Importance of customization in molding attitudes toward social media advertisement

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Abstract---Digital Marketing has revolutionized and taken over the traditional form of marketing, the objective of the research paper is to understand the attitudinal aspect of customer with respect to social media advertisement. Most of the past studies related with social media advertisement have mainly focused on developed countries, while minimal consideration has been given to countries that are in a development phase. So research paper in hand intent to bridge the research gap. Ducoffe proposed advertising prototype which was used to comprehend the attitudinal elements and expanding the prototype by including 'customization' and 'benefit' construct. Structural Equation Modeling was used to analyze the data that was collected from Malaysian consumer. Results reveal that reliability, customization, enlightenment and amusement all have straight and progressive impact on Ad value, whereas very implicit impact on customer attitude with respect to social media advertisement. Customization happens to be the most important element influencing other correlated variables.

Keywords: customization , social media advertisement, Malaysian consumer

I. Introduction

Taking into consideration global population, 57% are internet users who are online for more than 6 hours of their daily life. Internet has revolutionized the communication as well economic structure. In today's world, one of the common ways to promote product or services is through online advertising which has growth rate higher than any other possible medium. By 2020 spend on digital advertising is expected to reach by $365 Billion, while achieving a growth rate of more than 9%. Introduction of social media platforms permanently altered the way of communication. Since the research is conducted in Malaysia, they are also expected to have growth rate of more than 10% in the year 2020 with respect to spend on digital advertising. Numbers suggest that Online Media is the only advertising medium with a positive growth rate in comparison to other medium in the year 2018-2019 [Malaysia ADEX, (2018)]. Essential element for consideration is that using digital media for advertising is only a part of bigger picture; the scope of digital media goes beyond the traditional advertising aspect and it include number of activities which can be executed via platform that is paid, possessed or acquired [Ernani Hadiyati, (2016); Syazali, M., Putra, F., Rinaldi, A., Utami, L., Widayanti, Umam, R., & Jermsittiparsert, K. (2019); Saengchai, S. & Jermsittiparsert, K. (2019)]. Musonera Etienne & Weber J. Michael (2018) suggested that marketing platforms organization control is very much on declining side; the point they highlighted can be explained via an example let for say organization shared certain type of material on their Facebook, reach for this material will approximately be 6 to 12% [DeMers, J. (2015)]. In the start of decade the reach was approximately 14% but alteration with respect to algorithm social websites have made, has led to decrease in overall reach. Organizations have been forced to use digital marketing as they were not achieving the desired goals from content marketing on social media website [Sloane, G. (2015)]. O'Reilly (2015) identified that frequency

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of Facebook endorsed post significantly increase from the year 2015, it almost doubled in comparison to previous year posts. In reference to Zenith's Advertising Expenditure Forecast, internet advertising is expected to reach US$ 329 Billion in the year 2021 which will approximately account for 49% of the global advertising expenditure. One of the important elements which need special recognition is the emergence of native advertising which has also influenced organization to increase their digital spends. A kind of advertising that matches the design and function of the podium in which it emerges is called native advertising. It has the capacity to attract more customers as the message is design considering the likeness and dis-likeness of the targeted customer. Mengtian Jiang, Brigitte A. McKay, Jef I. Richards & Wally Snyder, (2017) highlighted that users are more likely to click on sponsored feature rather than clicking on banners or scroll hanging on websites. Accordingly, organizations are taking keen interest in promoting their brand through native advertising. Recent trend suggest that 62% of the total display ad will involve native advertising [Brittany Christopher, (2019)].

Considering this new technological age and digital environment, research paper in hand attempts to explore the effect of social media ad on consumer attitude, at the same time explaining the elements which allow consumer to establish certain type of attitude.

II.   Literature Review

Preceding research papers concerning digital media and advertising have mainly used more customary approach in analyzing the rationality of different digital mediums [Gökhan Aydın, (2016); Xifei Feng, Shenglan Fu & Jin Qin, (2016)]. With continuous advancement in digital media has led many researchers and practitioners to keep on exploring the field further [Nina Michaelidou & Caroline Moraes, (2015); Abubaker Shaouf, Kevin Lü & Xiaoying Li, (2016)]. Most of these studies were conducted in countries which are technologically advanced, have established infrastructure and consumers have established certain attitude towards digital advertisement [Fátima Ferreira & Belem Barbosa, (2017)]. Contrary countries which are progressing and building up their structural capacity still not achieve the required internet user penetration at the same time does not match the skill level of developed countries related with digital media. Other significant factor which can result into varied attitude of customer toward social media ad is the prevailing cultural values as there is vast different between values of countries that are consider eastern and countries which falls in western half [Alexander Muk, Christina Chung & En-Chi Chang, (2016); Diana L. Haytko, Ronald A. Clark, Charles M. Hermans & R. Stephen Parker, (2018)]. All this indicate that existing literature is still insufficient to reach any conclusion with respect to effect of social media ad on consumers of developing countries. Present study will greatly contribute to this rapidly progressing field by providing an elucidation regarding attitude of consumer in varied setting and explaining course of action which can translate into improve consumer attitude by illuminating important past experiences for marketing specialists.

Social Networking

Around tow decade back people used to socialize through different gathering, parties which emphasize building one on one connection with each other if they share common interest. In this technological age, people are now more inclined towards social networking websites which provide virtual communication platform. Today the definition of social networking is utilization of exclusive application or website in order to communicate with other users or explore people who exhibit common interest or likeness.

One cannot deny the fact that social networking websites have seen humongous growth and organizations are spending heavily on these websites to promote their brand. One of the reasons for such progress is its interactivity aspect which allow

person to communicate with other person or artifact and even with computer program. This feature of networking very much influences the attitude of user [Kelley A. O'Reilly, Amy MacMillan, Alhassan G. Mumuni, & Karen M. Lancendorfer, (2018)]. The other important point with respect to social media advertisement is that it is difficult to avoid or clog in comparison to the other digital advertisement which includes placing ad on websites or email marketing [Frier, S., & Stone, B. (2015)]. Similarly the audience of social media websites is quite diversified and wide ranging so it allows marketing team to filter their audience according their specific requirement. Facebook advertising platform facilitate brands with number of choices with respect to their target market. These choices are distributed into four main classifications which are demographics, place, interest and lastly attitude; furthermore they also suggest different pages which have been previously visited or even commented by related friend. All this lead towards creating strong reliability for the material that is being promoted through social networking medium.

Social network with highest reach globally is Facebook which has approximately 2.4 Billion active users as of October, 2019 [Statista (2020)]. Facebook facilitate users with platform where they can connect with other members, provide communication facility and also allow user to keep in contact with other friends and family members [Jenna L. Clark, Sara B. Algoe & Melanie C. Green, (2017)]. Due to its multipurpose approachability, the acceptance rate of Facebook in developed, developing and even non-developed countries is quite high. Specifically in Malaysia there are approximately 23 Million users of Facebook whereas the total population of Malaysia is 32.4 Million which indicate that 70% of the population uses Facebook [Statcounter Global Stats, (2020)].

Similarly Facebook is also the most used platform for advertiser as well. As per Sprout Social 2019 approximately 90% of the advertisers are using Facebook to market their brand or product; it had over 7 Million advertisers in the third quarter of 2019. CNBC claimed that revenue of Facebook increased by 1.9 times in the first quarter of 2019 in comparison to same quarter of 2017. This very much exhibits the use of Facebook as advertising platform. Other significant player in digital advertising is mobile ad which was expected to increase by 21% in the year 2019 with projected figure of 165 Billion. Considering the scenario Facebook has also enhanced its share of spending on Mobile category. Admiration of Facebook within advertiser community as well as user has increased considerably which very much indicate that Facebook as a platform will be very much rational while conducting a marketing research. Hence Facebook was selected as cynosure for understanding the attitudinal aspect of consumers who are exposed to social media advertisement.

Advertisement Value and Customer Attitude:

Regardless that digital media advertisement has seen enormous expansion over the last decade but experiential study related with this specific form of advertisement are few, reason being cumulative progression of the adverting platform [Ghasemi Arash, Chitsaz Shahrzad & Saeedi Hamid, (2018)]. Previous research papers have studied individual features of web advertising such search engine optimization [Michael R. Baye, Babur De los Santos & Matthijs R. Wildenbeest, (2016)], email marketing [Xi (Alan) Zhang, V. Kumar & Koray Cosguner, (2017)], banner advertising [Ernst C.Osinga, Menno Zevenbergen & Mark W.G.van Zuijlen, (2019)] to name a few. Focal point of the current study is social media advertisement which is comparatively new area of research and the related literature is snowballing [Alalwan, A. A., Rana, N. P., Dwivedi, Y. K., & Algharabat, R. (2017);   Knoll, J. (2016); Jung, J., Shim, S. W., Jin, H. S., & Khang, H. (2016)].

Number of researchers and practitioners have used Ducoffe's advertising value model in order to study consumer perception while being exposed to different modes of advertising. Important consideration extracted from the proposed model is that advertising creates certain value rather than shaping attitude or behavior. Consumer has certain level of

expectation which can only be met if advertising value is greater than consumer level of expectation. Different studies have used the same concept and identified important elements that established certain value for customers [Jung, J., Shim, S. W., Jin, H. S., & Khang, H. (2016)]. The Ducoffe's prototype was conceptualized using uses and gratification theory, which elucidate people motives as well as means to select specific channel or media in order to gratify there particular needs. There are some central elements which provide the foundation for UGT that include intellectual needs, emotional needs, social gratification, personal gratification and tranquility. Ducoffe has used two UGT elements that are intellectual need in the form of enlightenment and reliability; and emotional need in the form of amusement and annoyance. Ducoffe theory of gauging individual discernment of advertisement using emotional desires and experiences is in synchronization with tripartite model of attitude proposed by Rosenberg and Hovland in 1960s.

Online Advertising and Customer Attitude

Numerous research papers have tried to established relationship between online advertising and customer attitude and behavior but results have been vague also considering the attitudinal aspect. Studies trying to verify the effect of email marketing, video advertising, display advertising established that all these types of online advertising tend to have negative effect on the attitude of customer [Raluca Dania Todor, (2017); Emily Yim-Lee Au et al, (2016); Anindya Ghose, Param Vir Singh & Vilma Todri, (2017)]. Some researchers have also been able developed positive connection between digital advertising, attitude and behavior [Suhaimee Saahar, (2019); Cher Michelle Foong Ern & Arumugam Vijayesvaran, (2019)]. Disparity in findings can be elucidated through push and pull strategy used by organization in order to developed their digital campaign. Usually content and influencer marketing involves pull strategy whereas email marketing, SMS and other related way of advertisement push product towards consumer [Ali Bassam Mahmoud, (2019). This very much signifies why researchers have been able to extract diverse results while analyzing online advertising. Subsequently it can be imagine with confidence that consumers have yet to established robust viewpoint against different form of advertising. Based on the argument and existing situation, it is critical to comprehend and examine the attitudinal and behavioral aspects, which allow organization to achieve desired results from their advertising campaign.

Mobile marketing and advertising on social networks are very much relatable. Many social platforms are accessible through mobile; and people are very much inclined to use these social networking websites through there smartphone [Chaffey, D. (2016)]. According to datareportal there are over 3.6 billion people who access social networking page through their smartphones which reflect a growth of 9.6% in comparison to year 2018. Over the years fixed line network has experienced a downward trend and people are now more reliant on using mobile phones which suggest that advertisers will be more inclined to place their digital ad on mobile phones [Linwan Wu, (2016)].

Advertisement customize to the need of targeted audience is more prominent and relevant on social networking website and mobile devices rather than any other digital medium. Studying variants of mobile advertising can provide detail understanding which can be helpful in designing the social media marketing campaign. Similarly marketing in the form of email, SMS, Web push facilitate advertiser with the option of interacting with the targeted customer. All these type of advertising have some resemblances, whereas on the elementary level they are also dissimilar as to how each category delivers the communicated message. Traditional medium of advertisement involve fast identifiable features such as banners, rich media ads, whereas content advertising is difficult to differentiate from the material that is uploaded or shared by any user. Francisco Muñoz-Leiva, et al (2019) suggested that if consumers are exposed to high frequency of banner, they tend to start ignoring the banner or information which is also called banner noise. Social media platform on the other hand facilitate advertisers with more refined way of exhibiting their advertising message [Gökhan Aydin, (2018)]. Pogue, D. (2015) claimed

that 35% to 40% of the social media users can identify whether content is related with advertising or it's actually a blog or feed. In an experiential research conducted by Wojdynski, B. W., & Evans, N. J. (2016) with respect to native advertising, they identified that only 8% of the respondent where able to identify that content presented was actually a native advertising. This very much highlights that consumer will respondent differently to social media ad than to any other form of digital advertising [Duffett, R. G. (2015)].

Ducoffe's advertising value model has been used in order to study advertising value as well attitude and behavior. The model has been further extended by including notion of customization and tangible return.

Customization

At present, there is barrage of advertisement which customer is exposed to daily and frequency can reach several thousand if directional cues, pop-ups, auto-played videos are included in the overall counting [Moroz M., (2017)]. This bombardment of ad tends to have adverse effect and led consumer toward establishing undesirable attitude [Mark Speece, (2017)]. Conversely advertisement on digital platform enable advertiser to customize the message according to the taste of the customer. Customization is not specific to advertising sector rather it has been used with great success by internet retailing [Pappas, I. O., et al, (2017)]. Importance of customization in advertising is difficult to ignore, it has the capacity to develop value not only through message but also through distribution. Social media platform allows advertiser to develop their content with respect to interest of customer, or customer behavioral aspect or their demographic properties [Tran, T. P. (2017)]; as these platforms assembles and save user's important data. Findings of different experiential research with respect to customization validate that customer are more open to advertisement which is customize specifically for them and accordingly react positively [De Keyzer, F., Dens, N., & De Pelsmacker, P. (2015); Walrave, M., et al (2016). Subsequently personalize and specific message to target audience can go a long way in creating value for sender as well as for receiver with limited customized frequency. Advertisement that is customize tend to be enlightening, little infuriating and has more amusement aspect for customer, similarly it builds trust in the customer which enhance the reliability factor of the advertisement. Based on the arguments, following hypotheses can be assumed:

H1: Customization has a progressive influence on advertisement reliability.

H2: Customization has a progressive influence on anticipated amusement.

H3: Customization has a progressive influence on enlightenment.

H4: Customization has a progressive influence on risk of annoyance.

Message molded with the consideration to customer demographic properties, their interest and their specific behavioral tendency can lead toward establishing high value as well as exhibition of favorable attitude for the product [José Martins et al, (2019); Tayyaba Fatima & Mr. Tanveer Abbas, (2016)]
hence following hypothesis can be assumed:

H5: Customization has a progressive influence on advertisement value.

Reliability

Reliability has always been considered one the important element that has a significant influence on advertisement value and consumer attitude [Ligo Koshy & S. John Manohar, (2018)]. Ligo Koshy & S. John Manohar, (2018) have explained reliability of an advertisement as degree to which customer foresee that message advertise about particular brand is honest

and authentic. Reliability of a specific ad not only includes credibility of advertiser but also reflect the believability in the content of advertisement. The extend of credibility, exactness and dependability of advertisement message as well as the source recognized by customer very much influence the attitude and anticipated advertisement value [Farheen Khalid, Taha Jamal, Aamir Shamsi & Bilal Ali Zafar, (2017); Shahzeb Hussain, et al (2020)]. Researchers and practitioners have been measure this particular influence in several settings which include web marketing as well as mobile marketing [Farheen Khalid, Taha Jamal, Aamir Shamsi & Bilal Ali Zafar, (2017); Anabel Gutierrez & Tatiana Calle, (2017)]. Subsequently, the reliability element was included in the prototype and accordingly following hypothesis was assumed:

H6: Reliability has a progressive influence on advertisement value.

Amusement

Amusement level of advertisement is very much influential in enhancing the overall appeal and very much contribute towards advertisement. Studies have highlighted that amusement of platform is an important factor that drives customer [Eun Sook Kwon, Karen Whitehill King, Greg Nyilasy & Leonard N. Reid, (2019)]. Yann Verhellen, Nathalie Dens and Patrick De Pelsmacker, (2019) claimed that anticipated level of amusement of an advertisement exhibits the capacity to gratify customer desire for fantasy, distraction and visual pleasure or abreaction. This driving element examine in experiential studies has a very favorable influence on consent, espousal and intent to utilize novel ideas which include internet, smartphone and social networking website [Tran Thi Kim Phuong & Tran Trung Vinh1, (2017); Eunice Kim & Minette Drumwright, (2016)]. In consideration to advertising sector, customer tend to establish optimistic attitude against the advertisement that they consider amusing which ultimately affect their interest as well as dependability [Gökhan Aydın, (2016); Tayyaba Fatima & Mr. Tanveer Abbas, (2016)]. Moreover studies were able to identify changes in attitude and purchase tendency specifically though advertisement which was delivered on digital platform [Gökhan Aydın, (2016); Xifei Feng, Shenglan Fu & Jin Qin, (2016); Zhang, J., & Mao, E. (2016)]. Accordingly following hypothesis can be assumed:

H7: Anticipated amusement level has a progressive influence on advertisement value.

Enlightenment

In reference to uses and gratification theory (UGT), another important customer driven element is the accurate delivery of information. Similarly, information needs to be appropriate, pertinent and precise in order to be valued by customer [A. Kanishka Priyadharshini & S. K. Mathew, (2016); Zhongwei Gu, June Wei & Fuyuan Xu, (2015)]. Enlightenment contributes to the efficacy of the content that is advertised [Xifei Feng, Shenglan Fu & Jin Qin, (2016)]. This element is related with cerebral aspect of Ducoffe's proposed prototype and can influence consumer attitude and behavior [Mahmud Akhter Shareef, Yogesh K. Dwivedi, Vinod Kumar &Uma Kumar, (2017); Zhang, J., & Mao, E. (2016)]. Consequently enlightenment aspect was included in the supposed prototype and following hypothesis was assumed:

H8: Enlightenment has a progressive influence on advertisement value.

Annoyance

There is possibility that message delivered through advertisement might be perplexing, baffling, manipulating or displeasing for the targeted audience and may result into annoyance for customer. Thus annoyance aspect cannot be ignored as it can translate into unfavorable attitude and lessening the advertisement value [Valdimar Sigurdsson, et al (2017); Nina Michaelidou & Caroline Moraes, (2015)]. The element of annoyance is specifically significant for communication designed for Facebook, as the platform is particularly used to share and upload personal views. Researchers have been able to establish

negative effect of annoyance on advertisement value as well as on attitude of customer while considering both traditional as well as digital medium [Xifei Feng, Shenglan Fu & Jin Qin, (2016); Gökhan Aydin & Bilge Karamehmet, (2017). Studies also highlighted that provocative advertisement create annoyance among audience which translate into complete evasion of campaign [Fátima Ferreira & Belem Barbosa, (2017)]. Hence annoyance was included in supposed prototype and accordingly following hypotheses were assumed:

H9: Annoyance has an undesirable influence on advertisement value.

H10: Annoyance has an undesirable influence on customer attitude

Tangible Returns

José Martins, et al (2019) highlighted that including tangible return of the purchase in the advertising message can be eye-catching for targeted customer. Different experiential studies have highlighted that customer enthusiasm tend to increase if certain type of benefit is associated with purchase; this benefit can be in the form of discounts, free coupons, gifts and lotteries or draws. These types of benefits are very much associated with behavioral aspect and can establish certain level of value for the customer [José Martins, et al (2019); Claudio Schapsis & Larry Chiagouris, (2019)]. Tangible returns are very much correlated with efficacy attained by consumer through enlightenment and amusement features. Considering the standpoint, following hypothesis can be assumed:

H11: Tangible return has a progressive influence on advertisement value.

III. Methodology

Research paper in hand primarily focuses on the use of social media specifically Facebook in Malaysia. Total population of Malaysia is approximately 32 Million with urbanization of 76%; it is multi-culture society dominated by native Malay followed Chinese and Indians. Social media penetration in Malaysia is about 78% i.e. 25 Million of which 74% are user of Facebook. Population is mostly influenced by westernization which ultimately leading them toward sophistication and cosmopolitanism. Focal point of the research paper is the advertisement placed on Facebook; ad exhibited on user news feed is usually categorized as sponsored content. Clear guidelines were given to respondent in the questionnaire in order to minimize any ambiguity with respect to advertisement placed on social networking website. Figure # 1 exhibit the established prototype based on literature review done on the subject matter.

Figure 1: Proposed Prototype
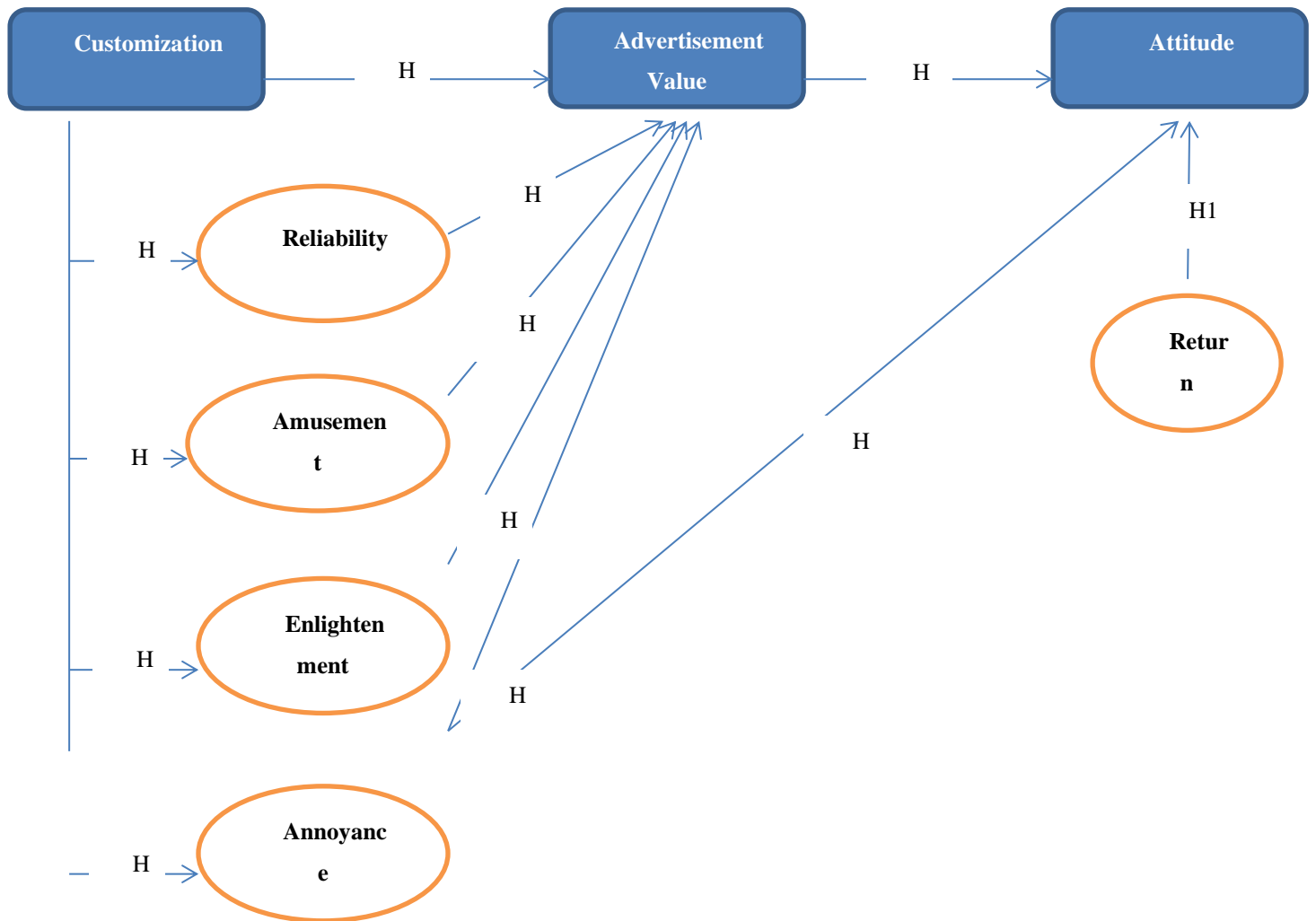
Respondents were selected using opportunity and chain referral sampling; responses of people who were less than 18 years old were ignored. Questionnaire was uploaded on different Facebook pages and chain referral was used to enhance the reach of questionnaire. Table 1 demonstrates the demographic characteristics of the respondent. 52% of the respondent falls in the age group of 18 to 24 whereas older generation only account for 7% of the responses. Internet user in Malaysia is around 80% of the total population. As per Statista, (2019) age group of 20 to 40 has the highest penetration in terms of internet usage so it can safely assumed that the sample very much synchronize with Malaysia's internet usage distribution.

Table 1

Measures	Particulars	Frequency	Percentage
	18-25	105	52%
Age	26-35	49	24%
	36-45	33	16%

	45-60	12	6%
	>60	3	1%
Gender	Male	107	53%
	Female	95	47%
Education Level	High School	32	16%
	Diploma / Certificate	22	11%
	University	88	44%
	Graduate	49	24%
	Master / PHD	11	5%
Income Level (per month)	less than $1500	68	34%
	Between $1500 to $3000	103	51%
	Above $3000	31	15%
User of Facebook (# of years)	Less than 2 years	17	8%
	Between 2 to 4 years	40	20%
	Between 5 to 7 years	69	34%
	Above 7 years	76	38%

Analysis

In order to summarize the features of the data collected, descriptive statistics was performed; results are presented in Table # 2 which highlights that only 13% of the respondent replied in favor of amusement factor. Same was the case with enlightenment and reliability where favorable response was 13% and 12%. Annoyance factor accumulated 44% favorable response which signifies that advertisement on social media can infuriate audience. Advertisement value and attitude were also not able to gather positive response with score hardly greater than 2 indicating user's undesirable temper toward social media ad. Lastly customization of advertisement also opposed but on slightly lesser degree in comparison to other major constructs.

Table 2

Variables	Items	Mean	Standard Deviation	Outer Loading
Advertisement Value	1	2.12	0.982	0.822
	2	1.98	0.915	0.852
	3	2.03	1.011	0.794
	4	2.01	1.002	0.854
Attitude	1	2.09	0.915	0.789
	2	2.15	1.293	0.838
	3	2.17	1.041	0.815
Reliability	1	2.15	1.017	0.754
	2	2.22	0.993	0.804
	3	2.45	1.127	0.854

Construct	Item	Mean	SD	Loading
	4	2.44	0.975	0.872
Customization	1	2.65	1.273	0.801
	2	2.71	1.257	0.765
	3	2.59	1.309	0.854
	4	2.31	1.101	0.863
Amusement	1	1.94	0.972	0.886
	2	1.89	0.981	0.849
	3	2.51	1.305	0.791
	4	2.17	1.075	0.603
Enlightenment	1	2.13	1.091	0.752
	2	2.49	1.073	0.781
	3	2.46	1.134	0.703
Annoyance	1	3.07	1.302	0.862
	2	3.33	1.247	0.891
	3	3.51	1.187	0.746
	4	3.05	1.209	0.698
Tangible Return	1	1.89	1.098	0.871
	2	1.91	1.035	0.839
	3	2.01	1.084	0.817

Furthermore descriptive examination also reveals that some items had significant kurtosis while some items had high skewness. In such a scenario partial least square structural modeling was performed in order to realize path analysis. Results with respect to reliability and validity are presented in Table # 3.

Cronbach's Alpha and composite reliability tests were conducted in order to examine the internal consistency of the proposed prototype. Using Nunnally (1978) criteria, all value extracted were above the threshold value of 0.7. Average variance extracted was used to equate the connection between the items. Square root of average variance extracted was higher than inter item correlation, at the same time all loading were higher than suggested level of 0.5 [Joseph F. Hair et al, (2017)]. Based on fetched results, it can be presumed safely that validity and reliability of prototype is adequate. Coefficient of determination, predictive relevance and path coefficients were calculated and used in order to execute Partial Least Squares Structural Equation Modeling (PLS-SEM) [Joseph F. Hair et al, (2017)]. Coefficient of determination for attitude was 0.653 and 0.734 for advertisement value combining it with path coefficient very much signifies substantial predictive power of the prototype. Parameters suggested by Stone-Geisser, (1974) were also utilized to examine the predictive power, values for advertisement value was 0.51 and 0.46 for attitude which were greater than benchmark value of 0.35 and validate the predictive significance of the prototype [Joseph F. Hair et al, (2017); Jörg Henseler, (2017)].

Table 3

Constructs	Cronbach's Alpha	Composite Reliability	AVE	AV	ATT	REL	CUST	AMU	ENL	ANN	TR

Construct				AV	ATT	REL	CUST	AMU	ENL	ANN	TR
Advertisement Value (AV)	0.801	0.886	0.721	**0.85**							
Attitude (ATT)	0.813	0.892	0.734	0.82	**0.86**						
Reliability (REL)	0.723	0.832	0.557	0.72	0.71	**0.75**					
Customization (CUST)	0.793	0.852	0.601	0.6	0.6	0.49	**0.78**				
Amusement (AMU)	0.805	0.864	0.624	0.74	0.66	0.56	0.4	**0.79**			
Enlightenment (ENL)	0.816	0.891	0.675	0.73	0.72	0.68	0.45	0.68	**0.82**		
Annoyance (ANN)	0.817	0.883	0.637	0.41	0.41	0.4	0.21	0.43	0.37	**0.81**	
Tangible Return (TR)	0.866	0.916	0.786	0.67	0.62	0.59	0.41	0.54	0.56	0.31	**0.89**

Figure 2: Structural Equation Model
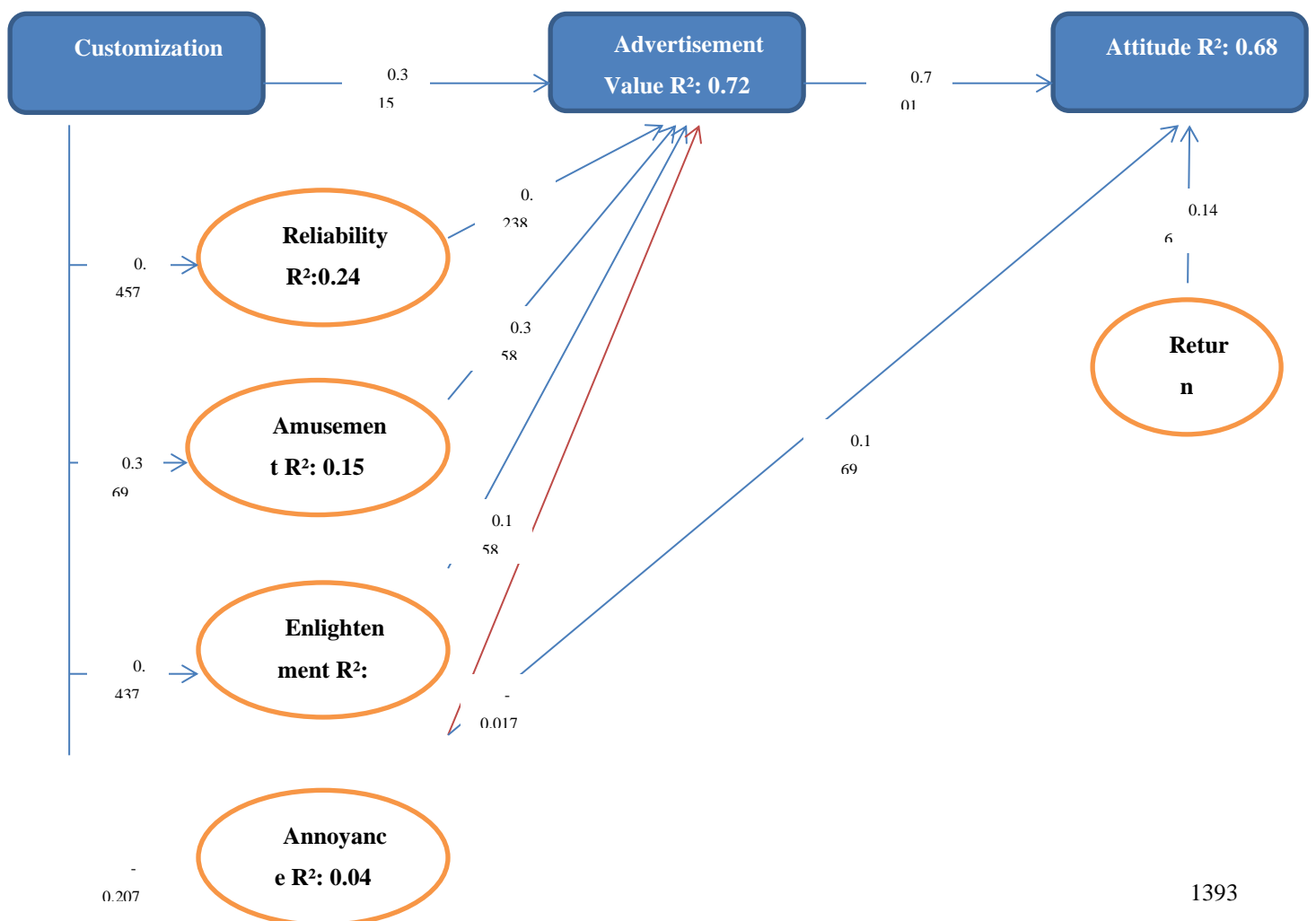
Path analysis was performed in order to examine direct dependency between the variables. Results fetched are exhibited in Table 4 which indicate that all assumed hypotheses were validate through supported data except for annoyance influence on advertisement value. Results further indicate that amusement has the highest direct influence on advertisement value followed by customization, reliability and lastly enlightenment. Xifei Feng, Shenglan Fu & Jin Qin, (2016) & Jung, J., Shim, S. W., Jin, H. S., & Khang, H. (2016) were also able to identify amusement as a significant factor influencing advertisement value. However enlightenment seems to be the feebler element influencing advertisement value which may be reflection of the bombardment of information consumers have been exposed to through internet and other communication platforms. One of the significant factors that were identified through the analysis was robust influence of advertisement value on the attitude, which illustrate that as apparent value of advertisement enhances that further translate into improved customer attitude.

Table 4

Hypothesis	Path Coefficient	T-Stats	Findings
Customization → Reliability	0.4573	8.992	Support
Customization → Amusement	0.3691	7.194	Support
Customization → Enlightenment	0.4376	9.071	Support
Customization → Annoyance	-0.2076	3.184	Support
Customization → Advertisement Value	0.3156	6.058	Support
Reliability → Advertisement Value	0.2381	4.173	Support
Amusement → Advertisement Value	0.3586	6.584	Support
Enlightenment → Advertisement Value	0.1583	4.829	Support
Annoyance → Advertisement Value	-0.0176	-0.875	Non-supportive
Annoyance → Attitude	0.1692	4.354	Support
Tangible Return → Attitude	0.1465	3.018	Support
Advertisement Value → Attitude	0.7017	13.995	Support

Data analysis very much highlight that advertisement value can be considered as the most important element influencing attitude. Other significant attitude predecessors were amusement, customization, reliability, enlightenment and lastly tangible return. All these factors had progressive influence on customer attitude regarding social media advertisement. Only one element had an adverse influence on attitude which was annoyance. Results very much compliment the model proposed by Ducoffe (1996) and other studies conducted by Gökhan Aydin & Bilge Karamehmet, (2017) and Valdimar Sigurdsson, et al (2017) except for the annoyance factor. Theoretically annoyance influence on advertisement value was not visible which is consistent with the findings Wajeeha Aslam, Maria Batool & Zia Ul Haq, (2016) and Taanika Arora & Bhawna Agarwal, (2019). The situation is very much influenced by users enhance control and authority over the advertisement displayed on social media websites. User now has the option to skip the promotional item which was not possible in traditional medium of advertising such as television or radio. Other important factor noticeable in today's digital advertising is the use of

customization, as advertisers are designing their campaign in consideration with targeted audience likeness and interest which somewhat nullifies the possibility of customer getting annoyed with advertisement.

IV. Repercussions

Research paper in hand expands the existing scope of literatures related to customization and its effect on customer attitude [Walrave, M., Poels, et al (2016); De Keyzer, F., Dens, N., & De Pelsmacker, P. (2015)]. Finding very much signifies that customization has a considerable influence on all the studied constructs it relates. Outcomes validate the significance of perceived customization of advertising which is an important factor in refining consumer viewpoint of advertisement placed on social networking websites. So it can be safely presume that customized ad can translate into productive customer attitude. Customization has the capacity to lessen the undesirable influence and enhance positive aspects which can further lead towards improve advertisement value and customer attitude. Another important consideration is the growing control and authority of user to manage the digital medium. Customer are very much attracted to the ad which is personalized according to their need; promotion material which is designed in accordance with customer desires, beliefs and way of life is considered to be more cherished. It is imperative for advertisers to design their campaign which is only customized with targeted audience interest but also harmonized with purpose of advertisement. If customer do not perceive the message pertinent, there is less chances of advertisement achieving any value through it and won't contribute towards improving customer attitude. Customization has been the prominent factor which has led advertisers to shift towards digital medium from tradition advertising platforms. If the targeted audience is very niche, it gives opportunity to advertisers to draft their campaign in accordance to their need.

Other significant factor that has produced the highest influence is amusement. Apparent amusement level of the message thought out to be more important element for respondent in comparison to factors like enlightenment. This very much highlight that customers tend to value message which has an amusement factor rather than it is filled with tedious information. Same finding were observed in the studies conducted by Xifei Feng, Shenglan Fu & Jin Qin, (2016), Valdimar Sigurdsson, et al (2017) and Gökhan Aydın, (2016). Reliability factor which seems to have a noteworthy effect on advertisement value had a very modest influence on the studied construct. Respondents believe that not only message should be reliable but also the credibility of an organization plays a vital role in influencing advertisement value and attitude. If customer feels that message is deceptive, it can reduce the reliability and result into undesirable attitude. So reliability factor cannot be ignored by advertise while they design their advertisement message in order to generate awareness.

Lastly tangible return also had a positive influence on attitude but the magnitude of the influence is very partial. Tangible returns can produce slight changes in the attitude of customer which are promoted on social media. These returns can stimulate customer to seek more information with respect to offered reward but the impact is not robust enough which can make customer to change their attitude. Advertiser can use them as an augment which can be attached with main idea of the marketing campaign.

V. Conclusion

The aim of research paper was to examine the effect of social media advertisement on customer attitude. Study was based in Malaysia where high percentage of population has excess to internet and is active user of social media. Similarly Facebook has highest penetration in term of number of users. Findings reveal that approximately 90% of the customers have negative attitude towards social media advertisement. On the other hand advertisement value seems to have the biggest influence on

the attitude. The basis for both attitude and advertisement value, consequently results very much harmonizes with theoretical background.

Among the studied construct, influence of annoyance was inconsequential; remaining constructs had positive influence on the advertisement value. Moreover enlightenment appeared to have tiniest influence on the advertisement value. As per Ducoffe's proposed model enlightenment is one of the major factor that has significant influence on advertisement value. However in reference to some recent research works which also establish that enlightenment has feeble influence on advertisement value and customer attitude [Xifei Feng, Shenglan Fu & Jin Qin, (2016); Fang Liu, Ali Kanso, Yong Zhang & Doina Olaru, (2019)]. Reason for such finding can be associated to easily obtainable and reachable information about a particular product or brand to a customer via different communication mediums. The availability of multiple medium to acquire data makes information less valuable. Enlightenment has its significance though customer perception has somewhat change as they are less resale to acquire new information. Fading of enlightenment factor has been counterpoise by adding amusement aspect which seems to attract customer attention more. This is very much relatable specifically for social media marketing as these websites are used for amusement purpose besides using it for sharing view and communicating with others. Advertiser need to design their message which induces audience and grab their attention to achieve desired results [Fox-Davies, T. (2016)].

Advertising campaign on social networking websites can be customized according to the interest of targeted audience. Importance of shaping attitude through customized message was studied and results reveal that advertisement message personalized can stimulate customer to seek information and amusement value. Likewise customization can also be helpful in in enhancing advertiser's believability [Tran, T. P. (2017)]. Based on the findings, customization seems to be the significant factor that influences advertisement value and second to advertisement value in terms of influencing customer attitude. Customization impact on customer attitude is implied and established through advertisement value. Likewise major share of influence that customization is able to establish is witness via other antecedent of advertisement value.

Effect of tangible return was also noticeable on attitude composition. Customer attitude can be influenced with the help of attaching tangible reward with the message. Advertisers using the option of tangible benefit are frequent but its efficacy seems to be inadequate as identified in the research paper. One cannot entirely rely on designing their campaign with center point being tangible return and expect that desirable results will be achieved.

To conclude, consumers are yet to completely accept Facebook advertisement as most of the respondents were with the opinion that they find advertisement to be annoying. Majority of the respondent belief that advertisement on social website does not have useful information lacks the amusement aspect also. Subsequently, customers cannot drive any value as these messages perceived to be of low advertising value. Respondent also question the reliability aspect of the communicated message. Content promoted on Facebook pages sometimes contain illusory offer and disingenuous material. This very much translates into reliability issues for the organization using social media platform. The reliability problem as highlighted by respondent may be ascribed to any spiteful experience or can be result of Facebook mediocre regulation controls. Investigation very much signifies the importance of customization which can be used by the advertiser in order to achieve desired advertisement value at the same time shaping customer attitude towards social media ad.

VI. Limitations

Opportunity sampling was used in order to collect the data and questionnaire was shared on Facebook page which reflect that respondent were those who uses internet. Future papers can broaden their sample size in order to have more border view with respect to changing customer attitude. Similarly only Facebook platform was used to gather the data, although it has the maximum number of users but there are other platforms which advertisers used to promote their message. This somewhat limit the overall scope of the research paper and results will be difficult to generalized for other social websites.

In this current technological age, change is new trend so social networking websites keeps on expanding their scope and incorporate new changes. This also includes changing advertising guidelines and algorithm. Due to dynamic nature of social media websites the data collected needs to be updated and relevant with current practices in order to be helpful for marketing practitioners. Equating results of previously conducted studies and present reach paper can provide understanding regarding the modification Facebook has made with respect to its advertising regulations.

Research paper in hand has identified different elements which influences customer attitude. As questionnaire was circulated through Facebook page, respondent perception is critical and answers are very much based on these perceptions. Possibility of exploring the behavioral aspect using same identified elements can provide further insights with respect to impact of social media advertisement.

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