



LIBYAN INTERNATIONAL MEDICAL UNIVERSITY
FACULTY OF BUSINESS ADMINISTRATION

Department of Marketing

Customers' Attitudes towards Social Media Marketing in Benghazi Libya

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Certification

This project entitled “Customer’s Attitudes towards Social Media Marketing in Benghazi Libya” prepared by “Kashif Mohammad Khan” under the supervision of “Dr Sabri Elkrghli” Has been approved for submission to the “Department Of Marketing” Faculty of Business Administration in a partial fulfillment for the certification of bachelor’s degree in business administration.

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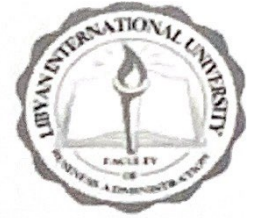
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Abstract

This study aims to understand the social factor affecting consumer attitudes towards social media marketing in Benghazi Libya. Social media has gaining popularity in each and every part of the world. People now link to each other using social websites like facebook, Twitter and many more online applications. An online questionnaire was used to collect data from 160 respondent's selected using Simple Random Sampling technique. And data analyzed by using One Sample T-Test, Independent T-Test, ANOVA and Frequency Distribution. After the COVID-19 most of the local business in Benghazi concentrates on social media and uses them as a marketing weapon.

Keywords: Social media marketing, Customer attitude, Benghazi Libya