

DETERMINATION OF CONSUMERS' ATTITUDE TOWARDS SOCIAL MEDIA ADVERTISING

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Abstract

Social media advertising is a sort of digital marketing in which sponsored adverts are sent to your target audience via social networks such as Facebook, Twitter, and Instagram. Social media advertising are a quick and effective way to engage with your customers and increase the effectiveness of your marketing campaigns. Advertisers may hyper-target their consumers and deliver personalised content based on demographics and user behaviour by using many data sources. Advertisers may experience increased interactions and conversions when an audience is introduced to a brand via social media. Social media ads are also quite inexpensive, with the potential for large rates of return. The present study attempted to study the determination factors on customer attitude towards social media advertisements. The factors of the social media advertisements are credibility, materialism, corporate reputation, value corruption and attitude towards social media advertising. Questionnaire method adopted to collect the opinions from the customers on the social media advertisements. This study discovered that business reputation has a significant impact on consumers' attitudes towards social media advertising. Consumer attitudes towards social media are influenced by the experience that the company creates with each client encounter. They are more likely to be enthusiastic about social media advertising by a company that cares about its clients.

Introduction

The internet is a company's initial source of information, a strong tool that contains any answer the customer may be seeking for. Today, 70% of Web users state that the Internet has profoundly and significantly affected the way they obtain information about companies, and 74% have sought the advice of others before purchasing an item. The combination of increased product availability and inadequate brand knowledge has increased the demand for product information, which the buyer searches for on web advertisements on purpose. According to research, when a customer searches the web for information about a company or a specific product, he depends on social networks just as much as company websites, which leads to social network marketing. In order to survive, businesses must have a regular online presence. They can no longer afford not to have their own website or social network, with the massive development of platforms making it hard for a brand to ignore the vast array of chances contained there. Businesses must accept this new marketing opportunity and challenge.

The principle of social media advertising is to include the potential customer at every level of the marketing strategy: his role is no longer only passive, and the challenge is to get him involved and establish a lasting connection by making him participate in the marketing operation indirectly. The consumer can now be an active participant in the process, which has multiple and reciprocal benefits. This type of client participation is less expensive than traditional advertising since it allows for direct ties and communication between the targeted audience and the organisation, allowing for customised marketing. Long-term relationships are formed through engagement, which is made possible by social network tools such as comments, "likes," and the many features provided by the platforms. One goal of this type of marketing is to participate actively, but not too officially, in people's lives, so that consumers can assist in the creation of marketing content.

Companies can participate on the platforms in a variety of ways, including building their own page, communicating through an existing community, or increasing dialogue and contact with consumers, much as they do with their friends and family. Customers can communicate with the brand directly through these digital communities, as well as share their thoughts and experiences with other users. As previously said, they no longer play a passive role in marketing as they did before the Internet, but rather may participate to marketing by creating content, providing feedback and thoughts, and sharing their interests.

As a generator of consensus and viewpoints, the consumer has evolved into a 'consumactor,' not only a recipient of information but also a creator of his own material. He even came to embody the media by participating in information transmission, creation, distribution, and gathering. As a result, power has shifted away from organisations and towards individuals and communities of social networks. Every user is merely a click away from an astonishing number of contacts (social networks allow users to form a network of virtual pals), allowing for a critical 9 communication flow. The fact that information comes not only from companies but also from users defines the horizontal revolution, or consumer empowerment. Because customers now have the ability to affect a company's reputation, it is critical to evaluate how they communicate.

High Internet users have been using it for over three years, they log on every day, and it has become an integral part of their everyday lives. They use it for business or school duties, to improve their social lives, and are more inclined to adopt the Web because they are more at ease on it than low or medium users. Medium Internet users may have used it for two to three years and log in daily, and while they do so for a shorter period of time than 'high Internet users,' it is sufficient to make them feel at ease with Web-related activities. Low Internet users are typically new to the concept of using the Internet regularly or as part of their everyday life, and as a result, they are not entirely at ease with it. Gender also influences consumer attitudes: males appear to be more willing than females to embrace digital advertising. Aside from gender and age, a variety of factors influence people's attitudes towards social media advertising. This occurs not only because anyone can publish anything on the Web, but also because it is regarded as a more engaging or utilitarian medium. In general, a customer's attitude towards a

website or platform is a good indicator of his attitude towards its content: customers are more inclined to accept and depend on information they read on a website they enjoy.

- ❖ **Credibility:** Credibility reveal that the level of believability or trustworthiness of the medium influences how the consumer views the credibility of the information offered. This is to say that, the customer's ability to trust a social media advert depends on whether or not he/she trusts the social medium used. Furthermore, if consumers do not trust or believe the media, they are less likely to pay attention to either the content or the advertised product. It can therefore be concluded that consumers' perceived credibility of social media advertising would influence their attitudes towards social media advertising.
- ❖ **Materialism:** Materialism has been defined as the belief that one's possessions is pivotal to the individual's happiness and social progress and serves as a source of joy. Similarly, Richins and Dawson (1992) defined materialism as a 'set of centrally held beliefs about the importance of possessions in one's life'. It makes the accusation that advertising influences people to find life's meaning in the products they purchase and that advertising manufactures a product of its own: makes the consumer perpetually unsatisfied, restless, anxious and bored.
- ❖ **Value Corruption:** Value corruption states that advertising appeals do well to reinforce the seven deadly sins (that is, greed, lust, gluttony, envy, sloth, pride and anger) rather than they do to the seven cardinal and theological virtues (that is, prudence, temperance, justice, fortitude, faith, hope and charity). Web advertisements can demoralize the values parents intend to impress upon their children. Web advertising has the power to mould users' values; hence, its potential to corrupt the values of its users.
- ❖ **Corporate Reputation:** Corporate reputation define as an individual's overall emotional attachment to a firm and include the total estimation how much consumers and other stakeholders uphold a particular firms. It has also been defined as the degree of trust (or distrust) in a firm's ability to meet customers' expectations on a given attribute. From these, it can one is save to conclude corporate reputation is a key determinant of consumers' attitude towards social media advertising
- ❖ **Consumers Attitude towards Social Media Advertising:** Attitudes towards an advertisement are defined as 'a learned predisposition to respond in a consistently favourable or unfavourable manner toward advertising in general' defined attitude as an individual's favourable or unfavourable assessment with using a particular service. Attitude towards social media advertising can therefore be defined as a consumer's like or dislike for mobile advertising.

Review of Literature

Abbasi, A. Z. (2023) identified and test the direct and indirect factors related to social media images of tourism destinations that could predict eWOM. Using the Stimulus-Organism-Response (SOR) as an umbrella framework, we integrated Ducoffe's model and the Elaboration Likelihood Model (ELM), to study the role of social media destination images' features on consumer's perceived value and eWOM through consumer engagement and involvement. The

findings supported the proposed relationships providing valuable theoretical and practical implications.

Alanazi, T. (2023) explored the impact of Social Media Marketing on Brand Loyalty. It focused on customers of small and medium enterprises (SMEs) specializing in the fashion products retail in Saudi Arabia. The results of the research showed that all dimensions of social media marketing had a positive impact on brand loyalty. The highest impact was for social media word of mouth. The study recommends the issuance of more legal legislation to protect user privacy and prevent its penetration, in addition to enacting laws that punish bad use of networks, which increases customers' trust in these sites and motivates them to carry out many marketing campaigns.

AL-Sous, N., Almajali, D & Alsokkar, A. (2023) examined the impact of social media influencers (SMIs) on consumers' purchasing decisions, by examining the factors affecting purchase intentions of consumers. This study therefore presented several key factors associated with SMIs in influencing the purchase intention of customers, in Jordanian context. Accordingly, the key factors affecting customer purchase intention through SMIs were examined. From the results, significant impact of Information Quality (IQ) and Trustworthiness (TRU) on attitude toward a brand, and consequently on purchase intentions of customers, was affirmed.

Azar, A. (2023) sought to identify and investigate the effective factors on the attitude toward social media advertising and its impact on informational and behavioral responses of consumers. Results indicate that the perceived ease of use has a positive and significant effect on the habitude and attitude towards social media advertising. Also, the habitude has a positive and significant effect on psychological dependence. However, no significant relationship was found between habitude and attitude. Finally, there was a positive and significant relationship between attitude toward social media advertising and informational and behavioral responses.

Clark, M (2023) investigated how young travelers' intention to stay and electronic word-of-mouth (eWOM) are impacted by a hotel's environmental sustainability communications on social media. The results support the use of social media marketing (SMM) by hotels to communicate sustainability efforts, increasing intentions to stay and expanding eWOM. Hospitality marketers can use these findings to better understand young travelers' priorities and their information-gathering process when planning travel. The study revealed the positive relationship between travelers' perceptions of hotel environmental sustainability and greater intention to stay and positive eWOM. This could lead to increased business and recommendations for hospitality companies from young consumers.

Fetais, A. H., Algharabat, R. S., Aljafari, A., & Rana, N. P. (2023) investigated the impact of social media marketing activities (SMMa) on brand loyalty directly and through mediating variables community engagement and lovemark. To propose a research model, we used the theories including lovemark theory, engagement theory and brand equity theory. As a result,

this research investigates the impact of SMMa, community engagement, and lovemark on brand loyalty.

Li, Y., Yan, X., Wang, Z., (2023) aimed to understand the users' attitudes toward CBD products in various countries by conducting text mining on social media in countries with different substance management policies. Theme 2 (CBD market information) and theme 3 (attitudes toward CBD) on Reddit had more connections with other themes in the co-occurrence network, and theme 3 and theme 1 (CBD therapeutic effects) had a high co-occurrence frequency. Meanwhile, theme 1 (CBD cosmetics) on Xiaohongshu had various connections with others, and the co-occurrence frequency of theme 4 and theme 1 was relatively prominent. Overall, users' comments tended to be positive for CBD-related information on both Reddit and Xiaohongshu, but the percentage was higher on Xiaohongshu, especially in cosmetics and medical health care products.

Pan, P., & Zhang, H. (2023) investigated the influence of central cues (advertising informativeness and advertising persuasiveness) and peripheral cues (social climate) on consumers' advertising involvement and attitude towards advertising in social media. The results show that advertising persuasiveness has a significant impact on consumers' advertising involvement, while advertising informativeness has no significant influence on advertising involvement. Social climate has a significant positive impact on consumers' involvement in advertising. Compared with the central cues, the peripheral cue has a stronger effect on consumers' advertising involvement. Advertising persuasiveness and social climate indirectly influence consumers' attitudes toward advertising through the mediating role of advertising involvement.

Razali, G. (2023) ascertained how viral marketing and social media advertising impact consumers' purchasing choices on the Instagram Adds platform. The hypothesis test in this study used multiple linear regression tests. According to the conclusions of the first hypothesis test, the test results show that viral marketing increases purchasing behaviour on the Instagram Adds platform. The results of the testing of the second hypothesis show that social media marketing has an effect on consumers' decisions to make purchases through the Instagram Adds platform.

Zulqurnain ALI (2017) assess the impact of social media marketing on consumer perception towards buying a product or making a decision to buy a product. The results of this analysis accepted our hypothesis as social media marketing has impact on consumer perception and the ANOVA table result predicts the significant positive relation of social media marketing with consumer perception. So, can say that social media has a measurable impact on consumer perception but Door to door marketing and promotional marketing also has impact on consumer perception.

Duffett, R.G. (2017) aims to examine the influence of interactive social media marketing communications on teenagers' cognitive, affective and behavioral attitude components in South Africa. The study ascertained that social media marketing communications had a positive

on each attitude component among adolescents, but on a declining scale, which correlates to the purchase funnel. The results also revealed that teenagers who used social media for long time periods; updated their profiles frequently and were from the Colored and Black population groups, displayed the most favorable attitudinal responses to social media marketing communications.

Erkan Akar (2011) aimed to specify the factors affecting consumers' attitudes toward marketing with social media. Given this context, a 7-factor, consumer-based attitude scale that contains 32 items was developed, and a questionnaire was completed by undergraduate students between the ages of 18 and 24. Frequencies, *t*-test, ANOVA, factor analysis, and regression analysis were used for data analysis. In the end, six factors were found to affect consumers' attitudes toward marketing with social media.

Boateng, H., & Okoe, A. F. (2015) examined the factors determining consumers' attitude towards social media advertising. Validity and reliability of the measures were assessed using confirmatory factor analysis. Additionally, structural equation modelling was used to examine the structural model. Credibility, materialism, value corruption and corporate reputation are found to have an effect on consumers' attitudes towards social media advertising. This study provided evidence of the role of corporate reputation in consumers' attitudes towards social media advertising. Recommendations of the study have been provided.

Methodology

This study used the survey research design. This design enabled the researchers to collect data with respect to the characteristics, opinions and attitudes of consumers towards social media advertising. A total of 250 responses were obtained out of which 240 were valid and therefore were used in the final analysis. The items measuring credibility were adapted from Chowdhury et al. (2010). Similarly, consumers' attitude towards social media measures was adapted from Taylor and Todd (1995) while those of materialism were adapted from Richins (2004). Value corruption and corporate reputation measures were adapted from Pollay and Mittal (1993). The items were measured on a five-point Likert scale (1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree and 5 = strongly agree).

**TABLE NO: 1
RESPONDENTS' OPINION ABOUT CREDIBILITY FACTOR**

Sl. No	Factors	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
1	I trust social media advertisements.	46	64	71	41	18	240
		19.2	26.7	29.6	17.1	7.5	100
2	I use social media advertising as a reference for purchasing.	59	61	48	40	32	240
		24.6	25.4	20	16.7	13.3	100

3	I believe that social media advertising is credible.	92	50	49	10	39	240
		38.3	20.8	20.4	4.2	16.2	100

It is noticed that 19.2% of the respondents were strongly agreed and 26.7% of the respondents were agreed that trust on the social media. 29.6% of the respondents were neutral about the trust on the social media advertisements. 17.1% of the respondents were disagreed and 7.5% of the respondents were strongly disagreed about trust on the social media advertisements. It is clear that 24.6% of the respondents were strongly agreed and 25.4% of the respondents were agreed about the use of social media advertising as a reference for purchasing. Around 20% of the respondents were neutral about the use social media advertising as a reference for purchasing. 16.7% of the respondents were disagreed and 13.3% of the respondents were strongly disagreed on use social media advertising as a reference for purchasing. It is noticed that 38.3% of the respondents were strongly agreed and 20.8% of the respondents were agreed on believing that social media advertising as credible. Around 20.4% of the respondents were neutral about believing that social media advertising is credible. 4.2% of the respondents were disagreed and 16.2% of the respondents were strongly disagreed about believing that social media advertising is credible.

TABLE NO: 2
RESPONDENTS' OPINION ABOUT MATERIALISM FACTOR

Sl. No	Factors	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
1	Some of the most important achievements in life include acquiring material possessions.	83	51	56	6	44	240
		34.6	21.2	23.3	2.5	18.3	100
2	Buying things gives me a lot of pleasure.	77	68	61	25	9	240
		32.1	28.3	25.4	10.4	3.8	100
3	I would be happier if I owned nicer things.	46	58	64	21	51	240
		19.2	24.2	26.7	8.8	21.2	100
4	I put much emphasis on material things than most people I know.	18	79	37	34	72	240
		7.5	32.9	15.4	14.2	30	100

It is noticed that 34.6% of the respondents were strongly agreed and 21.2% of the respondents were agreed that some of the most important achievements in life include acquiring material possessions. Around 23.3% of the respondents were neutral about some of the most important achievements in life include acquiring material possessions. 2.5% of the respondents were disagreed and 18.3% of the respondents were strongly disagreed that some of the most important achievements in life include acquiring material possessions. It is clear that 32.1% of the respondents were strongly agreed and 28.3% of the respondents were agreed that buying things gives them a lot of pleasure. Around 25.4% of the respondents were neutral about

buying things gives them a lot of pleasure. 10.4% of the respondents were disagreed and 3.8% of the respondents were strongly disagreed on buying things gives them a lot of pleasure. It is noticed that 19.2% of the respondents were strongly agreed and 24.2% of the respondents were agreed that would be happier if they owned nicer things. Around 26.7% of the respondents were neutral about would be happier if they owned nicer things. 8.8% of the respondents were disagreed and 21.2% of the respondents were strongly disagreed that would be happier if they owned nicer things. It is clear that 7.5% of the respondents were strongly agreed and 32.9% of the respondents were agreed to put much emphasis on material things than most people they know. Around 15.4% of the respondents were neutral about put much emphasis on material things than most people they know. 14.2% of the respondents were disagreed and 30% of the respondents were strongly disagreed to put much emphasis on material things than most people they know.

TABLE NO:3
RESPONDENTS' OPINION ABOUT CORPORATE REPUTATION FACTOR

Sl. No	Factors	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
1	I believe in social media advertisement of companies that are concerned about their customers.	41	68	40	41	50	240
		17.1	28.3	16.7	17.1	20.8	100
2	I believe in social media advertisement of companies	41	79	43	18	59	240
		17.1	32.9	17.9	7.5	24.6	100
3	I recommend to my friends and relatives.	18	77	52	31	62	240
		7.5	32.1	21.7	12.9	25.8	100
4	I believe in social media advertisement of companies that can be generally be trusted.	37	37	63	27	76	240
		15.4	15.4	26.2	11.2	31.7	100
5	I believe in social media advertisement of companies that I am satisfied with in my overall experience.	86	56	46	25	27	240
		35.8	23.3	19.2	10.4	11.2	100

It is noticed that 17.1% of the respondents were strongly agreed and 28.3% of the respondents were agreed on believe in social media advertisement of companies that are concerned about their customers. Around 16.7% of the respondents were neutral about believe in social media advertisement of companies that are concerned about their customers. 17.1% of the respondents were disagreed and 20.8% of the respondents were strongly disagreed on believe in social media advertisement of companies that are concerned about their customers. It is clear that 17.1% of the respondents were strongly agreed and 32.9% of the respondents were agreed on believe in social media advertisement of companies. 17.9% of the respondents were neutral

about believe in social media advertisement of companies. 7.5% of the respondents were disagreed and 24.6% of the respondents were strongly disagreed on believe in social media advertisement of companies. It is noticed that 7.5% of the respondents were strongly agreed and 32.1% of the respondents were agreed to recommend to their friends and relatives. Around 21.7% of the respondents were neutral about recommend to their friends and relatives. 12.9% of the respondents were disagreed and 25.8% of the respondents were strongly disagreed to recommend to their friends and relatives. It is clear that 15.4% of the respondents were strongly agreed and another 15.4% of the respondents were agreed to believe in social media advertisement of companies that can be generally be trusted. Around 26.2% of the respondents were neutral about believe in social media advertisement of companies that can be generally be trusted. 11.2% of the respondents were disagreed and 31.7% of the respondents were strongly disagreed to believe in social media advertisement of companies that can be generally be trusted. It is noticed that 35.8% of the respondents were strongly agreed and 23.3% of the respondents were agreed to believe in social media advertisement of companies that they were satisfied with in their overall experience. Around 19.2% of the respondents were neutral about believe in social media advertisement of companies that they were satisfied with in their overall experience. 10.4% of the respondents were disagreed and 11.2% of the respondents were strongly disagreed to believe in social media advertisement of companies that they were satisfied with in their overall experience.

TABLE NO:4
RESPONDENTS' OPINION ABOUT VALUE CORRUPTION FACTOR

Sl. No	Factors	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
1	Social media advertising sometimes does not makes people live in a world of fantasy.	55	77	41	35	32	240
		22.9	32.1	17.1	14.6	13.3	100
2	Social media advertising takes does not undue advantage of people.	23	32	40	39	106	240
		9.6	13.3	16.7	16.2	44.2	100
3	Social media advertising does not lead people to purchase inferior products.	52	53	41	29	65	240
		21.7	22.1	17.1	12.1	27.1	100
4	There is little sex in social media advertising today.	65	59	47	15	54	240
		27.1	24.6	19.6	6.2	22.5	100

It is noticed that 22.9% of the respondents were strongly agreed and 32.1% of the respondents were agreed that Social media advertising sometimes does not makes people live in a world of fantasy. Around 17.1% of the respondents were neutral about Social media advertising

sometimes does not makes people live in a world of fantasy. 14.6% of the respondents were disagreed and 13.3% of the respondents were strongly disagreed on Social media advertising sometimes does not makes people live in a world of fantasy. It is clear that 9.6% of the respondents were strongly agreed and 13.3% of the respondents were agreed that Social media advertising takes does not undue advantage of people. Around 16.7% of the respondents were neutral about Social media advertising takes does not undue advantage of people. 16.2% of the respondents were disagreed and 44.2% of the respondents were strongly disagreed that Social media advertising takes does not undue advantage of people. It is noticed that 21.7% of the respondents were strongly agreed and 22.1% of the respondents were agreed for Social media advertising does not lead people to purchase inferior products. Around 17.1% of the respondents were neutral about Social media advertising does not lead people to purchase inferior products. 12.1% of the respondents were disagreed and 27.1% of the respondents were strongly disagreed that Social media advertising does not lead people to purchase inferior products. It is noticed that 27.1% of the respondents were strongly agreed and 24.6% of the respondents were agreed for There is little sex in social media advertising today. Around 19.6% of the respondents were neutral about There is little sex in social media advertising today. 6.2% of the respondents were disagreed and 22.5% of the respondents were strongly disagreed on There is little sex in social media advertising today.

TABLE NO: 5
RESPONDENTS' OPINION ABOUT ATTITUDE TOWARDS SOCIAL MEDIA
ADVERTISING FACTOR

Sl. No	Factors	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
1	I consider social media advertising a good thing.	70	46	58	27	39	240
		29.2	19.2	24.2	11.2	16.2	100
2	Overall, I like social media advertising.	61	65	48	39	27	240
		25.4	27.1	20	16.2	11.2	100
3	I consider social media advertising very essential.	30	68	52	27	63	240
		12.5	28.3	21.7	11.2	26.2	100
4	I would describe my overall attitude towards social media advertising as very favourable.	31	45	50	29	85	240
		12.9	18.8	20.8	12.1	35.4	100

It is noticed that 29.2% of the respondents were strongly agreed and 19.2% of the respondents were agreed to consider social media advertising a good thing. Around 24.2% of the respondents were neutral to consider social media advertising a good thing. 11.2% of the respondents were disagreed and 16.2% of the respondents were strongly disagreed to consider social media advertising a good thing. It is clear that 25.4% of the respondents were strongly

agreed and 27.1% of the respondents were agreed to overall, they like social media advertising. 20% of the respondents were neutral about overall, they like social media advertising. 16.2% of the respondents were disagreed and 11.2% of the respondents were strongly disagreed to overall, they like social media advertising. It is noticed that 12.5 % of the respondents were strongly agreed and 18.8% of the respondents were agreed to consider social media advertising very essential. Around 21.7% of the respondents were neutral about consider social media advertising very essential. 11.2% of the respondents were disagreed and 26.2% of the respondents were strongly disagreed to consider social media advertising very essential. It is clear that 12.9% of the respondents were strongly agreed and 18.8% of the respondents were agreed to describe their overall attitude towards social media advertising as very favourable. Around 20.8% of the respondents were neutral about to describe their overall attitude towards social media advertising as very favourable. 12.1% of the respondents were disagreed and 35.4% of the respondents were strongly disagreed to to describe their overall attitude towards social media advertising as very favourable.

TABLE NO:6
DETERMINATION OF SOCIAL MEDIA ADVERTISING

Factors	Mean	Cronbach's Alpha
Credibility (CD)	2.58	0.585
Materialism (MAT)	2.72	0.561
Corporate reputation (CR)	3.07	0.664
Value corruption (VC)	2.93	0.635
Attitude towards social media advertising (ASMAD)	2.89	0.697

The table presents the determination of the social media advertisements. The mean values of the factors are Credibility (2.58), Materialism (2.72), Corporate reputation (3.07), Value corruption (2.93) and Attitude towards social media advertising (2.89). Based on the reliability test values, Attitude towards social media advertising (0.697), Corporate reputation (0.664) and Value corruption (0.635) are the most determination factors towards customer attitude on the social media advertising. Materialism (0.561) and Credibility (0.585) are the lesser determination factor on the customer attitude towards social media advertisements.

Conclusion

According to the findings of this study, consumers' opinions towards social media advertising are influenced by believability, materialism, value corruption, and company reputation. This study discovered a favourable association between believability and attitudes towards social media. Consumers prefer social media because they believe it is risk-free and that they can rely on the information supplied in social media advertising media. This means that, in order to lower the perceived risk of social media advertising, organisations that use it must be trustworthy themselves. Companies would have to make a favourable impression on the minds of their customers by keeping their commitments. Materialism was also found to be associated with a negative attitude towards social media advertising. This is most likely due to consumers'

dissatisfaction with material items. This study discovered a positive association between value corruption and consumers' attitudes towards social media advertising. This is likely due to customers' view that social media advertising does not exploit individuals or lead them to purchase substandard products. Again, social media commercials may have minimal to no nudity. This suggests that advertisers using social media should censor the advertisement and ensure that the content is free of nudity. Again, products advertised on social media should be of high quality and not deceptive. This study discovered that business reputation has a significant impact on consumers' attitudes towards social media advertising. Consumer attitudes towards social media are influenced by the experience that the company creates with each client encounter. They are more likely to be enthusiastic about social media advertising by a company that cares about its clients. This means that organisations who want to use social media advertising must first establish a respectable corporate reputation. One of the study's weaknesses is that it used a cross-sectional survey, although this area of research is evolving, thus future studies may use a longitudinal survey approach.

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