

# PERCEPTION AND ATTITUDE TOWARDS ADVERTISING IN ONLINE SOCIAL NETWORKING SITES (SNSS)

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**Abstract---***This work investigate the important factors affecting attitudes towards social networking advertising especially when the social networking users still have negative attitudes towards advertising in social networking sites. The model that was developed proposed that attitudes towards online social networking advertising can be modeled with variables of Credibility, Interactivity, Reference Group, Privacy Concern. The result of this research indicates that the four factors interactivity affect attitudes towards social networking advertising. The other factors such as credibility, reference group, privacy concern do not affect attitudes towards social networking advertising. On the other hand, users have concerns about the credibility of advertising on social networking. This indicates that the low credibility of advertising has not much improved across different media even though it is new. Credibility does not affect attitudes towards social networking advertisings. Results also show that there is no strong correlation between reference groups and attitudes towards online social networking advertising and no strong relationship between privacy concerns and attitudes towards online social networking advertising.*

**Keywords---***Social media, user attitude, credibility, interactivity, reference group, privacy concern,*

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## I. Introduction

Many researchers believe managers and marketers still do not sufficiently understand the perceptions and attitudes of users to be able to merge social networking into their advertising strategy effectively. Although consumer usage and advertiser spending are increasing every day, existing researches on social networks has remained exploratory. This research will examine social networking in relation to the advertising theory and what the perceptions and attitudes of the users in social networking sites are. This research demonstrates some of the new ways in which businesses can utilize social networking platforms for effective advertising (Strubbe, Eshelman, Gutta, Milanski, & Pelletier, 2004a; De Silva et al., 2018a; De Silva et al., 2018b; Nikhashemi et al., 2013).

Evaluation of the effectiveness of advertising is of primary interest to both academics and advertisers who have been looking, from various perspectives, into factors that might influence the effectiveness of advertising. Research has shown that one important variable that measures advertising response is attitude. Attitude defined as the way which human beings perceive the environment surrounding them and their reaction to it. It can be defined as a person's preferences and feelings or it also could refer to a general assessment by an individual by having a favorable or unfavorable perception with regards to a given object. The content of the advertisements online is one of the most significant factors. Marketers benefit from the interactivity by having the ability to get hold of the particular target markets and to find new customers more easily (Strubbe, Eshelman, Gutta, Milanski, & Dewi et al., 2019; Pambreni et al., 2019; Tarofder et al., 2017Pelletier, 2004b; Dewi et al.,

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2019; Pambreni et al., 2019; Tarofder et al., 2017). Marketers can follow the usage patterns of the customers and their target markets and through a variety of marketing efforts, create loyalty. Reiley and Lewis (2009) Le Blanc (1999) used a large field experiment with over one million advertising views to assess whether online advertising is effective where consumers are just exposed to the advertising. The pull technique allows users the choice to determine what they are interested in and usually involves interactive features of the medium, such as the Internet. Internet advertising can even morph to fit their users' cognitive plan (Teo, Oh, Liu, & Wei, 2003; Doa et al., 2019; Maghfuriyah et al., 2019; Nguyen et al., 2019). The huge number of users of social media, the abundance of data found in social media and the tendency of people to post information has captured advertisers' attention.

Social networking has changed in process and approach since the introduction of online social networking. The internet now provides individuals with the tools and opportunity to be part of international communities that share opinions and communicate directly with one another. The financial feasibility of online social networking sites depends on the trust that advertisers have effectively influenced within that media in comparison to positive perceptions of other advertisements (Gao & Koufaris, 2006; Pathiratne et al., 2018; Rachmawati et al., 2019; Seneviratne et al., 2019; Sudari et al., 2019; Tarofder et al., 2019).

Advertisers must know how they can overcome distrust of their message; they must also understand risk avoidance, and avoid wasting money as considering the internet is the least credible medium for advertising. Newspapers are the most credible medium followed by television, radio and magazines. If consumers do not feel relaxed about surfing online advertisements and they will not trust internet advertising (Gilal, Zhang, Gilal, Gilal, & Gilal, 2017; Nikhashemi et al., 2017; Tarofder et al., 2019; Ulfah et al., 2019; Tarofder et al., 2016; Udriyah et al., 2019). They will be hesitant in giving any personal information such as credit card details and will only probably purchase from sites that they trust.

Messages on the Internet are less credible compared to printed messages, unless the message is displayed by a strong brand. Credibility of an advertisement is affected by various factors in general, but in particular by the company's credibility and the user who is getting the message (Erhart, Skiba, & Matula, 2011). Advertising credibility is an important factor affecting advertising on the Internet (Brackett, 2001). Credibility of advertising refers to consumers' perceptions of reliability and the quality of being reliable.

The interactivity is defined as the immediate actions that are taken by the consumers to satisfy their needs and wants. Interactivity is one of the characteristics of advertising that are delivered on the Internet. In the context of social networks interactivity, information needs of social networks users could be satisfied through clicking the links that are shared by the other users. Interactivity of an advertising message positively influences consumers' attitude towards advertising. There have been a lot of studies about various privacy concerns on social networking sites from many different perspectives such as gender, age and so on, and privacy concerns have attracted a lot of attention from regulators, advocates, and consumers (Trainor, Andzulis, Rapp, & Agnihotri, 2014). The strategies have been introduced to protect personal information from profile alteration and default privacy settings changes.

Social networks have a huge influence on the emotional health of users as to whether they view themselves in a positive or negative way. Human beings derive their identity from the social groups that they belong to, according to the social identity theory. They can, with the Internet, enter a world of no boundaries. The social group influences the beliefs and values, the societal norms and the group's communication style (Senders, Govers, & Neuts, 2013).

Reference group is defined as the set of people an individual perceives as belonging to his or her work environment, and that defines the social world of work in which he or she engages (Barbara S. Lawrence, 2006). A reference group can also be defined as that group of people or organization of which an individual respects, identifies with or wishes to join. The term

reference group can also refer to any and all groups that influence the attitudes and behavior of individuals, for example membership group, or certain celebrities they admire or associative groups (Ramanathan, Subramanian, & Parrott, 2017). Reference groups play a significant role in stimulating the demand for and the positive perception of advertising. Users of social networking would tend to have a positive attitude towards advertising when there is a stronger reference group.

Researchers have examined the potential threats to privacy associated with social networking sites. Users construct their identities in social networking sites through the exposure of personal information. Students' concern of unwanted audiences accessing their profiles influenced them to use protective measures, such as altering the visibility of their profiles to 'friends only' in social networking sites. When users want to register for a MySpace or Facebook account they must agree to the terms and condition of the web sites' privacy policy, and this policy states that information may be used and others may view the users' profile if required. These sites have been used as public diaries. The younger groups have been motivated by this culture of online social networking to share very personal information on these sites (Lohtia, Bello, Yamada, & Gilliland, 2005).

The potential threats to privacy of personal information in Facebook are such as the potential ability to recreate users' social security numbers using information often found in profiles, such as date of birth. Social networking sites are challenging legal conceptions of privacy. Most consumers are not comfortable with the concept of social networking businesses and they are skeptical whether these businesses are credible and secure. Users' privacy concerns about their social networking profile information are significantly correlated with their assessment of the social networking site's efforts to protect their privacy. Thus, perception or attitude towards advertising might be influenced by the privacy protection behavior of advertisers and the social networking sites (Nunan, Sibai, Schivinski, & Christodoulides, 2018).

## **II. Literature Review**

Social networking has changed in process and approach since the introduction of online social networking. The internet now provides individuals with the tools and opportunity to be part of international communities that share opinions and communicate directly with one another. The financial feasibility of online social networking sites depends on the trust that advertisers have effectively influenced within that media in comparison to positive perceptions of other advertisings. Social networking sites attract users' attention and stimulate them to share the advertisements with their family and friends. Social networking is very much a rapidly growing communication tool that is bound to have detrimental and damaging effects on the traditional ways as people break the geographical and time barriers in communication. As online social networks grow in popularity, advertisers have increasingly extraordinary opportunities for profit accrual and marketing developments. Social networks are usually free services available to the whole population or particular groups (Herzig, Feigenblat, Shmueli-Scheuer, Konopnicki, & Rafaeli, 2016).

Researchers studying into attitudes towards the traditional forms of advertising have moved further by describing the attitudes held as desirable or undesirable. It has also been identified that favorable attitudes towards advertising in general have a positive direct influence on the attitudes held toward specific advertisings and an indirect influence on consumers' intentions to purchase a brand. Although attitude reflects upon consumers' evaluation of a product or an idea generally, a belief measures the evaluation of a product or idea on characteristic such as that advertising makes the standard of living higher. Beliefs about advertising affect the attitudes held towards advertising, so having knowledge about which beliefs and their importance in influencing attitudes towards advertising would allow marketers to create more effective advertisements (Dabbagh & Kitsantas, 2012).

Advertising has many main purposes and each and every advertisement is different, making it hard to generalize on the purpose of advertising. Advertising is just one of many elements of the marketing mix. The non-personal communication of information generally paid for is usually intended to persuade in nature, about goods and services or ideas by identified sponsor through various media. The power of advertising has been much debated. It is undecided if advertising has a high or low power over consumers' decisions, although it is agreed that there are many of different factors affecting consumers and advertising itself, making for advertising to be more or less powerful. Advertising have existed even before the twentieth century and have always had significant economic and social impacts in a society. In the twentieth century, advertising passed through various stages to reach the sixties, when significant changes took place. Advertising was used as a way to finance the printing press, somewhat similar to what is done today. Advertising has shaped its form as soon as humans started exchanging goods and services. Advertising attitude is defined as a continuously reactive direction learned from a certain object (Dabbagh & Kitsantas, 2012).

The adoption of new technologies and the embrace of the new model of advertising have changed the way marketers target their audiences and their advertising aims (Rappaport, 2007). Consumers can now edit information that do not interest them and have the technology to avoid advertising messages, characteristics of advertising that attract or are rejected by consumers should be understood so that advertising can be done in a way that is recognizable as advertising. Advertisements should be placed on different but more important websites. Offering a free Internet service is one of the most important aspects of online advertising. A significant change in the way advertising is done and delivered to consumers using the Internet as an advertising medium has occurred. Even though the Internet has been an advertising medium from the beginning, online advertising industry has grown meaningfully only recently, in comparison to its growth in 1990. Internet advertising is a \$12.9 billion industry and is expected to get to \$29 billion in 2010 (Erhart, Matula, & Skiba, 2011).

As advertising rates in online social networks are low, advertisers would hurry in to catch their share of advertising space. Therefore, sites are slowly changing from a push to a pull-medium when it comes to advertising. The growth in internet advertising, and revenue generated motivated marketers and advertisers to flock to the Internet and encourage their willingness to spend billions to use it. When marketing and advertising executives decide to design advertisings on the Internet thought would have to be placed on the online advertising formats to be used. Online advertising campaign decisions are complicated by the many types of different online advertising formats (Burns and Lutz, 2006). Marketing managers must select the best advertising formats that will get the best results.

The control and rule of banner advertisings on web makes them a standard advertising format on the Internet. Clickable advertisings on web pages are believed to be the first form of interactive advertising on the Internet. In mid-1990's, advertising on the Internet appeared in commercial websites in the form of banner advertisements. In spite of the fact that there are many different new contents and types of advertisings on the Internet today, many advertisements still appear in the form of banners on the Internet. Liu identified four different characteristics of Internet advertising 1) active control, 2) two-way communication, 3) freedom of choice and 4) the felt synchronicity that provides a much higher interactivity level compared to majority of advertisings delivered in the traditional media such as TV, radio or print .Advertising that appears on all these different types of social media websites is referred to as social media advertising, and it can be classified as part of Internet advertising as it adopts many common Internet advertising features such as interactivity, right to choose, and two-way communication. Social network sites are defined as web-based services that permit users to assemble or build a public or semi-public profile within a delimited system, to express a list of other users to share a connection with in an articulate manner and view and to cross their list of connections within the system (Boyd and Ellison, 2008). Social media advertising

has its uniqueness due to the different characteristics of social media, which makes it different from Internet advertising (Wu, Lin, Chen, & Wang, 2011).

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Attitude is the amount of influence a person has for or against an action or thing. Studies that have measured users' attitude towards internet advertising indicated that Internet users have a negative attitude towards advertisings, particularly in regards to the quality of the advertisings. Attitudes toward advertising have been well documented in marketing literature. Beliefs and attitudes toward advertising have been examined in international settings. They found that Chinese and Taiwanese consumers exhibited more favorable attitudes toward advertising than American consumers. Compared to the negative attitude towards traditional advertising, there is a mix of different attitudes towards Internet advertising. Internet advertising can provide higher interactivity and can be customized easily to provide a consumer's needs as compared to advertising in the traditional media (Malthouse, Haenlein, Skiera, Wege, & Zhang, 2013).

Marketers consider that the media plays a significant role in creating and shaping positive attitudes towards the product or service being advertised. Advertising can also build negative attitudes towards a product. In short, it may increase or decrease strengths in consumers' attitudes. Therefore, attitude is main component that an advertiser would attempt to affect, along with opinions, information, beliefs and behavior. Understanding of three general fundamentals of attitude can be used to make for effective advertising. Firstly, people create attitudes as they try to satisfy needs. Secondly, attitude is shaped according to the information available to an individual about a product or service. Lastly, the individual's attitude may be affected by groups, with whom the person interacts, and likewise personality and other distinctive differences (Tomkins, 1990).

Credibility of an advertising message is positively related to consumers' attitude towards advertising. Most studies about attitudes and perceptions towards different media often consider the level of skepticism towards the advertising messages. Credibility of a media or advertising is defined as the level of which the consumer believes in the media or advertising claims. Advertising credibility turned out to be meaningfully related to the advertising value of web advertising. Newspapers were considered the most credible medium though the internet was deemed a more credible news source than the television. Credibility is the "predictability and fulfillment of implicit and explicit requirements of an agreement". Credibility of advertising refers as consumers' perceptions of reliability and the quality of being reliable. The trustworthiness of the medium also influences how the consumer will regard the credibility of the information presented. Credibility of an advertising message would influence consumers' attitude towards advertising.

Information neediness of social networks users could be settled by the relevance of the advertising information to users, and that fulfillment of that neediness will influence attitudes towards advertising. Influence of the interactions between consumers of social media and suggested that a new communications model be developed. Interactive advertising allows consumers to learn from and teach others about a brand. Interest in the Internet is attributed to its interactivity. Interactivity can be categorized into three groups: 1) interpersonal interactivity, 2) informational interactivity and 3) human-computer interaction. Interactivity offers users convenience, entertainment, and relationship development (Stafford and Fabre, 2005).

Informational interactivity plays a main and important role in web and online social networks advertising since it is designed in a way that allows for users to search for information. Both consumers and marketers gain benefits from the Internet's interactivity. The characteristics of the internet as an advertising medium as being:

- Measure at a high level
- Multimedia and audio messages are possible
- Can be more flexible
- Increasing the amount of advertising messages
- Supports advertising in other mediums
- Target markets can be reached effectively and efficiently
- Interactive medium

Limitation of knowledge about the privacy protection on the social networking sites could be argued as a factor that influences users' perception on confidentiality of personal information. Users regard their social networking sites a very private item. Social networking sites such as Facebook, MySpace are considered "personal" pages, as just as if they are attached to a particular body or person. Facebook, in giving its users increased control over their privacy settings has affected its adoption level. Females have been found to be more willing in revealing personal information than males on social networking sites. Whilst users of online social networking sites may not be fully aware of privacy issue, they may disclose personal information when they use these sites because they feel a high level of trust towards the site. If users are concerned about privacy of online social networking sites, then is it rational to suppose that they will feel that their self-contained site does not put them in an unprotected place. Some users are not aware of the high level of scrutiny by government agencies, the law, and officials and employers of the social networking sites, and they put on information on their personal spaces thinking it is truly private (Loi, Hang-Yue, & Foley, 2006).

Many users believe that their site is private because they think their parents cannot view them (Barnes, 2006). Third parties are allowed to broadcast the purchasing activities of Facebook users to all their friends in the social networking site. Data can be stored without taking into account if the users preferred it or not; so third parties can send information regarding users' activities as they wishes. Impartial and neutral parties towards most privacy issues would not disagree to online social networking sites, this is based on a study of college students, unless it is to the extreme of suggesting that everybody should know about everyone else (Barnes, 2006). Men have a greater desire for privacy than women. Privacy is defined as the degree to which personal information cannot be known by other persons. Concerns about privacy have always been a crucial issue in marketing, but have supposed a greater importance with the rise of Internet-based commercial transactions in the recent years. Users are very sensitive about receiving messages from unknown persons or organizations. Privacy is important when using social networking tools in addressing consumers. Before receiving advertising messages, consumers would need to allow a marketer to send promotional messages of certain interest categories to them. This calls for an application of permission marketing. These processes permit a new kind of interactivity, which often leads to marketers collecting and using information about customers. Marketer can do better advertising by matching messages with the interests of the consumers. Advertising via electronic communications media like telephone or e-mail is prevented by law in several Western, European countries unless the advertising messages were clear for consumers. Data checks and control by unknown human beings can easily lead to annoyance among receivers (Clark & Melancon, 2013).

Another privacy concern is the level of trust in the site. The three types of trust are 1) prevented based trust, 2) knowledge based trust and recognition, and 3) identification based trust. Inhibitors, based on the concept of trust, are the reprisals. Users believe that the information will not be used for any other purposes; knowledge centered on the idea of trust is based on

previous behaviors. If they are used to online social networking and the site, there will not be any reason to distrust. Identification-based trust is the trust gained through an emotional connection (Moyano-Fuentes, Sacristán-Díaz, & Garrido-Vega, 2016).

A reference group is defined as a group that an individual or another group uses as a standard to evaluate their own behaviors. The social identity of social networking group members could much affect their perceptions and attitudes towards advertising in online social networking sites since members of a community would expect other members to accept them based on the common social identity. Hence, it has a strong impact on users' perceptions of or attitudes towards advertising in social networking sites (Kim & Ko, 2010).

The trustworthiness of the medium also influences on how the consumer will regard the credibility of the information presented. Consumers do not pay attention to advertising if they do not trust the media. There is not any particular empirical evidence on the credibility of messages being transferred and their influencing factors generally. Credibility of an advertising message could be positively associated to consumers' attitude towards advertising in social networking sites. Hence, it is posited that:

**H1:** There is positive relationship between the credibility of the advertising message and users' attitudes towards advertising on social networking sites.

Interactivity is an active component of social dynamics and group communication in online social networks. Interactivity is described as the means for human being to effectively communicate with each other, without regards to distance or time. Interactivity is the ability to exchange information between users and advertisers. The aim of interactivity of advertising is to change the perceptions or the behaviors of users through this action and reaction response. Interactivity will influence attitudes towards advertising in online social networking sites. Hence, it is posited that:

**H2:** There is positive relationship between the interactivity of the advertising message and users' attitudes towards advertising on social networking sites.

Reference group is another factor that would influence attitudes towards advertising on social networking. The users of social networks have a positive attitude towards advertising in online communities when there is the stronger reference group. Reference group plays a significant role in stimulating demand and can help create positive perceptions towards advertising. The social identity of social networking group members could much affect their attitudes towards online advertising in social networking sites. Hence, it is posited that:

**H3:** There is positive relationship between reference groups and users' attitudes towards advertising on social networking sites.

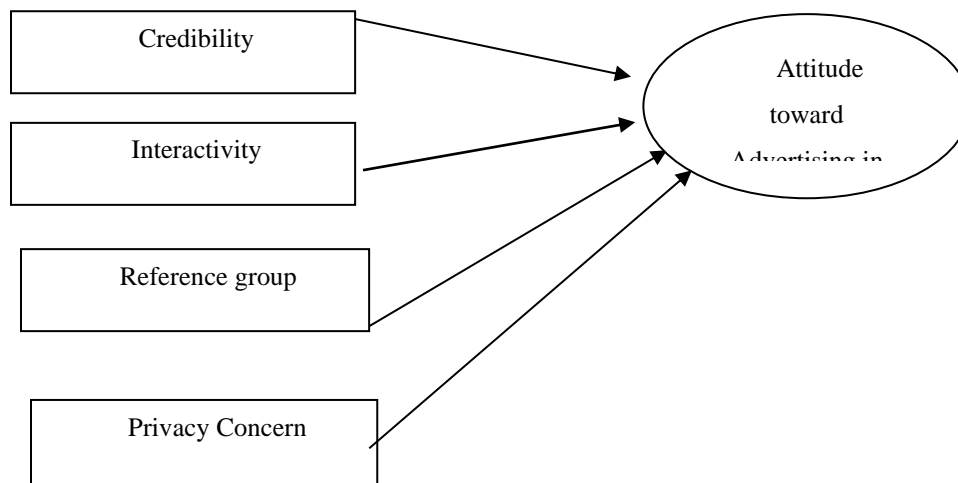
The abundance of advertising information available on the Internet disadvantages users and lays on the fear of breach of privacy. Social networking users are concerned about the privacy of their profile information and are also worried that personal information would be stolen or used by other without their authorization. A variety of protection strategies have addressed privacy concerns. Understanding privacy concerns and attitudes toward online social networking sites leads some way to knowing how consumers view advertising on these sites. The privacy concern of advertising message could be positively associated with social networking users and would also influence on attitudes towards it. Hence, it is posited that:

**H4:** There is positive relationship between privacy concerns and users' attitudes towards advertising on social networking sites.

### III. Methodology

In this work, quantitative method is used rather than the qualitative one. The most appropriate way to answer the research question is to use a quantitative method and to collect data from the targeted population by conducting self-administered surveys. In addition, this quantitative data collection method allows us to study factors and relationships, which cannot be directly observed together, and has the advantage of the ability to detect small differences (Saunders, et al., 2009). . Many researchers have recommended using a quantitative method for measuring attitudes, for it can be best tested through a statistical study.

#### Theoretical Framework



### IV. Findings

T-test and ANOVA analysis were used to assess the statistical differences of mean values. Besides that, correlation, Factor Analysis and regression analysis techniques are also applied to test for significant relationships among the different variables.

The frequency distributions of perceptions and attitudes towards social networking advertising is also tested, and the result in Table 4.4 indicates that 83.7% of Malaysian students have a negative perception towards social networking advertising while the result in Table 4.5 indicates that 84.5% of Iranian students have a negative perception towards social networking advertising.

Table 1: Frequency Distributions of Perceptions and Attitudes towards Social Networks Advertising (Malaysian Students)

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	19	20.7	20.7	20.7
Disagree	41	44.6	44.6	65.2
Sometimes	17	18.5	18.5	83.7



Agree	10	10.9	10.9	94.6
Strongly Agree	5	5.4	5.4	100.0
Total	92	100.0	100.0	

Table 2: Frequency Distributions of Perceptions and Attitudes towards Social Networks Advertising (Iranian Students)

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	17	20.2	20.2	20.2
Disagree	35	41.7	41.7	61.9
Sometimes	19	22.6	22.6	84.5
Agree	10	11.9	11.9	96.4
Strongly Agree	3	3.6	3.6	100.0
Total	84	100.0	100.0	

Most respondents can be said to have negative perceptions towards social networking advertising since the average rating of perceptions for Malaysian and Iranian students is less than 3.0 and the standard deviation of attitude is relatively small, indicating that the ratings are close to the mean value of perception.

The result in Table shows the frequency of online visits; 32 (34.8%) of Malaysian participants replied they go online more than 10 times per week, 26 (28.3%) of them visit the Internet seven to nine times per week, 20 (21.7%) of them visit the Internet four to six times per week while 11 (12.0%) do that one to three times per week and 3 (3.3%) of them go online less than once per week. The next column of the table indicates that 12 (14.3%) of Iranian participants replied that they go online more than 10 times per week, 40 (47.6%) of them visit the Internet seven to nine times per week, 22 (26.2%) of them visit the Internet four to six times per week while 8 (9.5%) do that one to three times per week and 2 (2.4%) of them go online less than once per week.

Table 3: Frequency Distributions of Online Visits

Malaysian		Iranian		
Valid	Frequency	Percent	Frequency	Percent
<1	3	3.3	2	2.4
1-3	11	12.0	8	9.5
4-6	20	21.7	22	26.2
7-9	26	28.3	40	47.6
>10	32	34.8	12	14.3
Total	92	100.0	84	100.0

60% of Malaysian respondents do not visit the product's website after being exposed to its advertisement in online social networks, while 80% of Iranian respondents do not visit the product's website after being exposed to its advertisement in online social networks. 70% of Malaysian respondents never clicked on an advertisement in online social networks, while 60% of Iranian respondents never clicked on an advertisement in online social networks.

The regression analysis was conducted to reveal how different factors affect attitudes towards social networking advertising and the Pearson correlation analysis was conducted to find out whether these factors as assumed in the research model have significant association with each other and with users' attitudes towards advertising on social networking sites, and lastly the linear regression analysis was used for testing these hypotheses. The result in Table indicated that only three predictor variables were found to be of significance in explaining attitudes toward advertising on social networking in Malaysian students. The result in Table indicated that only three predictor variables were found to be of significance in explaining attitudes toward advertising on social networking in Malaysian students.

Table 4: Regression Analysis Model (Malaysian Students)

Model	Unstandardized		Standardized	t	Sig.	95.0%	Confidence
	Coefficients		Coefficients			Interval for B	
	B	Std. Error	Beta			Lower	Upper
(Constant)	-	.072		.000	.855		
	.024						
Cre	-	.076	.238	3.136	.340	.088	.388
	.238						
Int	.331	.087	.357	4.261	.000	.523	.192
Ref	.087	.084	.750	1.135	.420	.234	.110
Prv	-	.098	-.176	-	.253	-.349	-.004
	.053			2.018			

Showed that reference groups do not play the important role that leads to positive perceptions towards advertising. . Lack of knowledge of privacy protection over social media would be another reason that affects the users' perception on disclosures of personal information

#### a. Dependent Variable: Attitude

There is positive relationship between interactivity of the advertising message and users' attitudes towards advertising on social networking sites. It is concluded that hypothesis eight (H2) could be supported among Malaysian students.

On the other hand, Hypotheses H1, H2, and H4 could be rejected, as "Credibility", "Reference Group" and "Privacy Concern" is not strongly correlated with attitude towards online social networking advertising (sig.> 0.05).

The result from Table 4.36 shows that only three predictor variables were found to be of significance in explaining attitudes toward advertising on social networking for Iranian students

Table 5: Regression Analysis Model (Iranian Students)

Model	Unstandardized		Standardized		t	Sig.	95.0%	Confidence
	Coefficients		Coefficients				Interval for B	
	B	Std. Error	Beta				Lower	Upper
(Constant)	-	.750			.532	.596		
	.031							
Cre	-	.090	-.078		-.797	.428	-.250	.107
	.071							
Int	.383	.137	.314		2.786	.000	.656	.109
Ref	.108	.105	.112		1.027	.308	-.318	.102
Prv	-	.136	-.083		-.654	.515	-.359	.182
	.089							

(Cre: Credibility, Int: Interactivity, Ref: Reference Group, Prv: Privacy Concern)

#### a. Dependent Variable: Attitude

Table demonstrates that the correlation coefficient of interactivity has the significant level of 0.000 ( $p < 0.05$ ) among Iranian students. This result is the same as that of linear regression analysis for Malaysian students. It is concluded that the hypothesis 2 (H2) could be supported among Iranian students as there are significant correlation between “Interactivity” with attitudes towards online social networking advertising (sig.  $< 0.05$ ), while the Hypotheses H1, H3, and H4 could be rejected, as there are no significant correlation between “Credibility”, “Reference Group” and “Privacy Concern” with attitudes towards online social networking advertising (sig.  $> 0.05$ ).

## V. Discussions

It is stated that advertising credibility is a key factor that affects the formation of attitude. Interactivity also positively correlates to attitudes towards social networking advertising in this research result. Interactivity drives the need for information, which in turn affects attitudes towards advertising. Reference groups indicated a negative result from respondents in its ability to influence on users' attitudes towards online social networking advertising. Although reference groups play a significant role in stimulating the demand that makes for positive perceptions towards advertising but this study done on various privacy concerns on social networking sites that it has attracted a lot of attention from regulators.

## VI. Conclusion

The result of this research indicates that the factors, interactivity, and usage affect attitudes towards social networking advertising. The other factors such as credibility, reference group, privacy concern, do not affect attitudes towards social networking advertising. On the other hand, users have concerns about the credibility of advertising on social networking. This indicates that the low credibility of advertising has not much improved across different media even though it is new.

Credibility does not affect attitudes towards social networking advertisings. Results also show that there is no strong correlation between reference groups and attitudes towards online social networking advertising and no strong relationship between privacy concerns and attitudes towards online social networking advertising.

### **Limitation and Future Recommendation**

Like many other investigations this also having some limitations like this study had set up a conceptual framework. Secondly, there are many different types or forms of advertisings on social networking but this thesis only studies social networking advertising in general. Therefore, a further study on attitudes towards advertising on social networking, Furthermore study on attitudes towards specific categories of advertising on social networking, researches to consider culture as an influencing factor in the future are needed in future.

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