

SOCIAL MEDIA ADVERTISING: A USER' PERSONALITY APPROACH

Amr Swid, School of Management, New York Institute of Technology, NY, U.S.A.

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ABSTRACT

Social media advertising plays a very important role in the influence of different cultures and styles of the people from other parts of the world to younger generation. Youngsters always seek to be part of the changes and they seek ideas and concepts to be unique and innovative. Social media network communicates is widely used by young people to exchange their ideas and common interests. Business firms who like to target the young people with their new products target them in the social groups through the advertisement. The current paper suggest that more awareness about the behavior analysis of the users among the business owners can make more focused advertisements through these media. More specifically, the paper proposes new research targeted towards the detailed influence of social media networks on various users' personality types. It is expected that this would significantly help the businesses; government and policy makers in effectively design their advertisements through these media.

Keywords: *Social Media advertisement, Behavior analysis, users' personality*