

Consumers Attitude towards Ads on Social Media

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Abstract

The purpose of the study was to investigate influence of advertisement traits on attitude towards Ads on social media and intention to use them for purchase decision. The study used Structural Equation Modeling (SEM) to examine the relationship. The validity and reliability of the constructs were evaluated using exploratory factor analysis (EFA). The EFA was conducted using Principal Component Analysis and Varimax Rotation Method. 7 factors explained 67% of variation. The result also showed sampling adequacy with Kaiser-Meyer-Olin (KMO) test and Bartlett's Test of Sphericity indicated that sample of 255 was appropriate for factor analysis. The result provided a justifiable range of construct reliability and discriminant validity. Consequently, structural model was developed. Confirmatory Factor Analysis was conducted to test the goodness of the model. The result indicated that advertisement on social media with informative and entertaining contents were more likely to be used by the consumers. Similarly, favorable attitude towards Ads on social media had a positive intention to use the message for purchase decision.

Keywords: Marketing, Attitude, Ads on social media, Consumers, Factor analysis, Message

1. Introduction

Digital marketing has added a refreshing dimension in promotion of products and services. Marketers are found to leverage their business and brand popularity with the use of digital marketing. Marketers use social media promotion strategies as it is cost effective. Many organizations now tend to outsource social media management to the specialized agencies. As a result, relatively similar messages across digital advertising platforms have created a state of confusion among the consumers. As the development of electronic commerce and digital advertising has sprung to a full scale, there is a need to examine attitudes towards Ads on social media when content generated by the organizations are becoming less differentiated.

Karr (2016) noted Ads on social media provide a firm to inform, educate, persuade, remind and reinforce the campaigns to build awareness among target customers with the help of

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data. Relevant advertisement can be placed on a complimenting discussion topic across social media. On the other hand, even if the customers have switched the brand, social media marketing campaign delivers opportunity for the firms to conduct remarketing campaign and deliver values.

Susan (2015) argued, after 2010, both the small and large organizations started to integrate social media marketing plan and strategies with credible presence on the Web. Basic instances of social media marketing tasks performed by the organizations were announcing discount vouchers, price cuts and flash sale on Facebook and Twitter, soliciting deals through LinkedIn, captivate customers through useful blog posts and relieve customers' pain through a utility video on YouTube. Bennet (2014) mentioned in a report that more than 80% of business executives recognized social media presence to be crucial factor for business success. Bowden (2014) presented the fact that around 70% of businesses used social media platforms for their marketing success. In addition, 71% of consumers used electronic word of mouth and testimony to support their purchase decision in developed countries. Social media marketing generates data and information (Kaplan & Haenlein, 2010). Such platforms also provide an opportunity to co-create marketing programs through user generated contents (Keitzmann, Hermkens, McCarthy & Silvestere, 2011). Social media offer a unique dimension in marketing communications (Eagleman, 2013). When targeted customers engage on the social media contents, it promotes interaction, collaboration and knowledge sharing between them (Richter & Koch, 2008). Social media platform exist in form of web pages, social networking sites, micro blogging, wikis, podcasts, pictures, video, ratings and social bookmarking sites. The users of social media are always making reflection of personal images, self-concepts and also take notice of global happenings (Frolova, 2014). Social media marketing generates data and information (Kaplan & Haenlein, 2010). Such platforms also gives an opportunity to co create marketing programs through user generated contents (Keitzmann, Hermkens, McCarthy & Silvestere, 2011). In order to increase brand popularity companies can use videos, messages, quizzes, information, and other useful material (Vires, Gensler & Leeftang, 2012). In the words of Castronovo (2012) social media helps to build awareness, increase sales and build loyalty. As Michaelidou et al., (2011) noted that seamless commercial messages and interactions with partners and contributors is facilitated by social media regarding media, events, entertainment, retail and digital services.

1.1 Statement of the Problem

There are claims that Ad agencies are no longer transforming the branding while Companies are striving to create a great customer experience using social media platforms. Ads on social media is still not able to provide solutions to new promotions and branding challenges in a competitive marketplace (Rammal , 2019). At global and local level organizations are striving to understand local brand perception, leverage brand originality, stretch among middle and lower income segment, enhance brand awareness through corporate reputation, employ co-creation and communication between brand and customers, establishing of sub categories of brand and developing brand heritage among others (Schaffmeister, 2015). Excessive advertising on social media have become a clutter and consumers employ defensive cognitive schemas to recognize and avoid undesired advertising contents (Jurca, Romonti-Maniu, & Zaharie, 2013). In light of this, a research by Content Marketing Institute from a survey of

global pool of 1,246 companies revealed that 80% of the content created by marketing were not beneficial for sales strategy or sales team. Whereas, the new future in digital engagement is believed to be content marketing (Guta, 2018). More consumers are willing to give inputs in product development process and other business stages in anticipation of customized products or services (Kara & Kaynak, 1997).

This study evokes a need of possible consumers' involvement in message design and marketing communications. Design thinking has emerged as a human centered tool to solve problems of consumers. Marketers are willing to connect with customer segment at more personal level so that products and services become more desirable and appealing (Naiman, 2019).

1.2 Objectives of the Study

The objective of this study is to find out response of audience upon advertisement content placed on the social media. Specific objectives of this study are

- To examine the factors affecting consumers' attitude towards social media advertisements
- To analyze the effect of entertainment, informativeness, irritation, credibility, hedonic pleasure and materialism on perceived usefulness of social media advertisements
- To assess the influence of perceived usefulness of social media advertisement on intention towards use of social media advertising

2. Literature Review

McCann (2008) defined social media to be online applications, platforms that facilitate communication, coordination and collaboration with the use of content and media. On the other hand, Weinberg (2009) explained that social media platforms equip individuals to create their websites and combine products and service information to reach into a larger audience. Zarrella (2010) stated that social permits everyone to create, synthesize and disseminate the desired contents.

Consumer buying process is disrupted in different decision making processes like information search, development of alternatives, evaluation of alternatives and evidence based decision making (Albors, Ramos, & Hervás, 2008). These developments have an impact on how marketers prepare their strategies and tactical goals to respond to opportunities and choose the best strategies among alternatives (Thomas, 2007). According to Manglod and Faulds (2009) social media allows firms to communicate with their customers and also enable exchange of word or mouth among customers. Two-way communication between firms and customers enhances value to the existing brand loyalty in more effective manner (which stands above from informing products and services and reaches to creation of a brand fan-base or a powerful brand community (Jackson, 2011; Kaplan & Haenlein, 2010).

According to eMarketer (2013) firms are induced to create a social media marketing strategy to support as brand building measures, conduct market research, include customer relationship management, implement customer services management, and execute sales promotion strategies. Alves et al., (2016) again stressed on the issue that messages on social media increases brand loyalty, acceptance, electronic word of mouth and consumer based brand equity. The advantage of using social media as per Weinberg (2009) is the way it is affordable and cost effective as marketers can measure the return of marketing investment.

Ducoffe (1996) was one of early contributors in the field of online advertisement who confirmed attitudes towards Web advertising were directly dependent on advertising value and their attributes like perceived levels of entertainment, informativeness, and irritation. Brackett and Carr (2001) analyzed Ducoffe’s model and extended it to include credibility and consumer demographics. Demographic variables were found to have effect on attitudes formation.

Wang, Zhang, Choi and D’Eredita (2002) included the variable interactivity along with entertainment, information, irritation, credibility and demographics. The researchers weighed consumer’s attitudes toward advertisements for different purposes or functions such as brand building and directional and with both the traditional and online media.

Chowdhury et al., (2006) determined there was a significant relationship only between the credibility factor and attitude.

Unal et al., (2011) took reference from (Tsang, Ho, & Liang, 2004; Brackett & Carr, 2001) to determine attitudes towards internet advertising. The theoretical model was that of the Theory of Reasoned Action by Fishbein and Ajzen (1975) which they adapted to mobile advertising.

Similarly, Tsang, Ho, & Liang (2004) used entertainment, informative, irritation, credibility, relevant demographic variables. The study found that consumers had negative attitude towards mobile advertisements in the beginning. However, the same consumers were found to develop positive responses when they were asked with permission. A negative relationship was determined between entertainment, informativeness, reliability, and attitude. Nair, Hosanagar and Lee (2018) analyzed advertisement content and consumer engagement particularly related to Facebook. Contents related to brand traits like humor, emotion and positioning of the brand’s generous image increased consumer engagement with a message. Other dimension of social media advertisement is brand endorsements. Opinion leaders have now increased their influence and presence in the social media (Shi & Wojnicki, 2014).

2.1 Conceptual Framework

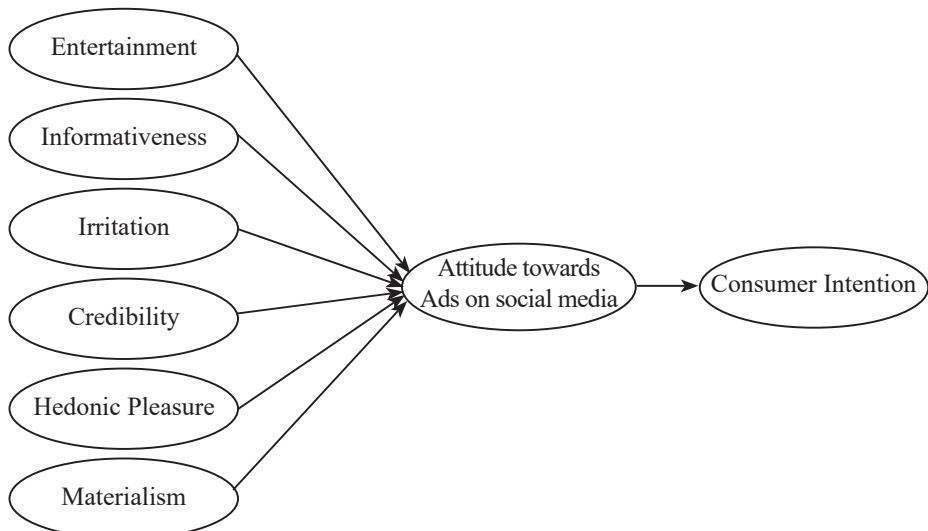


Figure 1. Conceptual framework.

3. Research Design

Structural Equation Modeling (SEM) was used along with AMOS. In order to conduct discriminant analysis, a proposed model was built using AMOS version 22. The Measurement model was analyzed through CFA and the structural model analyzed with the help of path analysis for a statistical test. Structural equation was used to find out how the factors relate with each other's. Afterwards, path analysis was conducted to provide a graphical representation of structural relationships used from the theoretical concept.

Contrary to other research methods, appropriate sample size for SEM could be argued to be at least five subjects or respondents per scale items (Nunnally, 1987). The study used 255 sample sizes which was more than the minimum requirement of 145 samples to run the SEM.

3.1 Reliability and Validity

Convergent validity tests confirm the existence of a high correlation between the measure being evaluated and other measures of the same construct. Rules of thumb for measuring convergent validity include: item loadings greater than or equal to 0.70 that are statistically significant and have the correct sign (Hulland, Chow, & Lam, 1996; Steenkamp & van Trijp, 1991). When the value of AVE is greater than 0.5, convergent validity is established.

Discriminant validity refers to the extent to which factors are unambiguous and uncorrelated. In order to maintain discriminant validity, value of maximum shared variance should be greater than average variance explained (AVE). In order to find out reliability of constructs, Cronbach Alpha was calculated to test reliability of both the dependent and independent variable.

4. Result and Discussion

The study recorded (58%) male respondents. (68%) of the respondents were between age 21-30 and reasonably (49%) were from undergraduate level. (56%) of the respondents were students and 33.4% were employed as an entrepreneur, private sector job holder and civil service. 3 to 4 hours was average engagement on social media per day as suggested by (45%) of the respondents. Among many platforms, Facebook (24%), Instagram (20%) and YouTube (18%) were the most used platforms. Besides that, there was welcoming usage of different social media platforms like photo sharing networks, video sharing networks, blogging sites, micro blogging sites and sharing economy networks. Majority of the respondents positively associated entertainment attribute of social media towards attitude formation. Ads on social media was found to become slightly more entertaining, fun to use, exciting and enjoyable

Table 1

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.844
Approx. Chi-Square	2123.959
Bartlett's Test of Sphericity	Df
	465
	Sig.
	.000

The model was tested with KMO measure of sampling adequacy and data was found to be suitable for factor analysis (KMO = .844). Similarly, Bartlett’s Test of Sphericity was found to be significant $\chi^2 (465) = 2123.95, p \leq .001$ and variances were found to be equal for all samples.

Table 2
Factor Analysis Result

	Eigenvalues	% of variation explained
Entertainment	9.17	29.60
Informativeness	3.07	9.23
Irritation	2.41	7.77
Credibility	2.17	7.01
Hedonic Pleasure	1.46	4.71
Materialism	1.38	4.45
Attitude component	1.29	3.78

Note. Factor analysis table obtained with Principal Component Analysis method with Varimax Rotation and Kaiser Normalization. Rotation converged in 7 iterations.

Factor Analysis revealed that there was a difference between dimensions perceived to perceive attributes of Ads on social media. Factors ranged from .465 to .877. The factors explained 67% of variation.

4.1 Confirmatory Factor Analysis

Table 2
Confirmatory Factor Analysis

Fit Index	Value	Recommended Fit	Result
<i>Absolute Fit Index</i>			
Chi-Square	424.923		
Degree of freedom	16		
Chi-square/Degree of freedom	3.925	1-5	Good fit
GFI	.951	$0.90 \leq GFI \leq 0.95$	Good fit
AGFI	.868	$0.85 \leq AGFI \leq 0.90$	Good fit
PGFI	.418		
RMR	.054	$0.05 \leq RMR \leq 0.08$	Good fit
RMSEA	.009	$0.05 \leq RMSEA \leq 0.08$	Acceptable fit
<i>Incremental Fit Index</i>			
CFI	.950	$0.95 \leq CFI \leq 0.97$	Good fit
NFI	.986	$0.95 \leq NFI \leq 0.97$	Good fit
TLI	.948	$0.90 \leq TLI \leq 0.95$	Good fit

Chi Square is a measure for evaluating over all model fit which assesses intensity of inconsistency between the sample and fitted covariance matrices. The model received the ratio of 3.925 which showed a good fit.

Goodness of Fit Index (GFI) evaluates the proportion of variance caused by the estimated population covariance (Diamantopoulos & Siguaw, 2000, Jöreskog & Sorbom, 1993; Tabachnick & Fidell, 2007). GFI differ between values of 0 to 1. GFI provided a good fit of the model.

Adjusted Goodness of Fit Index (AGFI) adjusts the GFI based upon degrees of freedom where saturated model reduces the fit. Thus, tighter and close models are preferred than complicated models. AGFI indicated a good fit of the model.

Root Mean Square Residual (RMR) is the square root of the difference between the residuals of the sample covariance matrix and the hypothesized covariance model. RMR gave a goodness of the fit of the model.

Root Mean Square Error of Approximation (RMSEA) explains how well the model, with unknown but optimally chosen parameter estimates would fit the populations covariance matrix (Byrne, 1998). RMSEA favors good fit values between 0.06 or a tighter upper limit of 0.07 for analysis purpose (Steiger, 2007). RMSEA indicated an acceptable fit of the model.

Comparative Fit Index (CFI) considers relatively small sample size (Tabachnick and Fidell, 2007). Researchers argue that CFI values closer to 0.90 tends to become acceptable fit. However, a good fit would be CFI greater than 0.95 (Hu & Bentler, 1999). CFI provided good acceptable fitness of model.

Normed Fit Index (NFI) is popularly known as Bentler-Bonett Index and evaluated by comparing the Chi square value of the model to the Chi square value of the null model. Bentler and Bonnet (as cited in Hooper, Coughlan and Mullen, 2008) recommended that values greater than 0.90 indicating a good fit. NFI showed a good fit of the model.

Non-Normed Fit Index (NNFI) is popularly known as Tucker Lewis Index (TLI). The test is preferred for simulation experiments. The TLI depends on the average size of the correlations in the data. TLI value for the model indicated that the model has good-fit.

Table 3

Discriminant Validity Test

	AVE	CR	MSV	MaxR(H)	Ent	Info	Irrt	Cre	Plea	Mat
Ent	.821	.513	.120	.897	.717					
Info	.829	.560	.120	.868	.347	.748				
Irrt	.726	.513	.125	.887	-.153	.084	.716			
Cre	.780	.516	.125	.874	.063	-.015	-.354	.718		
Plea	.809	.511	.122	.889	.103	.212	-.190	.349	.715	
Matt	.798	.505	.107	.874	.087	.327	.038	-.043	.242	.710

Note. MaxR is maximum reliability, Diagonal values denote square root of AVE and off-diagonal values represent correlation coefficients between constructs.

Discriminant Analysis uses Composite Reliability (CR), Average Variance Extracted (AVE), Maximum Shared Variance (MSV), and Average Shared Variance (ASV). CR for all constructs was greater than 0.7 limit. Hence Composite Reliability was established. All constructs have AVE value greater than 0.5 which established Convergent Validity. In addition, values of MSV was greater than that of AVE, so the model is tested with discriminant validity.

Table 4
Construct Reliability

Construct	No. of items	Cronbach's Alpha
Entertainment	4	.872
Information	3	.863
Irritation	3	.853
Credibility	3	.862
Pleasure	4	.875
Materialism	4	.868
Attitude	4	.854
Intention	4	.888

The research had total number of 29 questionnaires, 6 constructs belonged to independent variable and 2 of them for dependent variable which had 8 questionnaires for them. Intention construct had the highest Cronbach Alpha ($\alpha = .888$) and Irritation construct had the least value ($\alpha = .853$).

4.2 Evaluation of Final Models

Table 5
Model Evaluation and Hypothesis

			Unstandardized	Standardized	
			Estimates	Estimates	p
Att	<---	Ent	.191	.241	***
Att	<---	Info	.308	.365	***
Att	<---	Irrt	-.139	-.155	.005
Att	<---	Cre	.092	.104	.068
Att	<---	Ple	.066	.067	.250
Att	<---	Mat	-.003	-.003	.958
Intn	<---	Att	.817	.804	***

Note. *** P value $\leq .001$

Entertainment based advertisement contents have positive implication in forming attitudes towards Ads on social media ($p \leq .001$). Information based advertisement content is effective towards building attitude towards Ads on social media ($p \leq .001$). However, irritation has a negative but a significant influence in determining attitudes towards Ads on social media ($p = .005$). Credibility based advertisement is insignificant in building attitude towards Ads

on social media ($p = .068$). However, the relationship is positive. Hedonic pleasure based advertisement is insignificant in determining attitudes towards Ads on social media ($p = .250$). However, the relationship is positive. Materialism based advertisement content has a negative relationship as well as insignificant in determining attitude towards Ads on social media ($p = .958$). Positive consumer attitude towards Ads on social media has significant relationship with intention to use Ads messages ($p \leq .001$).

5. Discussion

The research aimed to investigate use of social media advertisement on perceived advertisement value for consumers. The result showed the negative and significant effect of irritation on attitude towards Ads on social media (Ashill & Yavas, 2005; Barrio & Luque, 2002; Koraonkar, Silverblan & O'Leary, 2001). Other studies showed entertainment and informativeness having positive and significant impact on attitudes towards Ads on social media (D'Souza & Taghian, 2005; Petroviei & Mannov, 2003; Wang, Sun, Lei & Toncar, 2009; Zhang & Wang, 2005). While other studies have shown significant and positive effect of credibility, materialism and hedonic pleasure on determining attitude towards Ads on social media (Pitando et al, 2017; Unal et al., 2010).

The differences might occur because respondents of different age and education level could have different attitude towards Ads on social media. Regarding attitude formation process, entertainment and information had significant and positive impact whereas, irritation had negative but significant impact on formation of attitude towards Ads on social media. In case of expensive purchase, consumption of branded goods and fondness of lavish fashion Ads on social alone was not enough drive expensive purchases. Tendency of materialistic consumption had negative as well as insignificant relationship towards Ads on social media. It can be traced that exposure from Ads on social media in return would generate a favorable attitude products and services. However, advertisement alone may not be the predictor for purchase. Other elements of promotions mix for example sales promotions, interactive marketing, public relations, events and experiences are equally considerate for promotion efficiency.

6. Conclusion

Entertainment and information based advertisement content was found to have impact on perceived usefulness or advertisement value. Irritation based advertisement content on the other hand had negative but significant impact on perceived usefulness or advertisement value. The effect of credibility, hedonic pleasure and materialism based advertisement content were not significant in generating advertisement value among the respondents. However, this study did not consider style of execution and appeals used for advertisement contents. Manari, Manari and Broach (1992) investigated message content and message execution along of tone and appeal of the commercials and pointed that message content was strong enough to differentiate between emotional appeal and functional appeal of advertisement. It can be argued that the consumers have difference of opinion and attitude formation based on emotional appeals, rational appeals and different set of executions. Further research can be carried taking execution styles into consideration like direct sell, scientific evidence, demonstration, comparison, testimonials, slice of life, animation, personality, fantasy,

dramatization, humor and playful execution style (Solomon, 2011). Perceived usefulness of social media advertisement had positive relationship with intention to use the advertisement. As to the research gap, no conclusions could be made that the customers wanted to participate in products and services phase or marketing communication process. A design thinking model can be used to become more customer driven while disseminating advertising messages on social media.

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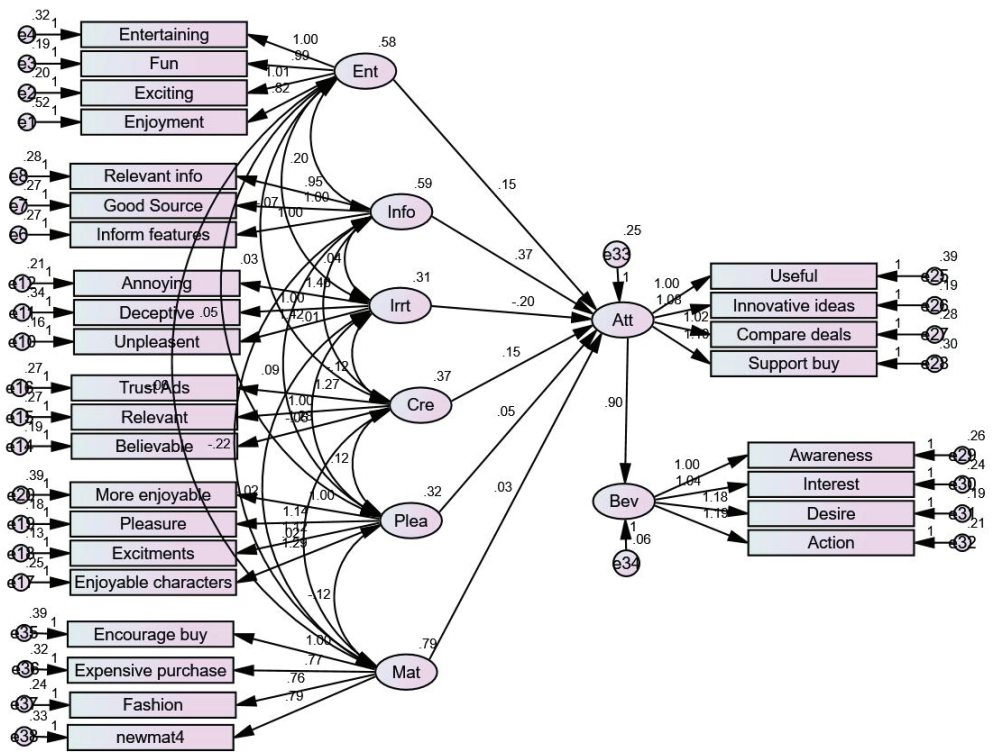
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Appendix A: Measurement Model



Appendix B: Structural Model

