposed to augmented reality ads on social networking sites (YouTube).
- Knowing the most attractive elements in augmented reality advertisements on social networking sites (YouTube) from the point of view of the study sample .
- Knowing the extent of awareness, loyalty and mental attachment to the brand through augmented reality advertisements on social networking sites (YouTube) from the point of view of the study sample.
- The research methodology is:
- The study belongs to the descriptive research, which depends on the sample survey method for Saudi consumer.
- The sample of the study:

The study is based a simple random sample of Saudi consumer by (200) individuals divided equally between (100) male and (100) female individuals, whose ages range between (20:40) years.

Main results:

- 1-The results of the study showed that the extent to which the sample followed up on YouTube came (permanently) in the first place with a rate of 58%.
- 2-The results of the study showed that the attractions of augmented reality ads on social networking sites (YouTube) from the point of view of the sample members (creativity in the idea of advertising) came in the first place with a rate of 79%.
- 3-The results of the study showed that the responses of the sample members about brand loyalty through YouTube augmented reality ads (Augmented reality ads make me feel belonging to the brand of the product) came first with a rate of 43%.

Keywords: Augmented Reality Ads, Social Networking Sites, Branding, The Saudi Consumer.