Online Social Networking: Users Attitude and Perception

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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 result of this research indicates that the three factors in formativeness, entertainment affect attitudes towards social networking advertising. The other factors gender, age and education do not affect attitudes towards social networking advertising. It is also concluded that if the received information in entertaining only then users look for information.

Keywords---*Social media, user attitude, demographics, in formativeness, entertainment.*

I.   Introduction

With advances in technology and the growth in digital media usage, advertisers are seeking new ways to reach consumers. Within these few decades, our world has been changed with these new places of socializing. According to Internet World State, more than 2.1 billion people all over the world are connected through the Internet. Internet users can adapt or adjust everything to the own wishes with the highly personal information space in the social networking sites. These new platforms could lead to new ways of finding and interacting with others, you just cannot afford to dismiss them that easily nowadays. These new mediums are known as social networking mediums, which are defined as a group of Internet based applications which enable the creation and exchange of user generated content. There has been a lot of studies that indicate usage of social network is increasing. For example, the research by Le Blanc (1999) shows the demographic spread of social networking users, who mainly are teenagers and white-collar professionals.

Consumers will want to purchase products when they get transparency from their brands; when purchasing is made easier and when competitive advantages are clearly communicated to them and also when purchasers requests to experience the product prior to purchasing are fulfilled. If marketers know the age, locations and interests of the consumer without consumers even being aware that they are being targeted, marketers can then provide a better level of service through advertising. Advertising opens a new window to understanding of the shifting economics, from production to consumption but not everyone is convinced that advertising has shown advancements (Strubbe, Eshelman, Gutta, Milanski, & Pelletier, 2004; De Silva et al., 2018a; De Silva et al., 2018b; Nikhashemi et al., 2013). Even with advertising experiencing significant growth, research done at that time showed that the markets have not expanded through any paid forms of non-personal presentation and promotion of ideas, goods or services by identified sponsors. Advertisements more than to promote a certain lifestyle and advertising are nothing more than artificial truth. The Internet has been the fastest growing medium ever and marketer's uses advertising as a communication tool targeting its audience, to deliver company or promotional messages (Le Blanc, 1999; Dewi et al., 2019; Pambreni et al., 2019; Tarofder et al., 2017). Marketers target consumers with brand names visibly displayed on websites and encourage them to interact with the brand regardless of their location. Marketers must know about the consumer's needs and preferences and to be able to identify and use them to provide suitable services.

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In analyzing the attitudes of consumers towards advertising, marketers have to understand the consumers' beliefs and feelings about advertising and how they behave in reaction to it. Advertising is considered as a non-personal manner of exchanging information paid by sponsors to convince the targeted audience to change their viewpoints and perceptions about products and services. In general, advertising of sponsored messages can be in two categories: 1) traditional media such as television, radio, newspapers, magazines, and direct mail, and (2) new media such as Internet websites, and social media. One of the more fascinating advertising channels for online advertisers is the online social networks. As more and more customers try to avoid advertisements, there has been a parallel growth in brand placement: the practice of integrating brands into entertainment media. Consumers are able to seek information on products and services on the web and can make decisions easily based on different influencing factors. Teo, Oh, Liu, and Wei (2003) Studied how well these divergent strategies work for online advertising, and how consumers' perceptions of privacy influence their success. Consumers can either pay attention to the advertisings or ignore them based on personal preferences. Advertisers can use information given by user click streams to estimate whether users prefer visual images advertising or text information advertisings. The advertisers and marketers use user's demographic information for segmentation purposes, and knowing about users' behaviors and characteristics enable tailored advertising to be created for targeted customers. Information obtained when users join a particular activity groups or become a fan of company's page, is known as users' consuming habits or preferences that may be shared with third parties. There have been many studies on the effectiveness of advertising done by researchers. Dutta-Bergman's study on the demographic and psychographic factors influence on attitudes towards advertising found that demographic factors such as gender, age, income, and education level and lifestyle factors such as product, price and brand-consciousness have affected consumer's attitudes towards advertising. The research also mentioned that older people place more trust on advertising for decision making than the younger group. Women and men perceive advertising in social networking and their usage differently. Generally male users show a more favorable attitude toward advertisings than female users (Gao & Koufaris, 2006; Doa et al., 2019; Maghfuriyah et al., 2019; Nguyen et al., 2019). Therefore it was concluded that there is different attitude towards advertising on social networking sites between male and females. Younger consumers show a more favorable attitude toward traditional advertising and also show a very positive attitude toward advertisings in general. As the educational level increases, the level of negativity towards advertising also increases accordingly. There is a significant number of users of social networking services (Kettanurak, Ramamurthy, & Haseman, 2001; Pathiratne et al., 2018; Rachmawati et al., 2019; Seneviratne et al., 2019; Sudari et al., 2019; Tarofder et al., 2019).

The process by which human beings exchange information and connect has changed with the introduction of online social networking and personal web spaces such as Facebook and MySpace. The internet is now a large space of international communities for individuals to communicate and share opinion. The rules of communication such as credibility, privacy, trust and advertising avoidance will influence users' perceptions of online social networking advertising (Ho & Bodoff, 2014; Nikhashemi et al., 2017; Tarofder et al., 2019; Ulfah et al., 2019; Tarofder et al., 2016; Udriyah et al., 2019). Adequacy of information on the Internet is an important incentive for marketers to put to practical use as the Internet is a marketing tool that conveys and delivers information (S. Although it is than to be noted that consumers believe that much of the advertising is more manipulative informative and products do not do as well as depicted in advertising.

Entertainment is the ability to fulfill consumers' needs to avoid real for distraction, to show a refined sense of taste, or for emotional release. Entertainment is a very important factor for marketing. Entertainment services can raise customers' loyalty and perceived value of the customer (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 advertising is tied to the concept that the message of advertising should be concise (for consumers' attention can be limited), and also amusing, humorous or sexy in

order to grab consumers' attention. If an advertisement has an entertaining message it could increase the attention towards a company's products or services.

II.   Literature Review

The purpose of this section is to provide a comprehensive overview of the concepts, perceptions and attitudes towards advertising in online social networking sites. It is important to understand the characteristics of online social networking sites as a medium for advertising and how this advertising is different from the standard internet advertising. Although advertising is one of the new forms of marketing communication on social networking nowadays, there are very few studies on how to assess social networking users' attitudes towards advertising (Teo et al., 2003).

Internet advertising's broad format contains of commercial contents designed for audiences, delivered by video, print, audio, or graphics and is paid for by sponsors. Internet users agree that the Internet is an entertainment tool and prefer the advertisements to be similarly entertaining (Barki & Hartwick, 1994). Users also prefer to have specifically designed advertisings; otherwise users would simply ignore the advertising. Attitude is a mental and nerve-related willingness to react, is an organized inward experience, and is the instruction or dynamic impact of the individual's response to all objects and situations that are associated with it. Consumer attitudes consist of three components that are, 1) cogitation (knowledge), 2) affect (evaluation of the object) and 3) conation (intentions behavior towards the object).Consumers' beliefs and attitudes towards advertising are significant indications of advertising effectiveness (Sano, 2014). The attitude towards advertisings theory is not easily replaced for understanding the variables behind consumers' views and choices. There is a difference in attitude formation through TV and Web in today's digital age. It is very important to stress that advertisements on the Internet are not the only focus of the consumer because pages are filled with so much contents. While with watching TV, consumers focus only on advertising, with nothing to distract him or her from that. On the Internet, the advertisement is almost never the only object on the website, and therefore needs to "fight" for attention with the other subjects. Individual's attitude is based on his/her past experiences and knowledge about the object (Kim & Ko, 2012). It is not instinctive, it is learned. The individual holding an attitude should present behavior that is coherent and compatible with the attitude. Attitude can either be positive or negative Advertising is a non-personal and targeted audience communication with the purpose and goal of promoting and selling the product or service. This communication is done through a variety of media channels, such as television, radio, newspaper, magazines, direct mail, outdoor displays or the Internet (Senders, Govers, & Neuts, 2013). Advertisements have many various meanings; advertising is not limited by academic objectives, and most definitely has a practical basis and background. It is the activity or profession of producing information for promoting the sale of commercial products or services and it is a non-personal, specifically directed and sponsored promotional activity.

Gamboa and Gonçalves (2014), stated that advertising is the suppliers' application of a psychologically motivating power to stimulate consumers' desire and action for buying while transmitting broadcasting signals to change receivers' concepts of the product. Hence, advertising appeal refers to its grab on consumers' attention, its ability to change the consumers' concept of the product, and to affect them emotionally about a specific product or service.

Some differences between Internet advertising and advertising on the traditional media are, for example, that traditional media is generally a one way communication targeting advertising viewers, and could not be monitored and measured for effectiveness of the advertising. With internet advertising, however, users can create a two-way communication for interactivity that allows users to have the choice of clicking on the advertising and therefore allowing advertisers to monitor the users' profiles (Nunan, Sibai, Schivinski, & Christodoulides, 2018).

The factors affecting attitudes towards advertising on social networking sites are demographic variables such as gender, age, education and usage. Freedom of choice is one of the characteristics of advertising on social networking; users have

the opportunity to select the advertisements they want to see, so in this study, we seek to discover if there are different attitudes within different demographic groups. The younger generation and students are main users of social networking sites. For them, social networking sites have become their regularly used communication channels. Gender has shown to be relevant in forming overall attitudes towards advertisings. Attitudes towards advertising differ between the genders. Females have a more negative attitude towards Internet advertising generally, as they believe it is annoying and irritating.

Social networks of people connect through meaningful social relationships, such as work, friendship for the purpose of information exchange and online face-to-face communication (Barnes, Cass, Getgood, Gillin, & Goosieaux, 2008). Most teenagers around the world are interested in social networking. Profiles are modified to reflect users' personalities and can include additional web links. When the user create or join groups with special interests in the online system it can be announced to a wide audience. Users will begin and end relationships within the internet, they will discuss what they have been doing and how they feel, and they will be interested to share very personal ideas with people that they may not have even met in person. Young users will use the internet to create and build friendships and to explore, develop and formulate their own identities. Younger consumers show a more favorable attitude toward traditional advertising and also show a very positive attitude toward advertisings in general. Younger groups were less likely to feel insulted by advertisings; they like looking at advertisings and they feel comfortable when doing so (Malthouse, Haenlein, Skiera, Wege, & Zhang, 2013).

As the educational level increases, the level of negativity towards advertising also increases accordingly. These findings are supported who consider economic conditions as an influencing factor towards whether attention is paid to advertisings. Persons with less education and a lower income level generally report a more favorable attitude towards advertising in general. Therefore it was concluded that level of education affects attitudes towards advertising on social networking sites (Clark & Melancon, 2013).

There is a significant number of users of social networking services. Social networking sites have become a communication channel for many users. Differences in attitude towards advertising on social networking among users of different usage groups, and it was found that heavy users showed a more favorable attitude toward advertising in a number of dimensions in social networking (Wang & Kim, 2017).

Results of a study commissioned by Fox Interactive Media, which claims a 70% Return on Investment (ROI) after users are exposed to advertisements in online social networks, 50% of young users tell their friends about products advertised in social networking sites, and that certainly points to the fact that the advertisements are interesting enough for users to want to share with friends in online social networks (Trainor, Andzulis, Rapp, & Agnihotri, 2014).

In formativeness of an advertising message is positively related to consumers' attitude towards advertising. In formativeness of advertising information is strongly related to advertising value when it is conveyed through social media. When advertising list is ordered according to usefulness and in formativeness, firms get more value from each advertising.

The information-seeking factor acts as a positive predictor for the formation of consumers' attitude towards online advertising. Users are interested in getting messages that are relevant to them, and information must be accurate. Although most people believe that advertising is informative, they still do not rely on advertising (Rodriguez, Peterson, & Ajjan, 2015). They feel that advertising adds to the cost of the products, and that they can get better value from products which are not advertised. In formativeness of an advertising message positively influences consumers' attitude towards advertising. Effective information delivery permits users to search for information without limitations of time and place, and this effectiveness is very important to consumers on the Interne. Information is considered a significant incentive factor in marketing since receivers respond positively to advertisements that transfer incentives. Users want the content of system services to be tailored to their interest in any event. Information needs to demonstrate qualitative features like accuracy, timeliness, and usefulness when delivered to the end-users. In formativeness of an advertising message positively influences

consumers' attitude towards advertising. The quality of information on social networking might have an influence on the social networking users' perceptions of companies and their products or services in advertisements (Ramanathan, Subramanian, & Parrott, 2017).

There is a significant relationship between entertainment value of advertising and consumers' attitude towards advertising on social media. Social media advertising needs to be honest, relevant, and entertaining to be successfully. Attitude towards entertainment value of advertising is affected by the number of children within the family and the monthly income of consumers (Erhart, Matula, & Skiba, 2011).

Entertainment games advertising can be used to attract customers to get them familiarized with the advertised service. It is essential that the message is concise and funny, and can capture consumers' attention. Feelings of pleasure triggered by advertisements play the greatest role in accounting for their attitudes toward the ads in general. A high degree of pleasure and involvement during their interaction with computer-based media conducts convergent subjective perceptions of positive affect and mood of the consumer. Entertainment value of advertising information is connected to advertising value of traditional advertising (Gu & Ye, 2014).
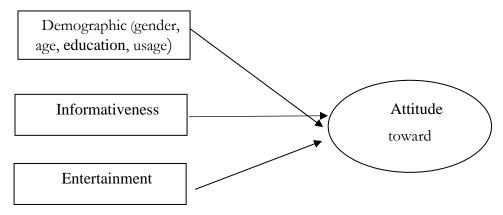
The entertainment value of an advertising message positively influences consumers' attitude towards advertising. The degree of entertainment of the advertising information is significant to advertising delivered on social networking sites. An entertaining advertising message could influence consumers' attitudes towards it. 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 (Erhart, Skiba, & Matula, 2011). The advertisers and marketers use user's demographic information for segmentation purposes, and knowing about users' behaviors and characteristics enable tailored advertising to be created for targeted customers. Information obtained when users join a particular activity groups or become a fan of company's page, is known as users' consuming habits or preferences that may be shared with third parties. Thus based on these literatures, the current study proposed the following hypothesis:

H1: There is positive relationship between gender and the users' attitudes towards advertising on social networking sites.

H2: There is positive relationship between age groups and users' attitudes towards advertising on social networking sites.

H3: There is positive relationship between education level and users' attitudes towards advertising on social networking sites.

H4: There is positive relationship between usage levels and users' attitudes towards advertising on social networking sites.

H5: There is positive relationship between in formativeness of the advertising message and users' attitudes towards advertising on social networking sites.

H6: There is positive relationship between the degree of entertainment of the advertising message and users' attitudes towards advertising on social networking sites.

III. Research Method

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.

Theoretical Framework

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│  Demographic (gender,   │
│  age, education, usage) │
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                              ╲
┌─────────────────────────┐    ╲      ⭕ Attitude
│     Informativeness     │ ──────→      toward
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│      Entertainment      │
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IV. Findings

The findings of this study have implications on those developing appropriate online social networking advertisings. Considering the millions of dollars that have been invested in online advertising, it is of paramount importance to ensure that people would actually pay attention to them. In order to achieve this goal, attention must be given to designing advertising that has more in formativeness and entertainment value and that are also more interactive. Online advertising in social networking sites needs to develop the beliefs in users of usefulness, ease of use, enjoy ability, in formativeness, and trustworthiness in regards to online advertising. An independent t-test analysis was conducted for testing the difference in the attitudes between the males and the females.

The result in Table 1.1 shows that Malaysian respondents were made up of 42 males (45.7%) and 50 females (54.3%), while the Iranian respondents were made up of 34 males (40.5%) and 50 females (59.5%).

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 result in Table 1 shows the frequency distribution of the age group. 15.2% of the Malaysian respondents are aged between 18-22 years old, 39.1% between 23-28 years old, 37% between 29-33 years old and 8.7% are less than 33 years of age. With the Iranian respondents, 13.1% are aged between 18-22 years old, 45.2% between 23-28 years old, 34.5% between 29-33 years old and 7.1% are less than 33 years of age.

The Table 2 shows the statistics for mean values of attitudes differences between males and females Iranians. The result indicates that the level of attitude of females (2.56) is higher than males (2.50) among Iranian students.

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

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

The result in Table shows that the p-value for the Levene's test for equality of variance is 0.396. Since the p-value is more than 0.05, equality of variances can be assumed (sig.0.59>0.05). Also the mean values of males and females are not significantly different (sig 0.82>0.05) among Iranian students. It is concluded based on this analysis that the hypothesis one (H1) could be rejected among Iranian students.

Table 3: Independent T-Test on Means of Attitude between Genders (Iranian students)

Independent Samples Test			
Equal variances assumed			
Attitude	Levene's Test for Equality of Variances	F	.284
		Sig.	.596
	t-test for Equality of Means	T	-.224
		Df	82
		Sig. (2-tailed	.823
		Mean Difference	-.060
		Std. Error Difference	.268
		95% CI of the Difference (Upper)	-.592
		95% CI of the Difference (Lower)	.472

The first hypothesis is not supported in both between Malaysian and Iranian students. This means there is no significant relationship between gender and users' attitudes towards advertising on social networking sites.

Table 4: Frequency Distributions of Age Group

	Malaysian		Iranian	
Valid	Frequency	Percent	Frequency	Percent
18-22	14	15.2	11	13.1
23-28	36	39.1	38	45.2
29-33	34	37.0	29	34.5
>33	8	8.7	6	7.1
Total	92	100.0	84	100.0

An ANOVA analysis was conducted to evaluate the differences of attitudes among the different age groups. The Table shows that Malaysian respondent's age group of 18-22 is the highest compared with other age groups, with mean value of 2.78 and standard deviation of 1.18.

Table. 5: Statistics for Means of Attitude among Age Groups (Malaysian Students)

	N	Mean	Std. Deviation	Std. Error	95% CI for Mean Lower	Upper
18-22	14	2.7857	1.18831	.31759	2.0996	3.4718
23-28	36	2.4722	1.18288	.19715	2.0720	2.8725
29-33	34	2.6176	1.25565	.21534	2.1795	3.0558
>33	8	2.1250	.83452	.29505	1.4273	2.8227
Total	92	2.5435	1.18055	.12308	2.2990	2.7880

The result in Table 5 indicates that the mean value between the different age groups are not that significantly different (sig 0.60 > 0.05) in Malaysian students. It is concluded that the hypothesis two (H2) could be rejected among Malaysian students.

The table 6 shows that the Iranian respondents age group of 18-22 is the highest compared with the other age groups, with mean value of 2.72 and standard deviation of 0.78.

Table 6: Statistics for Means of Attitude among Age Groups (Iranian Students)

	N	Mean	Std. Deviation	Std. Error	95% CI for Mean Lower	Upper
18-22	11	2.7273	.78625	.23706	2.1991	3.2555
23-28	38	2.3158	1.06809	.17327	1.9647	2.6669
29-33	29	2.1379	1.02554	.19044	1.7478	2.5280
>33	6	2.5000	1.22474	.50000	1.2147	3.7853
Total	84	2.3214	1.03156	.11255	2.0976	2.5453

The result in Table 6 indicates that the mean value between the different age groups are not that significantly different (sig 0.43 > 0.05) in Iranian students.

Table 7: ANOVA on Means of Attitude among Age Groups (Iranian Students)

ANOVA					
Attitude	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	2.981	3	.994	.931	.430
Within Groups	85.341	80	1.067		
Total	88.321	83			

The second hypothesis is not supported in both the Malaysian and Iranian students. This means there is no significant relationship between age groups and users' attitudes towards advertising on social networking sites.so (H2) could be rejected among Iranian students.

An ANOVA analysis was conducted to evaluate the differences in attitudes among respondents with different education levels.

The result in Table 3.1 shows respondents' education level. Among the Malaysian respondents, there are 22 PhD holders (23.9%), 44 master holders (47.8 %), 12 degree holders (13%) and 14 diploma holders (15.2%), while among the Iranian respondents, there are 19 PhD holders (22.6%), 38 master holders (45.2 %), 10 degree holders (11.9%) and 17 diploma holders (20.2%).

Table 8: Frequency Distributions of Education Level

Valid	Malaysian		Iranian	
	Frequency	Percent	Frequency	Percent
PhD	22	23.9	19	22.6
Master	44	47.8	38	45.2
Degree	12	13.0	10	11.9
Diploma	14	15.2	17	20.2
Total	92	100.0	84	100.0

Table shows that Malaysian respondents with diploma level education has the highest mean value compared to the other groups, with 2.78 and standard deviation of 1.18.

Table 9: Statistics for Means of Attitude among Education level (Malaysian Students)

	N	Mean	Std. Deviation	Std. Error	95% CI for Mean	
					Lower	Upper
PhD	22	2.3182	.99457	.21204	1.8772	2.7592
Master	44	2.6364	1.25922	.18983	2.2535	3.0192
Degree	12	2.3333	1.23091	.35533	1.5512	3.1154
Diploma	14	2.7857	1.18831	.31759	2.0996	3.4718
Total	92	2.5435	1.18055	.12308	2.2990	2.7880

The result in table indicates that the differences in mean value among the different education levels are not significantly high (sig 0.57 > 0.05). It is concluded that hypothesis three (H3) could be rejected among Malaysian students.

Table 10: ANOVA on Means of Attitude among Education level (Malaysian students)

ANOVA					
Attitude	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.848	3	.949	.674	.570
Within Groups	123.978	88	1.409		
Total	126.826	91			

The Table shows that Iranian respondents with Master level has the highest mean value compared to the other groups, with mean value of 2.76 and standard deviation of 1.24.

Table 11: Statistics for Means of Attitude among Education level (Iranian Students)

	N	Mean	Std. Deviation	Std. Error	95% CI for Mean	
					Lower	Upper
PhD	19	2.05	1.129	.259	1.51	2.60
Master	38	2.76	1.240	.201	2.36	3.17
Degree	10	2.40	1.075	.340	1.63	3.17
Diploma	17	2.65	1.169	.284	2.05	3.25
Total	84	2.54	1.197	.131	2.28	2.80

ANOVA on Means of Attitude among Education level (The result in Table indicates that the difference in mean value among the different education levels is not significantly high (sig 0.19 > 0.05). It is concluded that hypothesis three (H3) could be rejected among Iranian students.

Table 12: 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			

The third hypothesis is not supported in both the Malaysian and Iranian students. This means there is no significant relationship between education levels and users' attitudes towards advertising on social networking sites.

An ANOVA analysis was conducted to evaluate the differences in attitudes among different usage groups.

Table shows that Malaysian users who spend more than 4 hours on social networking sites per day has relatively high mean value compared to the other groups, with mean of 3.20 and standard deviation of 1.47. This indicates that as the mean value go up, the amount of time spent on social networking increases along with it.

Table 13: Means of Attitude among Usage (Malaysian students)

	N	Mean	Std. Deviation	Std. Error	95% CI for Mean	
					Lower	Upper
<1	19	2.1053	1.19697	.27460	1.5283	2.6822
1-2	53	2.5372	1.13622	.15607	2.2340	2.8604
3-4	15	2.8000	1.20712	.31168	2.1315	3.4685
>4	5	3.2000	1.47018	.66332	1.3583	5.0417
Total	92	2.5435	1.18055	.12308	2.2990	2.7880

The result in Table indicates that the mean values among the different usage groups are significantly different (sig 0.00 < 0.05). It is concluded that hypothesis four (H4) could be supported among Malaysian students.

Table 14: ANOVA on Means of Attitude among Usage Groups (Malaysian students)

ANOVA					
Attitude	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	28.672	3	9.557	6.700	.000
Within Groups	125.535	88	1.427		
Total	154.207	91			

Table shows Iranian users who spent more than 4 hours per day on social networking sites has relatively the highest mean value compared to the other groups, with mean of 3.0 and standard deviation of 0.707. This indicates that as the mean values of attitude go up along with the increase of the amount of time spent on social networking.

Table 15: Means of Attitude among Usage (Iranian students)

	N	Mean	Std. Deviation	Std. Error	95% CI for Mean	
					Lower	Upper
<1	28	2.0160	.90267	.17059	1.6500	2.3500
1-2	40	2.4750	.96044	.15186	2.1678	2.7822
3-4	11	2.8182	1.47093	.44350	1.8300	3.8064
>4	5	3.0000	.70711	.31623	2.1220	3.8780
Total	84	2.3929	1.04152	.11364	2.1668	2.6189

The result in Table 4.4 indicates that the mean values among the different usage groups are significantly different (sig. 0.00 < 0.05). It is concluded that hypothesis four (H4) could be supported among Iranian students.

Table 16: ANOVA on Means of Attitude among Usage Groups (Iranian students)

ANOVA					
Attitude	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	30.264	3	10.088	10.651	.000
Within Groups	75.772	80	.947		
Total	106.036	83			

The fourth hypothesis is supported in both the Malaysian and Iranian students. This indicates that there is a positive and significant relationship between usage levels and users' attitudes towards advertising on social networking sites.

Based on the result in Table 4.1, most Malaysian users spend 1-2 hours per day on social networking and they account for 57.6% of the total number of respondents. Most Iranian users spend 1-2 hours per day on social networking and they account for 47.6% of the total number of respondents.

Table 17: Frequency Distributions of Usage

	Malaysian		Iranian	
Valid	Frequency	Percent	Frequency	Percent

<1	19	20.7	28	33.3
1-2	53	57.6	40	47.6
3-4	15	16.3	11	13.1
>4	5	5.4	5	6.0
Total	92	100.0	84	100.0

The result of correlation analysis in Table 4.1 shows that all correlation coefficients are highly significant ($p < 0.01$). All the variables in the model are positively correlated with one another. Among these variables, entertainment has the highest correlation coefficient value

Matrix of Correlation among Malaysian and Iranian 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. These three variables have a highly significant correlated relationship with attitude, as all of the three sig. values are ($0.00 < 0.05$). Based on these results, the equation of the model should be written as the following:

Table 18: Regression Analysis Model (Malaysian Students)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower	Upper
(Constant)	-.024	.072		.000	.855		
Info	.367	.268	1.099	4.105	.000	.570	1.628
Ent	.263	.268	1.145	4.246	.000	1.675	.614
Cre	-.238	.076	.238	3.136	.340	.088	.388
Int	.331	.087	.357	4.261	.000	.523	.192
Ref	.087	.084	.750	1.135	.420	.234	.110
Prv	-.053	.098	-.176	-2.018	.253	-.349	-.004

(Info: Informativeness, Ent: Entertainment, Cre: Credibility, Int: Interactivity, Ref: Reference Group, Prv: Privacy Concern)

a. Dependent Variable: Attitude

Based on these results, the equation of the model for Malaysian Students should be written as the following: There is also a positive relationship between entertainment degree of the advertising message and users' attitudes towards advertising on social networking sites. It is concluded that hypothesis six (H6) could be supported among Malaysian students.

V. Discussion

The theoretical and analytical framework based on the variables derived from the literature was used to understand the users' perceptions and attitudes towards online social networking advertising and to examine whether these perceptions and attitudes vary in relation to some factors such as characteristics of social networking advertising (referring to, credibility, interactivity and psychographic factors such as reference group and privacy concern)

VI. Conclusion

There was a general negative perception towards online social networking advertising. This conclusion is supported by the results of many previous studies, which conclude that the attitude towards advertising in general is negative. It was found that social networking users do look for information from social networking sites, though the information should be entertaining.

Limitation and Recommendations for Future Research

This investigations also pertains some limitations i.e the sample size of students taken was quite small and also the convenience sampling technique was used in this research. Lastly, this research work does not measure the cultural influences on the attitudes of social networking users towards advertising. Hence, more investigations on attitudes towards advertising on social networking in needed as the investigations on attitudes towards specific categories of advertising on social networking, investigators to consider culture as acting as influencing element in the future are needed in future.

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