

Consumers' attitude toward social media advertisement- A study in the context of Bangladesh

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Abstract— Social media is now an integral part of human life. A large portion of the world's population uses social media. So these social media platforms are attractive means of communication and promotional channel for marketers. This research paper seeks to determine what attitudes consumers display toward advertising that are transmitted through social media channels. Based on primary data collected through a structured online questionnaire from 255 respondents in Bangladesh found that social media advertisements can generate greater reach, top-minded awareness, and serve as a reliable and convenient source of product information. However, social media advertisements also produce a disturbance in the audiences' mind. The study also revealed that a greater portion of respondents pay attention to social media advertisements and click through the advertisements.

Key words: advertisement, attitude, social media, top-minded awareness.



1 INTRODUCTION:

Advertising is the most influential promotional tool of marketing communication mix. In the era of mass communication success of marketing campaign mostly depends on advertising. Advertising is a non-personal form of communication where messages are transmitted through media [1]. According to [2] advertising is a form of impersonal communication about products or services through various paid media by identified sponsor. Advertising Association of the UK defines advertising as way of transfer of product or service information from sellers to product users.

Major developments in advertising industry took place towards the end of the 20th century. Advancement in technology has enabled more sophisticated means of creating and distributing advertising. Today's advertisements are more proficiently organized and ensure towering quality [3]. Advancement in communication technology, creativity and competition has forced advertisers to adopt with the changes in 21st century and follow the new trends and markets [4]. Emergence of m-commerce and e-commerce boosted the use of technology in advertising [5] and [6] around the beginning of this century.

In advertising success media play a vital role. Jenkins [7] mentioned media as any means by which sales messages can be transmitted to the audience. McLuhan [8] stated 'medium is the message'. Belch and Belch [9] classified advertising media in to three categories, i.e. print media, electronic media and outdoor media. Radio, television, internet and other electronic devices fall under electronic media. Social media is one of the most influential electronic media now-a-days.

In today's technology driven world, social networking sites have become an outlet where retailers can apply their marketing strategies to a broader spectrum of customers. With the advent of social media, the methods and techniques for interacting with customers have changed dramatically. Therefore, businesses must cope up with the techniques of social media marketing that is consistent with their business plan ([10]. Social media act as a platform for building connection between brands and consumers [11].

Technological changes have also led to significant changes in the way advertisers select their media. Nowadays, social media is one of the most versatile means of communication for advertisers to promote their products effectively. Social media offers some special benefits that traditional electronic media cannot offer. Social media advertising can reach targeted audience with tailored and creative message that enables interactive communication between buyers and sellers at less cost and time. Due to these special qualities of social media, the current marketers prefer the social media more than

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the conventional media to promote their products. Currently, advertising through social media is not only applicable to multinational companies. Small businesses, service organizations, even government agencies can attract their target audience by advertising through social media. Currently in 2020, over 3.6 billion people are using social media worldwide and it is expected to reach 4.41 billion within next five years [12].

Audiences' attitude toward advertising is widely discussed theory that presumes that positive attitude toward advertising form positive attitude toward brands which results in favorable purchase intention [13]. Though various factors, such as age, gender, education, ethnicity, mood or situational factor can alter advertising effectiveness [14], advertising media plays the vital role in advertising effectiveness [15]

In the current era of internet, consumers are using social media as a platform for expressing their opinions and exchanging information and experience. This enabled marketers to target their customers more specifically and build customized relationships [16]. Marken [17] mentioned that internet and social media platforms have dramatically changed the why consumers responds to advertisements. Social networking sites enabled marketers to transfer their product related thoughts and information to customers [18]. In present marketing world, customers search product related information from various online sources and social media advertisements are more influential among them [19]. Before making any purchase decisions, consumers frequently observe social media advertisements, customer reviews and comments [20]. Purchase decision of a large portion of internet users is affected by social media advertisements as it is an effective medium to reach target customers [21]. Several studies have been carried out to investigate the consumers' attitude toward social media advertisements and most they found an avoidance tendency among customers [22]. Boateng and Okoe [23] found that credibility, materialism, value corruption and corporate reputation have effect on consumers' attitude towards social media advertisements. Ahmad and Khan [24] stated that usefulness, reliability and word-of-mouth dimensions of social media advertisement are crucial in consumers' attitude formation towards these advertisements. In a study Duffett [25] found that teenagers who are more active on social networking sites displayed the most favorable attitude toward social media advertising. Moreover, adolescents also showed positive attitude toward social media advertisement but on a declining scale. It is assumed that social media will be considered as

the greatest media to advertisers in a few years for its effectiveness. Plentiful of researches have been carried out around the world to investigate consumer attitude toward social media advertisements. However, very studies were done in the context of Bangladesh. The purpose of this study is to know about consumers' attitude toward social media advertising.

2 OBJECTIVE OF THE STUDY:

Social media are considered as one of the most effective and influential communication channel now-a-days. However, consumers may carry varying attitude toward this channel as a communication vehicle for advertisement. The purpose of this study is to explore the attitude of consumers' toward social media advertisements.

3 METHODOLOGY:

In carrying out the study the following method has been followed:

Type of data: Primary data

Data collection method: Online survey (using Google form)

Data collection instrument: structured questionnaire

Data collection period: June, 2020 to August, 2020

Sample size: 255 respondents

Sampling method: judgmental sampling

Scope of the study: Bangladesh

Scaling technique: 5-point Likert scale

Data analysis method: Descriptive statistics, cross-tabulation, Pearson Chi-Square, and exploratory factor analysis

Data analysis tool: SPSS-21.0

4 DATA ANALYSIS AND FINDING:

The following section presents the data analysis and findings of the study:

Table-2: Demographic information of respondents			
		Frequency	Percent
Gender	Male	176	69.0
	Female	75	29.4
	Missing	4	1.6
Age	18-25 years	202	79.2
	26-35 years	43	16.9
	35- 45 years	7	2.7
	Above 45 years	3	1.2
Education	SSC	151	59.2
	HSC	35	13.7
	Honors	14	5.5
	Masters	42	16.5
	Others	13	5.1
Occupation	Student	205	80.4
	Business	15	5.9
	Employee	23	9.0
	Housewife	2	.8
	Others	9	3.5
Monthly income	Missing	1	.4
	Less than tk. 10,000/-	163	63.9
	tk. 10,000/- to tk. 20,000/-	24	9.4
	tk. 20,000/- to tk. 30,000/-	6	2.4
	tk. 30,000/- to tk. 40,000/-	20	7.8
	tk. 40,000/- to tk. 50,000/-	10	3.9
	Above tk. 50,000/-	11	4.3
Marital Status	Missing	21	8.2
	Single	217	85.1
	Married	34	13.3
Total	Missing	4	1.6
		255	100%

Table-2 represents the demographic information of the respondents. From this table it is found that majority of the respondents were students and they are from the age group of 18-25 years. This is because a vast part user of internet comes from this group and researchers used judgmental sampling technique. However, representatives from variety of demographic profiles were included in the sample.

Table-3: Cross tabulation and Chi-square (Gender and paying attention to social media advertisements)				
		Do you pay attention to social media advertisements?		Total
		Yes	No	
Gender	Male	135(76.7%)	41(23.3%)	176(100.0%)
	Female	62(82.7%)	13(17.3%)	75(100.0%)
Total		197(78.5%)	54(21.5%)	251(100.0%)
Pearson Chi-Square value- 1.107		Asymp. Sig. (2-sided)-0.293		

Table-3 shows results of the cross tabulation between gender and paying attention toward social media advertisements. It is found that 76.7% of male respondents pay attention toward social media advertisement where 82.7% of female respondents pay attention. Overall 78.5% of the respondents pay attention to social media ads. Table-3 also represents the Pearson Chi-Square results. Here the null hypothesis is that there is no difference between male and female in paying attention towards social media advertisements. As the p-value (0.293) is higher than 0.05 we fail to reject the null hypothesis and conclude that there is no significant difference between male and female in paying attention toward social media advertising.

Table-4: Cross tabulation (Age and Paying attention to social media advertisements)					
			Do you pay attention to social media advertisements?		Total
			Yes	No	
Age	18-25 years		156(77.2%)	46(22.8%)	202
	26-35 years		39(90.7%)	4(9.3%)	43
	35- 45 years		3(42.9%)	4(57.1%)	7
	Above 45 years		3(100.0%)	0(0.0%)	3
Total			201(78.8%)	54(21.2%)	255(100%)
Pearson Chi-Square- 10.171			Asymp. Sig. (2-sided) 0.017		

From cross tabulation of table-4 it can be stated that young respondents are paying more attention on social media advertisements. Here the null hypothesis developed for pearson chi-square test is- there is no significant difference between age groups in paying attention to social media advertisements. Since the p-value is less than 0.05 the null hypothesis may be rejected and concluded that paying attention toward social media ads significantly varies with age groups.

Table-5: Cross tabulation(Gender and click through social media advertisements)						
		Do you click through social media advertisements?				Total
		Always	Often	Rarely	Never	
Gender	Male	74 (42.0%)	67 (38.1%)	12 (6.8%)	23 (13.1%)	176
	Female	35 (46.7%)	27 (36.0%)	6 (8.0%)	7 (9.3%)	75
Total		109 (43.4%)	94 (37.5%)	18 (7.2%)	30 (12.0%)	251 (100.0%)
Pearson Chi-Square 1.035		Asymp. Sig. (2-sided) 0.793				

Table-5 represents the click through rate of male and female respondents. It can be articulated that both groups showing almost similar response. Here the null hypothesis is that there is no difference between male and female in clicking through social media advertisement. As the calculated p-value (0.793) is higher than 0.05 the researches failed to reject the null hypothesis and conclude that there is no significant difference between male and female in clicking through social media advertisement.

Table-6: Cross tabulation (Age and click through social media advertisements)						
		Do you click through social media advertisements?				Total
		Always	Often	Rarely	Never	
Age	18-25 years	98 (48.5%)	73 (36.1%)	6 (3.0%)	25 (12.4%)	202
	26-35 years	9 (20.9%)	23 (53.5%)	7 (16.3%)	4 (9.3%)	43
	35-45 years	0 (0.0%)	1 (14.3%)	5 (71.4%)	1 (14.3%)	7
	Above 45 years	2 (66.7%)	1 (33.3%)	0 (0.0%)	0 (0.0%)	3
Total		109 (42.7%)	98 (38.4%)	18 (7.1%)	30 (11.8%)	255 (100%)
Pearson Chi-Square 65.589				Asymp. Sig. (2-sided) 0.000		

Table-6 shows the cross tabulation of age groups and respondents' click through rates in social media advertising. It can be uttered that young respondents mostly prefer to click through social media ads. From Pearson Chi-square test it is also stated that respondents of different age groups shows varied opinion in clicking through social media ads (as p-value is less than 0.05, null hypothesis is rejected).

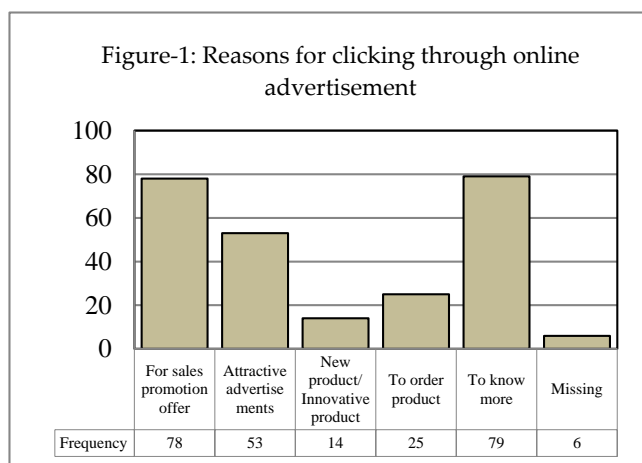


Figure-1 shows the respondents' reasons for clicking through social media advertisements. It is found

that most of the respondents click through social media advertisements for sales promotion offers and to know more about the products and services. However, attractiveness of social media ad is also a reason for clicking through.

EXPLORATORY FACTOR ANALYSIS (EFA):

Exploratory factor analysis means the extraction of important variables from a large pool to reduce the number of variables within the dataset. It reduces the dimension of your data in order to preserve the utmost amount of information. Before performing PCA, Kaiser-Meyer-Olkin (KMO) test of sampling adequacy is necessary. The KMO shows the suitability of collected data to perform principle component analysis.

Table-7: KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.873
Bartlett's Test of Sphericity	Approx. Chi-Square	1559.454
	df	231
	Sig.	0.000

Table-7 represents the Kaiser-Meyer-Olkin (KMO) and Bartlett's test of sphericity. KMO value falls in between 0 to 1. If the calculated value of KMO is more than 0.8 it is assumed that the sample is adequate to conduct principle component analysis. Since the value of KMO in table-7 is 0.873 it can be stated that the sample is adequate for conducting PCA. Bartlett's test of sphericity tests the null hypothesis that correlation matrix is an identity matrix, which would indicate that variables are unrelated and therefore unsuitable for structure detection. Since the p-value for Bartlett's test of sphericity is less than 0.05 the null hypothesis can be rejected and thus conclude that the collected data is suitable for conducting PCA.

Table-8: Rotated Component Matrix				
		1	2	3
Message	Social media advertisements inform about sales promotion.	0.787		
	Social media advertisements inform about new products.	0.783		
	Advertisements on social media can generate greater reach.	0.696		
	New ideas can be generated from social media advertisements.	0.641		
	Social media advertisements create top-minded awareness.	0.575		
	Social media advertisements are informative.	0.535		
Accessibility and trust	Social media advertisements provide direct interaction opportunity.		0.733	
	Social media advertisements are entertaining and enjoyable.		0.710	
	Social media advertisement allow 24/7 connectivity.		0.622	
	Social media advertisements are trustworthy.		0.616	
	Social media advertisements are valuable source of information.		0.615	
	Social media advertisements are attractive.		0.586	
Disturbance	Social media advertisements create irritation and disturbance.			0.830
	Sometimes social media advertisement shows unacceptable products.			0.699
	Social media advertisement is a waste of valuable time.			0.694
	Cronbach's Alpha	0.809	0.787	0.653
	Initial Eigenvalues	5.082	1.685	1.361
	% of Variance	33.88	11.23	9.076

Table-8 shows the summary of principle component analysis. 15 variables related to social media advertisements have been reduced to 3 factors by performing principle component analysis. The first factor, i.e. Message has an Eigen value of 5.082. Since the value is higher than 1 it explains more variance than a single variable; in fact 5.082 times as much. This factor 33.88% of total variance and Cronbach's alpha value 0.809 implies good internal consistency within the factor. The other factors extracted are Accessibility and trust (Eigen value-1.685 and Cronbach's alpha- 0.787) and Disturbance (Eigen value-1.361 and Cronbach's alpha- 0.653). The extracted factor 'Message' represents the social media advertisements ability to generate wider reach, maintain top-minded awareness and to provide information about new products, sales promotion offers and new ideas. The second factor 'Accessibility and trust' implies the social media advertisements' ability to build trust and convenient connectivity. However the factor 'disturbance' represents the negative perception

generated by social media advertisements among audiences.

5 Discussion and conclusion:

As measuring consumers' attitude towards social media advertisements, it is important to know whether they pay attention to the social media advertisements. From the study it is found that 78.5% of the respondents pay attention to the social media advertisements. Moreover, the study revealed that paying attention toward social media advertisements may vary with age groups but not with gender of the respondents. This study also investigated the "clicking through" tendency of respondents and found that a large portion of the respondents click through social media advertisements. In case of reason for clicking through social media advertisements it found that most of the respondents click through social media advertisements to know more about the products, to avail sales promotion offer or due to the attractiveness of the advertisements. A exploratory factor analysis was conducted to summarize 15 consumers' attitude toward social media advertisement related variables and found three factors-Message, Accessibility and trust, and Disturbance. The factor 'message' describes the content and impact, the factor 'Accessibility and trust' represents social media advertisements' creation of ease and trust among customers. The third factor 'disturbance' shows the negative sides of social media advertisements that consumers perceive.

Social media platforms are dynamic as communication vehicle for marketers. These media can reach more targeted customers in a cost effective way. Beside number of social media users are increasing in Bangladesh. Thus these social media platforms can be lucrative communication channel for Bangladeshi marketers. For this reason, findings of such type of study can contribute and aid decision making process of Bangladeshi marketers. However, further studies are advised with a large sample that represents the population well.

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