



CUSTOMER ATTITUDE TOWARDS SOCIAL MEDIA ADVERTISING-- FACTOR ANALYSIS

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Abstract

Businesses making use of this situation are quickly engaging with these technologies and using them in their business structures and processes such as manufacturing, management, marketing, and more. In today's conditions, social media phenomenon, which came along with the changing and developing new technologies, affects both individuals and businesses. Businesses that use social media platforms are able to reach their customers quickly and easily and receive rapid feedback. Use of social media platforms reduces costs, strengthen communication, and make advertising easier. Even though it is a popular topic in recent years, there are not many comprehensive studies on the effects of social media applications and investments on business performance. This study made an attempt to measure the attitude towards social media advertising.

INTRODUCTION

The internet has made the world smaller. Information is at our fingertips. Now, with social media, we have even more access to news and attitudes than ever before. It's now entirely common to hear someone ask you to share something on Facebook or to receive breaking news via Twitter on your phone. The world has changed from keeping a Rolodex with lists of contacts to now knowing nearly everything about everyone you've ever met. It's easy to see what your friends ate for dinner, how fussy their kids have been and how they feel about Mondays. As much as people may decry the useless personal information that some people provide on social networks, most people cannot bring themselves to cancel an account for fear that they'll miss out on important information. Businesses have to use technology effectively to achieve their goals. Due to globalization, businesses have to compete with competitors not only from their own country but also from other countries. This situation forces businesses to make global level plans and changes. Rapidly changing and developing technologies and their adaptation to the businesses bring along a new process. Businesses need to choose the right technology and adapt to their operations. One of the primary purposes of investment in information and communication technology systems by businesses is to add real economic value to their businesses. It is assumed that all the expenditures made for information technology will bring a return on investment in economic terms. Every organization that wants to achieve success with information systems must carefully design and manage their information technology infrastructure. Digital technologies quickly change our communication style, purchasing behavior, business interactions, and many more areas. It is possible to talk about a complete transformation over time. Based on these developments, compared to older technologies, new technologies have been adopted and implemented more quickly by individuals and businesses.

REVIEW OF LITERATURE

Yang (1997) pointed that the new measures are needed in order to better fit the new advertising environment and four measures were used to evaluate the effectiveness of advertising: (1) attitude towards advertising (Aad); (2) attitude towards the advertised brand (Ab); (3) purchase intention; and (4) time of exposure to advertisements. Lavrakas (2010) found that Dependent Variables – brand awareness; brand exposure; brand image; future propensity to purchase brand; and actual brand purchases. Independent Variables – demographics; lifestyle and other psychographics (Internet usage per week, use of a shared or non-shared computer; past purchasing behaviour; other attitudes about the domain of products or services into which the brand falls). Ferle & Lee (2008) mentioned that the positive attitudes toward interactive advertising, whereas the Western (Americans) is in an opposite way. Baker (2001) found that consumer's attitude toward advertised brand would change in three circumstances: changes in the information environment –(1) it depends on the accessibility of positive brand information and the time of advertising exposure; (2) changes in consumer's motivation, opportunity, or ability - consumer would have judgment on the brand at a first judgment occasion and based on global prior judgment; and (3) changes in the evaluation process - this involve when there are undergoing choice process. Wang (2011) discovered that the young generations of consumers are more likely to interact with the ad and obtain a higher purchase intention.

OBJECTIVE OF THE STUDY

- To study the attitude of customers towards social media advertising.

METHODOLOGY

The study relied on both the primary and the secondary data. The primary data were collected from the sample respondents with the help of structured Questionnaire. The secondary data related to advertising of products in the Social Media Network were collected from the websites. Questionnaire survey was adopted as a survey instrument in the study. The items that

measure the independent variable ('attitude towards the advertisement') were adopted from Friman (2010). Whereas, the items that measure the other independent variables ('attitude towards the advertised brand' and 'purchase intention') were gathered from Wu, Wei and Chen (2008). All the items that measure the above mentioned four tested constructs were evaluated by five –point likert scale, ranging from strongly disagree to strongly agree. In this study, the targets for the respondents are MBA, M.C.A., students and IT professionals in Madurai, Chennai and Bangalore cities. In this study, the non-probability sampling techniques were selected to conduct the survey, and in particularly by using **convenience sampling**. The total number of questionnaires distributed in the self-administrated survey was 500 sets. As a result, only 324 valid sets of questionnaires (64.8%) were left and then used for further analysis in this research by using SPSS software version 21. The applied sampling procedure in the project study is purposive sampling.

RESULTS AND DISCUSSION

The Attitude towards Social Media Advertising has been measured overall through 39 item scale. Factor analysis has been carried out to reduce the scale and find the dimensions of the Social Media Advertising. The result of principal component analysis has been displayed. The latent variable attitude towards Social Media Advertising has been measured through 39 observed variables.

KMO AND BARTLETT'S TEST

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.788
Bartlett's Test of Sphericity	Approx. Chi-Square	5007.621
	Df	780
	Sig.	.000

From the above table it can be inferred that, Kaiser-Meyer-Olkin Measure of Sampling Adequacy is 0.788 for the attitude of the respondents' attitude variables. Thus the number of samples is adequate for factor analysis. The result of Bartlett's Test of Sphericity and chi-square transformation suggested that the correlation matrix of the 39 items of attitude towards Social Media Advertising was not an identity matrix at 1 per cent level, i.e., some of the items were inter correlated.

ROTATED COMPONENT MATRIX

In principal components, the first factor describes most of variability. To spread variability more evenly among factors, Rotation has been done. Varimax rotation was chosen. Varimax rotation redefine factors such that loadings on various factors tend to be very high (-1 or 1) or very low (0), thus making sharper distinctions in the meanings of the factors.

Component Matrix ^a									
ATTITUDE TOWARDS SOCIAL MEDIA ADVERTISING	Component								
	1	2	3	4	5	6	7	8	9
Social media sites ads are a valuable source of product/service information.	.527								
Social media sites ads are a convenient source of product/service information	.480								
Social media sites ads help keep up to date	.495								
Social media sites ads are fun to watch or read		.258							
Social media sites ads are clever and quite entertaining		.433							
Social media sites ads do not just sell - they also entertainment		.534							
Social media sites ads are often amusing		.432							
Participating in a Social media sites improves the quality of my life			-.410						

Participating in a Social media sites can reduce stress after a difficult day				-.529				
Participating in a Social media sites is a way to enjoy myself or relax				-.499				
I tend to participate in social media sites around the same time of day				.692				
My participating in a Social media sites fits together in a structured way				.570				
Participating in a Social media sites fulfills a purpose in my life				.494				
I have a daily routine that I follow with regard to participating in Social media sites				.550				
Sometimes checking Social media sites is a way to “get doing “ with my day				.439				
The brands are advertised through Social media sites are consistent with how I see myself							-.741	
The brands are advertised through Social media sites cater to people like me							.591	
The brands advertised through Social media sites reflect who I am							.604	
The typical customers of brands advertised through Social media sites are very much like me							-.552	
Participating in a Social media sites is exciting							-.655	
Participating in a Social media sites is cool							-.658	
Participating in a Social media sites is sociality desirable							-.507	
I recommend participating in a Social media sites to others							-.438	
I encourage my friends to participate in a Social media sites							.619	
I say positive things about Social media sites to others							.469	
I find ads shown on Social media sites distracting								-.513
I find ads shown on Social media sites intrusive								.728
I find ads shown on Social media sites irritating								.404
I find ads shown on Social media sites invasive								-.532
I find ads shown on Social media sites interfering								-.766
I feel secure in providing sensitive information to the Social media sites web site								-.672
I feel the Social media sites web site will keep my personal details private								.448

I feel secure in posting personal information on my Social media sites pages									.523
I like banner product and brand advertising on Social media sites profiles									-.465
I like Social media sites profiles created by the sponsor company of the product or brand									.463
I like Social media sites profiles created by customer / fans of the product or brand									-.508
I like You Tube videos created by the sponsor company of the product or brand									.420
I like You Tube videos created by customers /fans of the product or brand									-.486
I like Twitter feeds for the product or brand									.492
Overall attitude towards social media advertising									-.491
Extraction Method: Principal Component Analysis.									
a. 9 components extracted.									

Based on rotation component matrix, 39 items are classified into **NINE** components; **first** component includes Social media sites ads are a valuable source of product/service information, Social media sites ads are a convenient source of product/service information and Social media sites ads help keep up to date. **Second** Social media sites ads are fun to watch or read, Social media sites ads are clever and quite entertaining, Social media sites ads do not just sell - they also entertainment and Social media sites ads are often amusing. **Third** rotation component includes Participating in a Social media sites improves the quality of my life, Participating in a Social media sites can reduce stress after a difficult day and Participating in a Social media sites is a way to enjoy myself or relax. **Fourth** I tend to participate in social media sites around the same time of day, My participating in a Social media sites fits together in a structured way, Participating in a Social media sites fullfils a purpose in my life, I have a daily routine that I follow with regard to participating in Social media sites, sometimes checking Social media sites is a way to "get doing" with my day. **Fifth** The brands are advertised through Social media sites are consistent with how I see myself, The brands are advertised through Social media sites cater to people like me, The brands advertised through Social media sites reflect who I am, The typical customers of brands advertised through Social media sites are very much like me. **Sixth** Participating in a Social media sites is exciting, Participating in a Social media sites is cool, Participating in a Social media sites is sociality desirable, I recommend participating in a Social media sites to others, I encourage my friends to participate in a Social media sites, I say positive things about Social media sites to others. **Seventh** I find ads shown on Social media sites distracting, I find ads shown on Social media sites intrusive, I find ads shown on Social media sites irritating, I find ads shown on Social media sites invasive, I find ads shown on Social media sites interfering. **Eighth** I feel secure in providing sensitive information to the Social media sites web site, I feel the Social media sites web site will keep my personal details private, I feel secure in posting personal information on my Social media sites pages. **Nineth** I like banner product and brand advertising on Social media sites profiles, I like Social media sites profiles created by the sponsor company of the product or brand, I like Social media sites profiles created by customer / fans of the product or brand, I like You Tube videos created by the sponsor company of the product or brand, I like You Tube videos created by customers /fans of the product or brand, I like Twitter feeds for the product or brand, Overall attitude towards social media advertising.

CONCLUSION

There are 39 variables influencing the attitude of the respondents towards advertisements in social network identified from the previous research studies. The factor analysis is employed to reduce the number of variables for further analysis. Based



on rotation component matrix, 39 variables are classified into nine factors. They are Factor I - **INFORMATIVENESS**, Factor II - **ENTERTAINMENT**, Factor III - **QUALITY OF LIFE**, Factor IV - **STRUCTURE TIME**, Factor V - **SELF-BRAND CONGRUITY**, Factor VI - **PEER INFLUENCE**, Factor VII - **INVASIVENESS**, Factor VIII **PRIVACY CONCERN** and Factor IX - **MINDSET**.

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