

The Impact of Informativeness, Entertainment and Demographic Characteristics on Online Social Networking Attitudes

¹ Sakinahmohdshukri*, ²Maha Mustafa Omar Abdalazia, ¹S.M. FerdousAzam

¹Management and Science University, ²University of Fujairah

*Corresponding author: sakinahshukri@msu.edu.my

ABSTRACT

The prime aim of this investigate is to investigate the vital factors having effect on attitudes towards social networking advertising particularly when users having a negative attitude. Composed model having variables like demographic factors i.e. gender, age group, education level, usage, in formativeness and entertainment. The outcome of this research indicates that attitudes towards social networking advertisements are influenced by the three factors in formativeness, entertainment. Sex, age and education other factors do not influence attitudes towards advertisements on social networking. It is also concluded that if only users search for information when the received information is entertaining.

Keywords: social media, user attitude, demographics, in formativeness, entertainment

Correspondence:

sakinahmohdshukri
Management and Science University
Corresponding author: sakinahshukri@msu.edu.my

INTRODUCTION

The present study has investigated the nexus among the usage of the social media for the aim of advertisement in accordance with the perception regarding the customers and attitude regarding the employees of the organization. Thus, this study has use the survey method to check the responses of the employee along with customers related to the advertisement through social media. With technological advancements and the rise of digital media use, marketers are searching for new ways to reach customers. In a few decades, a modern places of socializing changed our culture. More than 2.1 billion people worldwide are connected via the internet, according to Internet World Report. With the highly personal information space inside the social networking sites, Internet users may adapt or change it to their own wishes. For example, Le Blanc 's research (1999) reveals the demographic composition of users of social networking, who are primarily teens and white collars. Consumers may continue to purchase goods when their brands gain transparency; when shopping is made easier and when competitive advantages are clearly conveyed to them, and also when consumers are happy with requests to sample the product before purchasing (Strubbe, Eshelman, Gutta, Milanski, & Pelletier, 2004; De Silva et al., 2018a; De Silva et al., 2018b; Nikhashemi et al. , 2013). Even with ads experiencing tremendous growth, work done at the time found that established sponsors did not expand the markets through any paid forms of non-personal exposure and promotion of ideas, products or services. Ad is nothing more than false reality than promoting a certain lifestyle and publicity. The Web has been the fastest-growing platform ever and advertisers use ads as a communication tool that reaches their audience, delivers commercial or promotional messages. (Le Blanc, 1999; Dewi et al., 2019; Tarofder et al., 2017).

In evaluating consumer attitudes towards ads, advertisers need to consider consumers ' perceptions and feelings about ads and how they respond to it. Ad is perceived as a non-personal way to share information paid by advertisers to convince the target group to change their opinions and expectations of the goods and services. In general, supported communications advertisement can be in two categories: 1) conventional media such as television, radio, newspapers, magazines, and direct mail; and 2) modern media such as internet websites, and social media. Digital social networks are among the most popular online marketers advertising platforms. A related rise in brand placement has occurred as more and more customers are trying to avoid advertising: the trend of integrating brands into mass media. Consumers can search the web for information on goods and services and can easily make decisions based on various factors that affect them. Teo, Oh, Liu, and Wei (2003) examined how well these divergent approaches work for online ads, and how privacy expectations of consumers affect their effectiveness. The advertisers and marketers use the demographic details of the consumer for segmentation purposes and awareness of the attitudes and characteristics of the users enables the production of customized ads for targeted customers. Data collected when users enter a specific activity community or become a fan of the company's website is defined as customer habits or interests of users that can be shared with third parties. Scientists have conducted several research on the efficacy of ads. The information-seeking element serves as a positive indicator in shaping consumers ' attitudes towards online ads. Users want to receive relevant updates and the information needs to be correct. Even though most people think advertising is informative, they still don't rely on advertising. Women and men differ in their perception of advertising and its use for social networking. Male users typically have a

more favorable response to advertising than female users (Gao & Koufaris, 2006; Doa et al., 2019; Maghfuriyah et al., 2019; Nguyen et al., 2019). It was also concluded that there is a distinct mindset between male and female toward ads on social networking sites. Younger customers have a more favorable outlook towards mainstream advertisements and have a rather positive attitude towards general advertisement. The level of resentment towards ads also rises as the educational level rises accordingly. Social networking sites have a large number of users (Kettanurak, Ramamurthy, & Haseman, 2001; Pathiratne et al., 2018; Rachmawati et al., 2019; Seneviratne et al., 2019; Sudari et al., 2019; Tarofder et al., 2019).

With the advent of online social networking and personal web spaces such as Facebook and MySpace, the mechanism through which human beings share knowledge and communicate has change. The Internet is now a broad platform for individuals to interact and express their views with foreign communities. Communication principles such as reputation, anonymity, confidence and attention avoidance may affect users' perceptions of social networking ads online (Ho & Bodoff, 2014; Nikhashemi et al., 2017; Tarofder et al., 2019; Ulfah et al., 2019; Tarofder et al., 2016; Udriyah et al., 2019). The adequacy of information on the Web is a significant motivation for advertisers to bring it to practical use because the Web is a marketing medium that transmits and provides information (S. Though it is not to be noted that Entertainment is the ability to fulfill consumers' needs to avoid true diversion, to show a sophisticated sense of taste or release of emotion. Entertainment is a potent marketing tool. Entertainment services could improve customer satisfaction and perceived value. (Gao & Koufaris, 2006; Nikhashemi et al., 2017; Tarofder et al., 2019; Ulfah et al., 2019; Tarofder et al., 2016; Udriyah et al., 2019). The entertainment value of ads is linked to the notion that the advertisement message should be concise (consumer interest may be limited), and also fun, humorous or attractive to attract customer attention. If an ad has an amusing message, it can increase exposure to the goods or services of a business.

LITERATURE REVIEW

The aim of this section is to provide a detailed overview of the principles, expectations and attitudes of online social networking websites regarding ads. It is important to understand the features of online social networking sites as an advertisement tool and how they vary from traditional internet advertisements. While advertising is one of the latest ways of social networking marketing communication today, there are very few studies on how to evaluate the attitudes of social networking users toward ads (Teo et al., 2003). The attitude of the users and his or her perception has positively linked with the way of advertisement such as use of the social media. In addition, few studies has exposed the positive linkage among the usage of the social media and the perception of the uses of the product of company. The sale promotion techniques depends on the perception of the customers and the excessive use of the social media nowadays has increase the demand of the usage of social media for advertisement purpose. Thus, this study has investigated the how much the involvement of the users' perception on the use of social media in the advertisement way of promotion of the products of the company.

The broad format of internet advertising includes commercial content intended for viewers, delivered through video, print, audio, or graphics, and sponsors pay for such content. Internet users accept that the Internet is a device for entertainment and select specific advertising entertainment (Barki & Hartwick, 1994). Users often tend to have ads explicitly designed; otherwise users will simply ignore the advertisement. Attitude is a tendency to respond mentally and nervously, is an orchestrated internal activity, and is the direction or complex effect of the individual's reaction to all stimuli and circumstances associated with it. Consumer attitudes are composed of three components: 1) cogitation (knowledge), 2) impact (object evaluation) and 3) conation (object orientation). Consumer attitudes and publicity attitudes are important indicators of effectiveness in advertising (Sano, 2014). Advertising's attitude toward the philosophy is not easily replaced by knowing the factors behind consumers' views and preferences. In today's digital age, there's a disparity in perceptions generated by TV and Internet. It is very important to emphasize that internet advertising is not the sole focus of the consumer because pages are filled with so much content (Kim & Ko, 2012). It's not instinctive; learned. The person keeping an attitude should display a clear conduct that is compatible with the attitude. Attitude may be either positive or negative. Marketing is non-personal and concentrated interaction with the purpose and intent of promoting and selling the product or service (Senders, Govers, & Neuts, 2013). Advertisement has different meanings; advertisement is not limited to academic objectives, and definitely has practical ground and sense. To promote the selling of commercial products or services, it is the job or occupation of producing information and is a distinctly non-personal and funded promotional practice.

Gamboa and Gonçalves (2014), stated that advertising is the application that discrepancies on conventional media between internet ads and advertisement are, for example, that traditional media is usually a one-way contact targeting ads audiences and that advertising effectiveness could not be tracked and measured. With internet advertising, however, users can create a two-way interactivity communication that allows users to choose to click on the advertisement and thus allow advertisers to monitor the profiles of users (Nunan, Sibai, Schivinski, & Christodoulides, 2018). Social networking sites have become for them their frequently used means of communication. Gender has proven influential in shaping general attitudes towards ads. Attitudes toward ads vary from gender to gender. Females usually have a more negative outlook towards internet ads, because they think it's bothersome and annoying.

People's social networks connect via meaningful social relationships, such as work, information exchange friendship and online face-to-face communication (Barnes, Cass, Getgood, Gillin, & Goosieaux, 2008). Most adolescents worldwide are interested in social networking. Younger clients have a more favorable view for traditional advertising and have a more optimistic disposition towards general advertising. Ads were less likely to offend younger people; they enjoy watching commercials and feel confident in doing so (Malthouse, Haenlein, Skiera, Wege, & Zhang, 2013).

The level of resentment towards ads also rises as the educational level rises accordingly. These findings are supported by those who consider economic conditions as a factor influencing whether advertising is being given attention. People with less qualifications and a lower

level of income usually show a more favorable attitude to advertisement in general. It was therefore concluded that the education level influences attitudes towards advertising on social networking sites (Clark & Melancon, 2013).

There are large numbers of users of social networking sites. To many people the social networking sites are a way of communication. Differences in attitude towards social networking advertisement among users of different use groups (Wang & Kim, 2017). In the formativeness of an advertisement message the attitude of consumers towards ads is positively linked. In formativeness of advertising information when conveyed via social media is closely linked to advertisement value. When advertising list is arranged according to usefulness and formativeness, each advertisement gives companies more interest.

The information-seeking element serves as a positive indicator in shaping consumers' attitudes towards online ads. Users want to receive relevant updates and the information needs to be correct. Even though most people think advertising is informative, they still don't rely on advertising (Rodriguez, Peterson, & Ajjan, 2015). They feel that advertising adds to the costs of the products, and that products that are not advertised can give them better value. Through the formativeness of an advertisement message, the attitude of consumers towards ads has a positive impact. Effective delivery of information allows users to search for information without time and place limitations, and this effectiveness is very important for internally-based consumers. Knowledge is considered an significant marketing motivation element as recipients react favorably to reward-transfer ads. In any case, consumers desire to tailor the quality of program services to their interest. When presented to end users, knowledge must demonstrate qualitative features such as precision, timeliness and usefulness. Consumers' attitude towards advertising influences positively in the formativeness of an advertisement post (Ramanathan, Subramanian, & Parrott, 2017). The attitude towards advertising's entertainment interest is influenced by the number of children within the family and the monthly income of consumers (Erhart, Matula, & Skiba, 2011).

Advertising video games may be used to draw consumers and get them acquainted with the branded service. It is important that the message is clear and amusing, and that it can catch the attention of customers. Feelings of enjoyment caused by commercials play the largest role in generally taking into account their attitudes towards advertising. Throughout their contact with computer-based media a high degree of enjoyment and participation contributes to convergent subjective impressions of the consumer's positive influence and mood. The entertainment interest of advertisement knowledge is related to conventional ads (Gu & Ye, 2014). The advertising message's entertainment value has a favorable impact on the attitude of consumers toward ads. The degree to which promotional knowledge is entertained is important for advertisements on social networking sites. An exciting advertising message can influence attitudes towards it by consumers. The large number of social media users, the proliferation of data available in social media and people's propensity to post information have drawn the attention of advertisers (Erhart, Skiba, & Matula, 2011). Advertisers and marketers use the consumer's demographic data for segmentation purposes, and knowledge of user attitudes

and characteristics enables targeted custom advertising to be created. When users enter a specific activity community or become a fan of the company's website, data collected is defined as customer habits or user interests that can be shared with third parties. The sale promotion techniques depends on the perception of the customers and the excessive use of the social media nowadays has increase the demand of the usage of social media for advertisement purpose. Thus, this study has investigated the how much the involvement of the users' perception on the use of social media in the advertisement way of promotion of the products of the company.

Thus the current study proposed the following hypothesis on the basis of these literatures:

H1: Gender has positive nexus with the users' attitudes towards advertising.

H2: Group has positive nexus with the users' attitudes towards advertising.

H3: Education level has positive nexus with the users' attitudes towards advertising.

H4: Usage levels has positive nexus with the users' attitudes towards advertising on social networking sites.

H5: In formativeness has positive nexus with the advertising message and users' attitudes towards advertising on social networking sites.

H6: The degree of entertainment has positive nexus with the advertising message and users' attitudes towards advertising on social networking sites.

METHODS

In this work the quantitative approach is used rather than the qualitative approach. The most effective approach to answer the research question is to use a quantitative method and to obtain data from the target population, by conducting self-administered surveys. Furthermore, this method of quantitative data collection helps one to research variables and interactions that can not be measured directly together, and has the advantage of being able to identify minor variations.

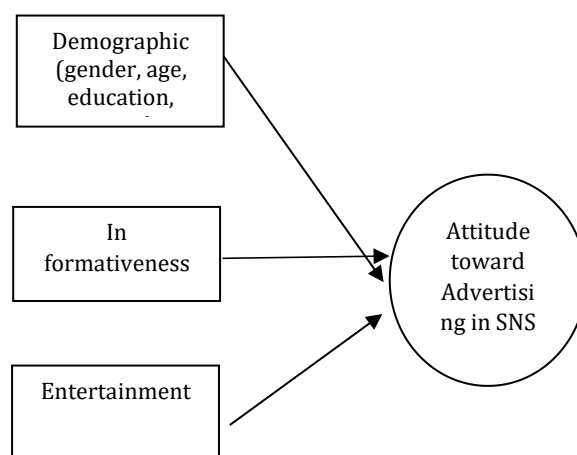


Figure 1: Model

ANALYSIS

To accomplish this goal, attention must be paid to creating ads that has a greater interest in formativeness and entertainment and that is also more interactive. Online ads on social networking sites needs to build user beliefs of usability, ease of use, enjoy ability, formativeness, and online advertisement trustworthiness.

A separate t-test analysis was performed to assess the difference in attitudes between males and females. The results in Table 1.1 suggest that Malaysian respondents consisted of 42 males (45.7%) and 50 females (54.3%), while Iranian respondents consisted of 34 males (40.5%) and 50 females (59.5%) respectively.

Table 1: Frequency Distributions of Gender

Malaysian			Iranian	
Valid	Frequency	Percent	Frequency	Percent
Male	42	45.7	34	40.5
Female	50	54.3	50	59.5
Total	92	100.0	84	100.0

The finding in Table 1 shows the frequency distribution for the age group. 15.2% of Malaysian respondents are aged between the ages of 18-22, 39.1% between the ages of 23-28, 37% between 29-33 and 8.7% between 33 and under. For the Iranian respondents, 13.1% are between the ages of 18-22, 45.2% between the ages of 23-28, 34.5% between the ages of 29-33 and 7.1% are under 33. Table 2 shows the facts and figures for mean values of attitudinal disparities between Iranian males and women. The result suggests that there is a higher level of female attitude (2.56) among Iranian students than that of males (2.50).

Table 2: Statistics for Means of Attitude between Genders (Iranian students)

Group Statistic					
Attitude	Gender	N	Mean	Std. Deviation	Std. Error Mean
	Male	34	2.50	1.161	.199
	Female	50	2.56	1.232	.174

The result of the table shows that the p-value for the Levene equality test of variance is 0.396. Since the p-value is greater than 0.05, the equality of variances (sig.0.59>0.05) can be assumed. Mean values among Iranian students are also not significantly different for males and females (sig 0.82>0.05). Based on this analysis, the conclusion is that the Iranian students could reject the one (H1) hypothesis. There is no support of the initial hypothesis among Malaysian and Iranian students. This indicates there is no substantial association between gender and consumer attitudes towards advertising on social networking sites. To assess the attitudinal differences between the different age groups, an ANOVA analysis was performed. The table shows that in Malaysia the age group of 18-22 respondents is the highest compared to other age groups, with a mean value of 2.78 and a standard deviation of 1.18. The result indicates that the mean value in Malaysian students between the various age groups is not that substantially different (sig 0.60 > 0.05). It is concluded that Malaysian students may reject the two (H2) hypothesis. The age group of 18-22 Iranian respondents is the highest compared to the other age groups, with a mean value of 2.72 and a standard

deviation of 0.78. There is no support for the second hypothesis in both the Malaysian and Iranian students. This means there is no substantial relationship among Iranian students between age groups and user attitudes towards ads on social networking sites. so (H2) could be discarded. An ANOVA study was performed to determine attitudinal differences between respondents with different educational rates. ANOVA on Means of Attitude between Education Levels (The result in the table shows that the difference in mean value between the various educational levels is not significantly high (sig 0.19 > 0.05). It is concluded that there could be rejection of hypothesis three (H3) among Iranian students.

Table 3: Iranian Students

ANOVA					
Attitude	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	6.795	3	2.265	1.616	.192
Within Groups	112.098	80	1.401		
Total	118.893	83			

There is no support for the third hypothesis in both the Malaysian and Iranian students. That means there is no significant relationship between educational levels and user attitudes towards advertising on social networking sites.

To determine the attitudinal differences between various use classes, an ANOVA study was conducted. The result in Table indicates significantly different mean values among the different usage groups (sig 0.00 < 0.05). It is concluded that Malaysian students could support hypothesis four (H4). The finding shows that the mean values are substantially different between the various use classes (sig. 0.00 < 0.05). It is concluded that the Iranian students could support hypothesis four (H4). The result in Table indicated that only three predictor variables in the explanation of attitudes towards social networking advertising in Malaysian students were found to be important. All three variables, like all the three sigs, have a highly important associated relation to attitude. Those are values (0.00 < 0.05). Thus, the results prominently exposed that the positive linkage among the use of the social media for the purpose of advertisement and the perception as well as the attitude of the consumers as well as employees of the organization because the beta linked with the positive sign along with p-values that are less than 0.05 and t-values that are higher than 1.64.

Table 4: Regression Analysis Model (Malaysian Students)

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
(Constant)	-.072	.024		.000	.855
Info	.367	.268	1.099	4.105	.000

Ent	.263	.268	1.145	4.246	.000
Cre	-	.076	.238	3.136	.340
	.238				
Int	.331	.087	.357	4.261	.000
Ref	.087	.084	.750	1.135	.420
Prv	-	.098	-.176	-2.018	.253
	.053				

DISCUSSIONS AND CONCLUSIONS

There has been an overwhelmingly negative perception of advertising and social networking. The findings of several earlier studies support this claim, which suggest that the general attitude towards ads is negative. Users of social networking were also looking for information from social networking sites, though the specifics should be entertaining. The sale promotion techniques depends on the perception of the customers and the excessive use of the social media nowadays has increase the demand of the usage of social media for advertisement purpose. Thus, this study has investigated the how much the involvement of the users' perception on the use of social media in the advertisement way of promotion of the products of the company and concluded that positive association among the perceptions of the consumers and the usage of social media for advertisement purpose. Social networking sites have become for them their frequently used means of communication. Gender has proven influential in shaping general attitudes towards ads. Attitudes toward ads vary from gender to gender. Females usually have a more negative outlook towards internet ads, because they think it's bothersome and annoying.

There are also certain drawbacks in this investigation, i.e. the sample size of the students taken was very limited and even the ease sampling method was used in this investigation. This study has not use the mediation and moderation in the model and recommended to the upcoming studies that they should include any of mediation and moderation analysis to expand the scope. Finally, this study does not test cultural effects on social networking users' attitudes towards ads. More research is therefore needed in the future on attitudes towards social networking advertising, such as research into attitudes towards different types of social networking advertising, researchers finding culture to be an important factor in the future.

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