DEPARTMENT OF BUSINESS MANAGEMENT

RESEARCH PROPOSAL

SOUTH AFRICAN CONSUMERS ATTITUDES TOWARDS ADVERTISING ON FACEBOOK

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ABSTRACT

Social media networks have become an important tool for many companies to promote their brands, reach their target markets and interact with their customers and potential customers. This is due to the fact that social media network has also started playing an increasingly important role in many consumers daily lives, which gives companies the opportunity to get closer to their target markets as mentioned before. Advertising has been able to ensure that companies reach the vast markets as well as successfully deliver the companies message to its target audience which in term assists the company to promote and build awareness for their product or service offerings. Facebook has made this possible for many companies.

The primary objective of this study is to investigate the attitudes of South African consumers towards advertising on Facebook. Although, this study will focused on the Nelson Mandela Bay region. The secondary objectives included to ensure that enough literature was collected I order to ensure that a literature review on the South African consumer attitudes towards Facebook advertising. To also ensure that an appropriate methodology and measuring instrument was designed for the study and that the data collected through various analytical methods was analyzed appropriately. The last objective included to ensure that conclusions and recommendations were provided to companies making use of Facebook advertising.

This study made use of a descriptive research design and quantitative data was collected by making use of questionnaires. The data was analyzed by making use of Statistica 13.0, where the validity and reliability of the data and the measuring instrument was tested by using of the exploratory factor analysis (EFA) and Cronbach alpha coefficient. The sample size was 50 questionnaires that were to be collected from individuals between the ages of 18 and 45+.

The study found that all the hypothesized factors that influence consumer attitudes, namely, perceived interactivity, advertising avoidance, credibility and privacy all have a positive relationship with the consumer attitudes towards Facebook advertising. It was also identified that consumers are mostly concerned about the credibility and the privacy policies that can protect their personal data when viewing adverts on Facebook. It was then recommended by the researcher that companies provide their consumers with credibility and protection for their personal information.

Chapter 1

BACKGROUND OF THE STUDY

1.1 INTRODUCTION AND BACKGROUND TO THE STUDY

Social media networks have become increasingly important in many of consumers daily lives, it has also become an important platform for many companies to promote their brands, reach their target markets and interact with their customers and their potential customers (Ferreira & Barbosa 2017:45). Adverts that can reach a vast market and successfully deliver the companies' message to its target audience helps businesses promote and build awareness for their product offerings. With the past developments of information technologies marketers have increasingly started depending on numerous modes of interactive technology to market and promote their brands, products, and services (Yaakop, Anuar, Omar & Liuug 2012:2). Making use of social media networks requires that companies and/or advertisers need to understand the behavior of consumers on social media networks, understanding the factors that influence negative attitudes towards advertising (Ferreira et al 2017:46). Social media sites such as Facebook and others have become a place where advertisers have started to engage with their marketing activities (Yaakop et al 2021:2).

Facebook has also become attractive to both consumers and advertisers; it has presented consumer-dynamic ways of advertising which need specific marketing approaches. Advertising on Facebook for companies includes, creating brand pages, content posting and general advertising of the business (Ferreira et al 2017:46). These marketing strategies/approaches have become increasingly used by business for them to reach their customers and for leveraging visibility. For companies to get increased exposure, it depends on the number of likes they get, which is a measuring tool of the effectiveness of content (Ferreira et al 2017:45).

1.2 PROBLEM STATEMENT

According to Ferreira et al (2017:45), social media networks/apps have become a critical part of consumer's daily lives, where it serves as an information sources or just as a way of interacting with others and/or for entertainment purpose. Considering this, it can be said that social media networks have become a significant tool for

communication and advertising business brands. The increased use of Facebook has resulted in businesses increasing advertising and sharing of content to promote their brands. According to Yaakop et al (2012:2), there are limited or insufficient studies that focus on social media networks and how consumer perceive advertising on social media networks, although there has been a huge growth in a short period of time. Consumers are known to have negative attitudes towards advertising in general and they tend to ignore and avoid all types of advertising (Ferreira et al 2017:45). This study will focus on investigating and assisting in contributing to the understanding of South African consumer attitudes towards advertising on Facebook.

1.3 RESEARCH OBJECTIVES

This section of the study will focus on the study's research objectives. The research objectives section includes, the primary objective of the study, followed by the secondary objectives, then the methodological objectives, which is then followed by the research questions and lastly the significance of the study.

1.3.1 Primary Objective

To investigate the attitudes of South African consumers towards advertising on Facebook.

1.3.2 Secondary Objectives

SO^1: To investigate the relationship between perceived interactivity and attitude towards advertising on Facebook;

SO^2: To investigate the relationship between credibility and attitude towards advertising on Facebook;

SO^3: To investigate the relationship between privacy and attitude towards advertising on Facebook;

SO^4: To provide conclusions and recommendations based on the results to contribute to current knowledge of consumer attitudes toward advertising on Facebook.

1.3.3 Methodological Objectives

MO^1: To conduct a literature review on consumer attitudes toward advertising on Facebook.

MO[2]: To develop a hypothesised model that reflects the relationship between the independent variables and the dependent variable, from which hypotheses will be suggested.

MO[3]: To determine the appropriate research methodology to be used in conducting this study;

MO[4]: To develop an appropriate measuring instrument that will be used to empirically test the influence of the independent variables on the dependent variable;

MO[5]: To statistically analyse the data, as well as test the proposed hypotheses; and

MO[6]: To provide conclusions and recommendations based on the findings of this research, which could assist management of consumer attitudes towards advertising on Facebook.

1.3.4 Research Question

What are the South African consumer attitudes towards advertising on Facebook?

Figure 1: The suggested hypothesis model for this current study, consisting of factors that influence customer attitudes toward advertising on Facebook.
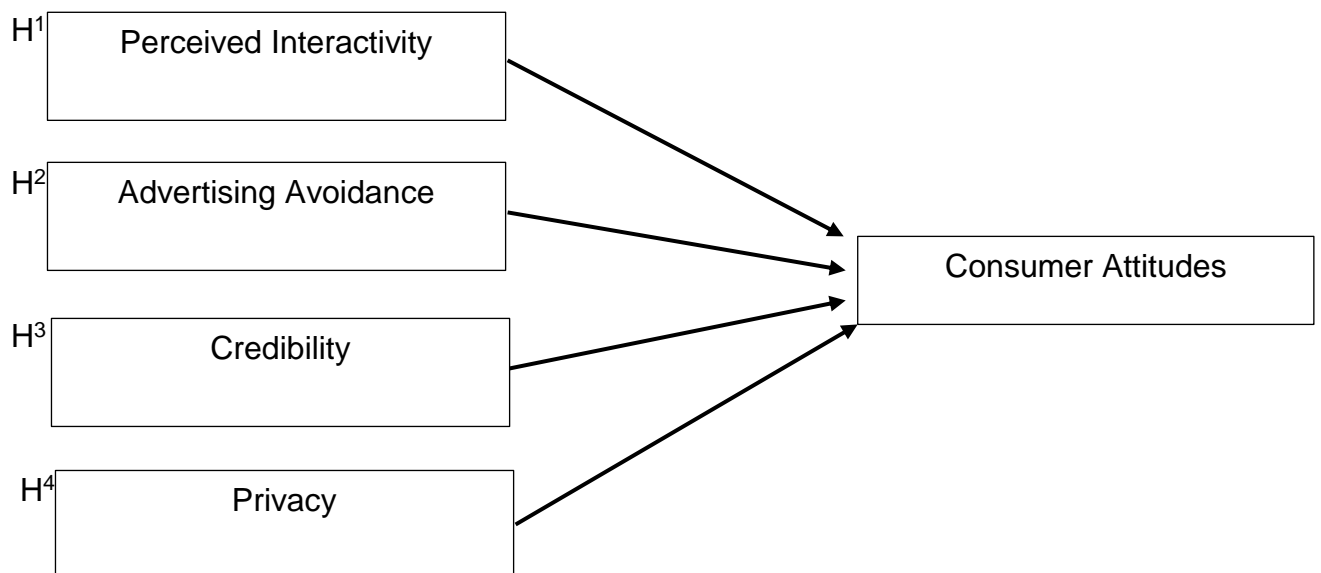
Source: Adapted from Yaakop et al (2012:4)

The following hypothesis have been made to be able to address the factors that influence consumer attitudes towards advertising on Facebook:

H[1]: There is a relationship between perceived interactivity and consumer attitudes toward advertising on Facebook.

H^2: There is a relationship between advertising avoidance and consumer attitudes toward advertising on Facebook.

H^3: There is a relationship between credibility and consumer attitudes toward advertising on Facebook.

H^4: There is a relationship between privacy and consumer attitudes toward advertising on Facebook.

1.4 Chapter Summary

In this chapter an introduction to the study was given, which was then followed by the discussion of the background of the study. The South African consumer attitudes towards Facebook advertising was discussed thoroughly in the introduction and background to the study. This chapter also included the primary, secondary and methodological objectives of the study. The research problem was discussed in detail in order to understand where the gap in literature has been identified. Furthermore, the researcher also included the suggested hypothesis model for the study.

This study compromises of five chapters. Chapter one which explains the background of the study, and states the aims and objectives as well as the problem statement of the study. Chapter two provides an introduction and addresses the South African consumer attitudes toward Facebook advertising, the literature surrounding the topic. Chapter three explains in the greatest detail the research methodology, research design, data collection methods, sample design and the questionnaire of the study. Chapter four discusses the results of the data that was received from respondents, where data was analysed by making use of Statistica 13.0, the exploratory factor analysis (EFA) and the Cronbach alpha efficiency to test the reliability and validity of the data and measuring instrument. Chapter four also discusses the findings of this study. Chapter five draws conclusions and provides recommendations for companies making use if Facebook advertising.

Chapter 2

LITERATURE REVIEW

2.1 INTRODUCTION

Chapter one of the study focused on the background of consumer attitudes towards advertising on Facebook. The chapter include the introduction and background, the problem statement, research objectives, methodological objectives, hypothesis, as well as the significance of the study. Chapter one thus provided discussions on what the research will entail. Chapter two will focus on the literature review and the variables of the study that is the independent variables that impact the dependent variable. The literature review will include literature that is relevant to the topic of this study and therefore the variables that will be investigated. The chapter includes an introduction, definitions of topics relevant to the study, previous research that has been conducted, and a theoretical framework discussing the variables of the study.

Consumer decision making is a process that is now directly influenced at every stage by social media, it has influenced their opinions as well as their attitudes (Bond, Ferraro, Luxton & Sands 2010:2). Social network apps and sites have become vital social platforms for computer facilitated communication, these sites have recently penetrated people's everyday lives (Zhang 2005:14). According to Ferreira et al (2017:46), mentions that social network sites are accredited with the capability of increasing brand awareness and assist in attracting new customers. As social media has become a new way of advertising it has presented some advantages of being able to reach a large audience that exceeds those that are reached by traditional methods, it is cost efficient and has presented organizations with the ability to reach their target market more effectively (Zhang 2005:15).

The aim of chapter two of this study is to review that currently exists on consumer attitudes towards advertising on Facebook. The chapter will review the literature in terms of consumer attitudes and how Facebook has been used as a tool of advertising. The sections that will be included in this chapter include the definitions of the topics and concepts relevant to this study, previous research that has been conducted and the theoretical framework that will provide theory on the variables this study will be

focusing on and provide insight on how they influence consumer attitudes towards advertising on Facebook.

2.2 DEFINITIONS

The section part of the literature review is the definitions which will provide an overview of social media marketing, Facebook as a marketing tool as well as consumer attitudes. This section will focus on defining the key concepts that are relating to this study.

Social Media Marketing

Social Media Marketing, which is generally referred to as SMM, is a channel that which organizations and consumers, use to expand awareness or as a way of advertising the products and service in which they offer (Bija & Balas 2014:155). SMM has become a new trend that has rapidly grown in the way in which organizations are reaching their target market much easier (Nadaraja & Yazdanifard 2013:2). SMM has been acknowledge by marketers as a more selective form of advertising and has been recognized as a means that is more effective in generating brand loyalty from consumers (Bija & Balas 2014:155). With SMM being regarded as a significant component of an organizations success and has enabled many organizations to interact with their consumers, it has also resulted in the expansion of organizations exposure (Podonik 2013:131). According to Podonik (2013:131), SMM has provides many advantages to organizations, the main one being it has reduced advertising costs, as it is more cost-efficient than the traditional way, creates exposure for organizations and assists in establishing relationships between the business and its consumers and other businesses. There are several social media sites that take different forms and contain different features, but the mostly known social media network/site is Facebook (Nadaraja & Yazdanifard 2013:2).

Facebook

According to Facebook Business (2019), Facebook is described as a social network platform that enables its users to use content and communicate with other users. Facebook allows its users to create profiles whether they are personal or business profiles, this enables users to post pictures, videos or join other groups. Facebook's

main aim is to ensure that people have a platform and power to be able to share and make the world connected more openly (Nadaraja & Yazdanifard 2013:2).

Facebook Advertising

Facebook created a way of collecting profits by allowing businesses to post advertisements to generate revenue for their shareholders. Businesses make payments to Facebook to be able to receive space on their site to be able to reach their existing and potential consumers (Facebook Business 2019). With social media networks being the main platform that social activities take place on, more than 20% of online advertisements are seen on social media network. Many organizations have been using social media networks to achieve fast and efficient information on their consumers' needs and preferences (Curran, Graham & Temple 2011:27). Businesses have been interested in exchanging and spreading information, trading products or services, staying close to the current and potential consumers, acquiring a better understanding of their consumers and other benefits which are generated by Facebook (Ertugan n.d:1-21). Facebook also provides a feature that allows businesses to receive reports on how their adverts are performing, also providing statistics the number of clicks that the advert receives and the Click through Rate (Curran et al 2011:28).

Consumer Attitudes

Attitude is a learned tendency to conduct yourself in a consistently favorable or unfavorable manner with respect to a specified object (Sultan & Uddin 2011:2). Consumer attitudes consists of three dimensions which are, beliefs about, feelings about as well as behavioral intentions concerning a certain product or object in the context of marketing, typically a brand or retail store. These dimensions are independent of each other but are yet viewed together because they characterize forces that are likely to influence a consumer's attitude towards a product (Perner 2018). According to Grimsley (2021), consumer attitudes also consist of three dimensions, cognitive information, affective information as well as information regarding the consumer's previous behavior and future intentions. Grimsley (2021) further mentions that attitudes also comprise of thoughts/beliefs, feeling and behaviors or intentions concerning a certain thing.

2.3 PREVIOUS RESEARCH CONDUCTED

Research that has been previously conducted by Zhang (2005:62), was conducted for establishing the relationship between Facebook users experience and their reaction to advertisements that are advertised on Facebook. This study focused primarily on providing a new perspective that will add value for advertisers/organizations to be able to target their consumers better, and those who are mostly defined by how they experience the media context. Zhang (2005:62), further states that this research will provide advertisers/organizations with relevant information that can help them align their adverts more to what users are seeking from Facebook. The study found that Facebook should use boosted user experience to attract and hold their advertisers, but on the other hand the study identified three dimensions and has showed that a positive experience carries over to advertising reactions.

Another study that was conducted by Ferreira et al (2017:50), this study focused on understanding consumer attitudes towards advertising on Facebook as well as brand posts. The first goal of the study was to establish, examine and compare attitudes towards brand and post adverts on Facebook. Ferreira et al (2017:46), provided empirical evidence of differences in being less favorable towards adverts on Facebook. The study found that participant had much more positive attitude towards advertising on Facebook, with them being less likely to avoid adverts but rather create word-of-mouth communication. Ferreira et al (2017:53) concluded that these are the types of users that are more likely to be suitable targets for advertising on social media.

2.4 THEORETICAL FRAMEWORK

Perceived interactivity, advertising avoidance, privacy and credibility are for of the factors that have been found to have an influence consumer attitudes towards advertising on Facebook (Yaakop *et al.,* 2012:3). This study's theoretical framework has therefore identified these four factors as influences of consumer attitudes towards advertising on Facebook that will be focused on. The model that is used by Yaakop *et al* (2012:3) will be adopted to this study as it is very relevant and applicable in attempting to answer this studies research questions.

2.4.1 Perceived Interactivity
In the past there has been disagreement on what interactivity means, although it was understood to be an all-inclusive concept that can be applicable to both traditional

mass media as well as computer-mediated communication (Leiner & Quiring 2008:128). Perceived Interactivity can be defined as a psychological state that is generally experienced by a person who visits a website or any internet site during the interaction process (Guohua 2012:87). According to McMillan and Hwang (2002:31), perceived interactivity can also be defined as the degree in which people personally actively engages in the process of advertising by interacting with advertising messages and the advertisers. According to Robinette (2011:1) scholars have recognized that there has been dissatisfaction to one-way communication structure of advertisements and high expectations of mass media as contrast to face-to-face unmediated communication. With the uniqueness of the internet as compared to traditional media there lies characteristics of interactivity, to an extent to which it has resulted in a positive influence on advertising effects (Ghoneim & Fahmy 2016:41). Consumer attitudes towards advertising on Facebook can be potentially increased by a greater degree of perceived interactivity (Yaakop et al 2012:2).

There are four dimensions of perceived interactivity, the first being the complexity of choice or selectivity, the second dimension is more related to the effort in which a user must apply to access information. The third dimension is with regards to the responsiveness to the user and the fourth dimension is the potential to monitor the system use (Chung & Zhao 2017). According to Yaakop et al (2012:2), disclosing new products and service offerings to potential and existing consumers has been made easier by Facebook, by making use of distinct features such as text, images, videos, and links that create interactivity. Facebook can be used by organizations to speak to the existing and potential customer, this has increased interactivity drastically as by posting using one of the features, consumers are able to comment or message back (Queensland Government 2016).

2.4.2 Advertising Avoidance

Advertising avoidance is mostly likely to be a contributing factor to consumer attitudes towards advertising. The actions by consumers or the users of media that differentially aim at reducing their exposure to any advert content can be defined as advertising avoidance. This can also happen through cognitive, behavioral, and mechanical means (Kelly, Kerr & Drennan 2010:16). With the amount of online and offline advertisements that consumers are bombarded with daily it is more likely that avoidance of such advertising content will happen (Hajszan 2016). Cognitive

avoidance is when an advertisement in a newspaper or magazine is intentionally ignored, but when a television channel is also intentionally switched to another or off to avoid watching an advertisement that is behavioral avoidance and mechanical avoidance happens when advert pop-ups are deleted by the user to avoid having to look at the advert (Yaakop et al 2012:2). Consumer in the past have manage to ignore advertising mentally or by physically leaving the room, but these days technologies provide support to of avoidance by making available devices for example remote controls, DVRs, and internet blocking systems, so it is done automatically (Kelly et al 2010:16).

In an instance where consumers are engaged in tasks that can be as a result interrupted by advertisements often means that the consumer will have a negative experience and thus advertisement avoidance (Li & Huang 2016:947). These negative experiences also include hostile situations where the consumer is exposed to misleading advertisements, overstated marketing, or directed to other sites that may be inappropriate (Yaakop et al 2012:2).

2.4.3 Credibility

Advertisements do not have an immediate effect on consumer attitudes about the brands or product, many people believe that companies are interested in ensuring that products and services are sold to them and not the product or service that fits them (Verstraten 2015:8). According to Eisend (2002:366), credibility can be defined as multi-dimensional variable accredited by the consumer to different objects. Yaakop et al (2012:3) defines credibility as unbiased and autonomous attributes that are related to the reliability of a specific source of information that is the extent to which media adverts can be trusted or believed by consumers. The factors of advert credibility frequently address the integrity of the advertisements. Credibility can also be explained by making use of dimensions such as trust, authenticity, transparency, listening, responsiveness, and affirmation (Verstraten 2015:8). Literature and current trends have suggested that the credibility of an advertisement can be identified as a crucial part of business, as it influences consumer attitudes toward advertising and the businesses brand which therefore in term increases the consumers purchasing intentions (Hussain, Melewar, Priporas & Foroudi 2020:2).

According to Yaakop et al (2012:3), although the internet can be seen as a less regulated source of information, with the quality of information less conventional, it is somehow still regarded as a credible source of information. On the other hand, it can also impose major issues since most information that is found on the internet is not necessarily taken through severe processing of editing and verification of facts provided such as traditional media advertisements (Crocker, Freeman, Hart & Niemeyer n.d.).

2.4.4 Privacy

For many consumers, the concern of privacy of information is key. Credibility can be defined as the degree in which there is a potential invasion and disclosure of private information to other people, this is again the main concern for many consumers (Baek & Morimoto 2012:63). Li et al (2016:949), also defines privacy as the level of which a consumer is concerned about the possible invasion of their privacy, with technology advances many marketers have been able to collect and track consumer information much easier. This includes information on purchase history for the benefit of the company but increasing personal information exposure of consumers (Li et al 2016:949). Many internet sources have privacy policies in place, which makes consumer a bit more comfortable with sharing of personal information on those sites. These can also sometimes be viewed as time consuming and/or complicated, however social media sites offer options for limited access to consumer profiles to overcome concerns of privacy (Yaakop et al 2012: 3).

2.5 Chapter Summary

This chapter discuss the literature associated with consumer attitudes toward Facebook advertising. It provides a background of consumer attitudes towards Facebook advertising. It gets deeper into addressing those factors which are perceived interactivity, advertising avoidance, credibility and privacy. Literature has shown that Facebook advertising has become very important for companies to be able to reach their target markets and build their brand awareness by reaching a vast amount of their target market through the worlds most used social media network, Facebook.

In order for to be able to address the current studies objectives and research problem. A research methodology must be conducted and analyzed in the following chapters,

chapter three and four. Chapter three will therefore focus on providing information on the data collection methods, data analysis and chapter four will focus on the findings of the data that was collected from the respondents.

Chapter 3

RESEARCH DESIGN

3.1 INTRODUCTION

An exploratory research design is usually flexible and unstructured which is used when the aim of the study is to generate new ideas using quantitative approaches. Quantitative research approach is making use of statistical data as a tool for saving time and resources (Eyisi 2016:94). This research approach places prominence on numbers and diagrams in the gathering and analysis of data (Bryman 2001:20). This study will, therefore, be following an exploratory quantitative research approach and will be making use of self-administered questionnaires. The sections that are included will include the research population and sampling, data collection, design of measuring instrument, data analysis and ethical considerations.

3.2 RESEARCH POPULATION AND SAMPLING

There are two different types of sampling which are probability and non-probability sampling. Probability sampling is when a sample from a large population by making use of a method that is based on the theory of probability, participants are selected using random selection (QuestionPro 2021). According to Statistic How To (2021), there are five types of probability sampling which include simple random sampling, stratified random sampling, systematic sampling, cluster random sampling and multi-stage random sampling.

McCombes (2021) describes non-probability sampling uses non-random selection of a sample in a large population, which is also based on criteria's such as convenience or others. The types of non-probability sampling techniques include quota sampling, convenience sampling, purposive sampling, self-selection sampling and snowball sampling (Aerd Dissertation 2020). A target population maybe defined as the overall group of people of which a test can be drawn from for the purpose of collecting and analyzing data, selecting a representative group from that population is referred to as sampling (McLeod 2019).

This study the population will include individuals between the ages of 18 and 45 in South Africa that make use of Facebook. However, testing all the Facebook users in South Africa would be impractical as compared to the time frame of the study. Therefore, in this study the focus will be more on individual that are in the Nelson Mandela Bay region. This study, therefore, will be making use of non-probability sampling technique by employing the convenience sampling.

This study will be collecting data from people between the age groups of 18 and 45. The reason for selecting this age group is because 25% or 13 million of South Africans are active on Facebook with most users between the ages of 20 and 29 and 7% only accountable for senior people above the age of 60 (Budree, Fietkiewicz & Lins 2019). To expand on the current majority being between the ages of 20 and 29 and give more insight on more of a South African perspective on consumer attitudes towards advertising on Facebook this study will expand to between the ages of 18 and 45.

According to Zhang (2005:24), many people have become heavy users of Facebook as well as have made Facebook as an activity that is used daily. In this study the population will be selected using non-probability sampling, that is participants will be identified randomly and whether those participants are interested to participate or not. Before the questionnaires are handed out to the participants, they will be screened by being asked to identify whether they use Facebook or not.

3.3 DATA COLLECTION

Primary data is defined as a method of collecting data which is usually administrated by the researcher themselves. The researcher must investigate of their problem by presenting a comprehensive analysis, from data they collected either through surveys, interviews, questionnaires and/or observations (Orwell 2020). Primary data can also be defined as a way of collecting new data, which is data that is generally collected for the first time on a certain topic (Surbhi 2017).

Secondary data involves the collection of data from data that already exists from different sources of information. This can range from combining, gathering, and summarizing of studies, case studied and theories from other researchers (Orwell 2020). According to Surbhi (2017), secondary data includes making use of data that has been already collected. There are several methodologies that can be used for data collection and analysis, most of which can also be based on a set of basic tools.

These tools include observations, questionnaires, video, survey, focus groups, photography, and case studies (Simister 2017).

This study will be collecting primary data by making use of survey methods, collecting self-administrated questionnaires. The raw data will be collected and gathered firsthand, this will be completed through questionnaires, and the data that will be collected will be concerned to assist in the needs of the study and in closing the gaps that exist in literature as well as assist in answering the research questions relevant to the study (Surbhi 2017). The development of the questionnaire is aimed at assisting on gaining insight on South African consumer attitudes towards advertising on Facebook.

The questionnaire will consist if closed ended statement, which will be given to approximately 50 participants between the ages 18 and 45 in the South African consumer market. The questionnaire will be divided into two sections, Section A and Section B. Section A will focus on collecting data that is demographical in nature. Section B will be broken down into five parts which will assess the four variables that influence consumer attitudes toward advertising, being consumer attitudes, perceived interactivity, advertising avoidance, credibility, and privacy.

3.4 DESIGN OF THE MEASURING INSTRUMENT

For the collection of data for this study a structured questionnaire will be used as a measuring instrument. There are three main objectives of a questionnaire, that is it must translate all the necessary information that is required into a set of detailed questions that participants can respond too, a questionnaire must also stimulate, persuade, and encourage participants to take part in the questionnaire, it must also focus on minimizing response errors where inaccurate responses are given (Amoah, Ferreira & Potgieter 2020:197). The questionnaire in this study is used as a measuring instrument to investigate the South African consumer attitudes toward advertising on Facebook.

The questionnaire is divided into two sections, first section will consist of demographical questions which will be closed-ended questions and the second section will be divided into five parts, which are consumer attitudes, perceived interactivity, advertisement avoidance, credibility, and privacy of which will have closed-ended questions. This means that there will be questions constructed in the

form of a statements where participants will have to specify their agreement to the statements by indication on a five-point Likert scale from whether they 1. Strongly Disagree, 2. Disagree, 3. Neutral, 4. Agree or 5. Strongly Agree. The questionnaire will be intended for the collection of data to investigate the South African consumer attitudes toward advertising on Facebook. The data that will be collected from this questionnaire will be used only for the purpose of academics.

3.5 DATA ANALYSIS

The process of analyzing data by making use of analytical and/or statistical tools to determine beneficial information is generally referred to as data analysis. Data analysis assists in extracting beneficial information from raw data to be able to decide based on that information (Grant 2020). Once the primary data collected using questionnaires is collected, it will be analyzed using suitable methods. The data collected will be summarized into useful information and used to analyze and interpret the relationship between the dependent and independent variables.

Due to the data being quantitative in nature, descriptive analysis is used by making use of tales, pie charts and mean is used to summarize the participant's answers, this will assist in gaining more insight on consumer attitudes towards advertising on Facebook. The raw primary data will be transferred into an Excel spreadsheet, then further analyzed using a Statistica software.

Reliability and validity examine the appropriateness of the chosen research method for this study. Reliability can be defined as the extent in which the data that is collected has minimal errors and the way in which it demonstrates compatibility (Khalid, Hilman & Kumar 2012:22). The Cronbach alpha coefficient must be used when assessing and testing the reliability of data. The Cronbach alpha coefficient is used to test the reliability of aggregated rating scales, for instance a Likert scale (Vaske, Beaman & Sponarski 2017:163). The preciseness of a measuring tool, its preciseness to an extent where the tool measure exactly what is supposed to measure is referred to as validity. There are two types of validity, internal and external. Internal emphasizes on generalization while the external focuses on ensuring that the research design that is used in the study follows the theory of cause and effect (Khalid et al 2012:22). The Exploratory Factor Analysis will be used to test the validity of the data collected.

3.6 ETHICAL CONSIDERATIONS

According to Fouka and Mantzorou (2021), the major ethical considerations that should be considered in conducting research are, informed consent, beneficence – do not harm, respect anonymity and confidentiality and respect for privacy. An informed consent means ensuring that the participant knowingly and voluntarily gives their consent to participate in the study. In terms of this study there will be a consent form as the front page of the questionnaire where the participants will be informed about the study and their participation in the study (voluntary and can withdraw at any time).

Beneficence refers to be of benefit and do not harm. The participants of the questionnaire should not be harmed by participating in the questionnaire whether it be emotionally, financially and/or physically (Fouka et al 2021). This study will not present any harm to those who wish to participate in it. This study will not cause any discomforts to participants but rather collect information on their experiences and attitudes towards advertising on Facebook. Respect for anonymity and confidentiality, the anonymity of a participant is by protecting the identity of the participant and ensuring that any personal responses cannot be linked to their identity. Confidentiality also includes protecting the private information of the participant, information that can also directly identify who the respondent is (Fouka *et al.,* 2021). The study will not 36collect any information that is personal to the participant, neither will it collect any information that can directly or indirectly connect participant to the responses provided. Information such as name, surname, addresses and so forth that can identify a respondent will not be collected at all.

Respect for privacy is concerned with the extent and circumstances in which personal information will be shared or not shared with others (Fouka *et al.,* 2021). As previously mentioned, this study will only focus on sharing information that is obtained from participants with regards to their experiences and attitudes towards advertising on Facebook. These are some of the ethical considerations that will be thoroughly considered when collecting data from participants.

3.7 SIGNIFICANCE OF THE STUDY

This significance of this study is to provide some knowledge on the South African consumer's attitudes towards advertising on Facebook. To expand on current knowledge of advertising and marketing and how consumers attitudes have changed

or how advertising on social media (Facebook) impacts South African consumer attitudes. This study aims on guiding future researchers on how to conduct research into other social media applications and/or identify gaps on current research on consumer attitudes towards advertising on Facebook

3.8 Chapter Summary

This chapter addressed the research question that pertains to this study, it has identified and rationalized the appropriate research design and methodology that are related to this specific study. Chapter two focused on the literature overview which played a role in providing guidance for the research process. Some literature was gathered with regards to the research designs and methodology to be able to identify the ones appropriate for this study. The research design and methodologies described the popular research philosophies, approaches, strategies, techniques and procedures found and those that relate directly to the study were identified and applied. This section also provided details that correspond to the methodology and the research design that were applied to this study. The sections above also included the target population, sample frame, sample size, sampling technique, measuring instrument, data collection methods, data analysis and ethical considerations.

Chapter 4

RESULTS

4.1 RESULTS OF DEMOGRAPHICS
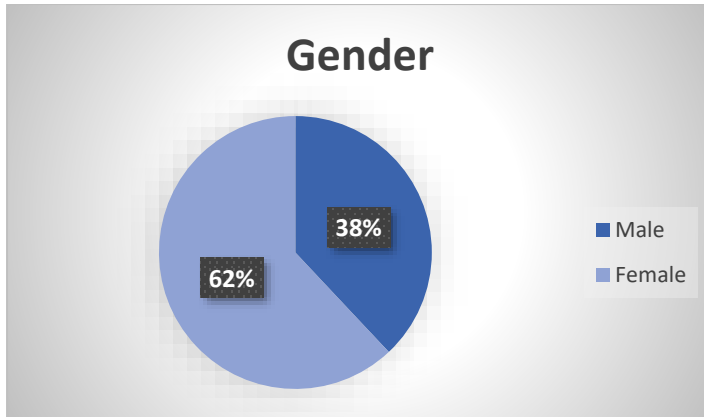
Figure 4.1: Gender

In Figure 4.1 it can be seen that the majority of the respondents were female which accounted for 62%, while the male respondents only accounted for 28% of the sample. Showing that most of the respondents in this study were female.
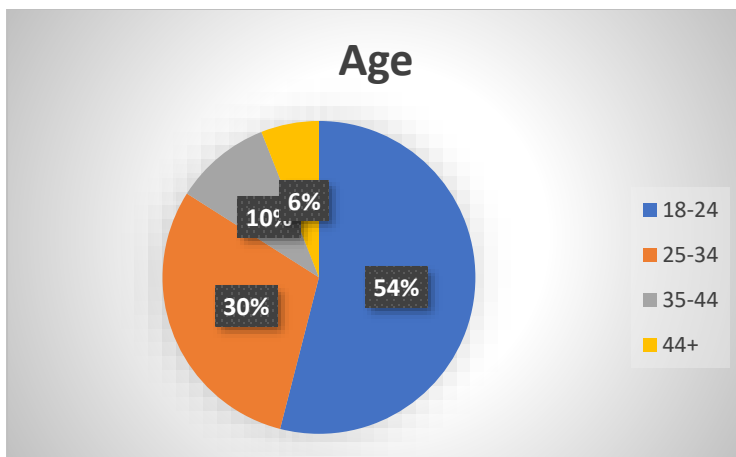
Figure 4.2: Age

Figure 4.2 shows that most of the respondents were between the ages of 18-24 which accounted for 54%, which was followed by age group 25-34 with 30%, then 35-44 which accounted for 10% and lastly the over 44 group which accounted for 6%.
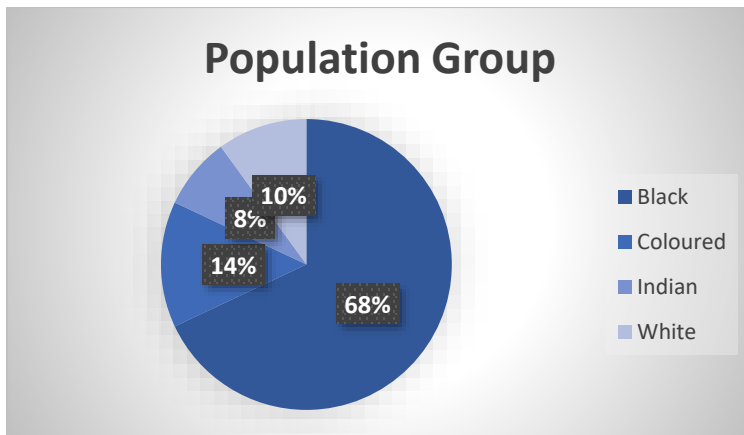
Figure 4.3: Population Group

Figure 4.3 above represents the population group of respondents, 68% accounted for Black which was followed by Coloured population group accounting for 14%, Whites accounted for 10% and the Indian population group accounted for 8%.
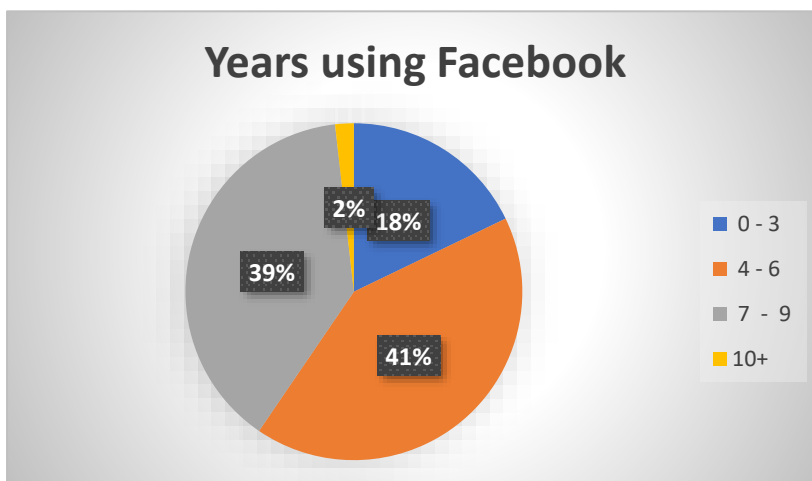
Figure 4.4: Years using Facebook

Figure 4.4 shows that when it comes to assessing the number of years respondents have been using Facebook, it can be seen that most respondents have been using Facebook for more than 10 years which accounted for 34%, which was followed by 4-6 years which accounted for 28%, then 7-9 years which accounted for 26% and lastly 0-3 years which accounted for 12%. This shows that many of the users have been using Facebook for more than 4 years.

4.2 RESULTS OF THE RESEARCH ON CONSUMER ATTITUDES TOWARDS ADVERTISING ON FACEBOOK

4.2.1 Codification of research instrument

The exploratory factor analysis (EFA) was used in order to determine the validity of the instrument of research used in measuring the components that were part of the hypothesized model. In respect of this study any factor loadings that are greater than 0.5 were considered significant in determining validity. According to Truong and McColl (2011:556), factor loadings should be greater than 0.5 for better results and 0.5 should be the cut-off for acceptable factor loadings. The reliability of the findings of this study was determined by making use of the Cronbach's alpha coefficient, where a coefficient of 0.7 was considered acceptable in determining the reliability. This section will be presenting the results of the validity and reliability for the dependent variables and the independent variables that are presented in this study. Attached in Annexure B are the full factor loadings. In order to measure the four independent variable on the one dependent variable a total of sixteen questions were developed.

Table 4.1: Codification of research instrument variables

Variable	Code
Perceived Interactivity	PERINT
Advertising Avoidance	ADAVOID
Credibility	CREDIT
Privacy	PRIVACY
Consumer Attitude	ATTITUDE

With regards to perceived interactivity, advertising avoidance, credibility, privacy and consumer attitudes the results of the EFA are as follows:

4.2.2 Perceived Interactivity

To determine the validity of the scale used to measure the independent variable and the reliability of the test and EFA and Cronbach's alpha coefficient were used respectively. Tabulated in the in Table 4.2 below is the factor loadings and Cronbach alpha coefficient for perceived interactivity.

Table 4.2: Validity and reliability of perceived interactivity

	Item	Factor Loadings	Item Total Correlation	Cronbach alpha if deleted
PERINT1	Among other content, Facebook advertisements catch my attention.	0,7870	0,4676	0,6915
PERINT2	I will visit the product website, after being exposed to an ad on Facebook.	0,8076	0,3110	0,7090
PERINT3	I am not happy with social media adverts because there is one-way communication.	0,2874	0,1375	0,7206
PERINT4	Adverts on Facebook allow me to react quickly.	0,7017	0,4669	0,6919

In the table above, Table 4.2 there are four items that were developed in order to measure perceived interactivity these items are PERINT1, PERINT2, PERINT3 and PERINT4, which were loaded into the EFA. Items PERINT3 fell significantly short of the acceptable factor loading threshold of 0.5 which means that the respondents felt as though Facebook advertising wasn't one-way communication. This can then be seen as a matter of PERINT3 not being a valid measures of perceived interactivity for this study. The factor loadings with regards to this study ranges from 0.7017 to 0.8076 which fell above the threshold of 0.5, this is disregarding the factor loadings of PERINT3. To test the reliability of the data the Cronbach alpha coefficient was used which was only deemed acceptable for a coefficient that was 0.7 and greater. For the data represented in Table 4.2 it can be seen that the two factors PERINT1 and PERINT4 scored a 0.6915 and 0.6919 respectively which indicates that the values are below the internal consistency of the common range. With PERINT2 and PERINT3 scoring well within the acceptable range.

With this as a reference, it can be concluded that there is sufficient evidence to confirm the validity of the factor perceived interactivity in measuring the consumer attitudes towards Facebook advertising in the Nelson Mandela Bay region.

4.2.3 Advertising Avoidance

Table 4.3 presents for the advertising avoidance factor the factor loadings and the Cronbach alpha coefficient.

Table 4.3: Validity and reliability of advertising avoidance

Items		Factor Loadings	Item Total Correlation	Cronbach alpha if deleted
ADAVOID1	Facebook adverts normally bombards my feeds me when I browse or use Facebook.	0.7359	0.3504	07010
ADAVOID2	I felt that I was at risk of getting a virus by clicking onto a link in Facebook advertising.	0.6477	0.1381	0.7222
ADAVOID3	When I am exposed to an advert on Facebook, I quickly remove it or move past it.	0.7812	0.0488	0.7371
ADAVOID4	The position of the advertisement is what prevents me from looking at adverts on Facebook.	0.6826	0.0134	0.7319

Table 4.3 represents the four items that were developed to measure advertising avoidance which were loaded into the EFA, the items are as follows ADAVOID1, ADAVOID2, ADAVOID3 and ADAVOID4. The factor loadings with regards to advertising avoidance ranged from 0.6477 to 0.7812, which can be seen to be well above the threshold of 0.5. This could mean that the respondents felt that the items that were used to measure advertising avoidance accurately measured their avoidance of Facebook advertisements. To test the reliability of the data the Cronbach alpha coefficient was used which was only deemed acceptable for a coefficient that was 0.7 and greater. For the data represented in Table 4.3 it can be seen that all the factors have scored well within the acceptable range, meaning there is reliability in the measuring instrument.

It could thus be concluded that there is sufficient evidence for the validity of advertising avoidance factor in measuring the consumer attitudes towards Facebook adverts in Nelson Mandela Bay.

4.2.4 Credibility

Table 4.4 presents for the advertising avoidance factor the factor loadings and the Cronbach alpha coefficient.

Table 4.4: Validity and reliability of creditability

Items		Factor Loadings	Item Total Correlation	Cronbach alpha if deleted

	Items	Factor Loadings	Item Total Correlation	Cronbach alpha if deleted
CREDIT1	Facebook adverts provide accurate information about products/services.	0.7803	0.5424	0.6837
CREDIT2	Legitimacy of adverts on Facebook can be easily verified by other means, such as Facebook.	0.8224	0.5551	0.6854
CREDIT3	Adverts on Facebook can be trusted because they are reliable.	0.8109	0.1366	0.7179
CREDIT4	I can trust the information that is provided in Facebook adverts.	0.8544	0.3040	0.7059

Table 4.4 represents the four items that were developed to measure credit which were loaded into the EFA, the items are as follows CREDIT1, CREDIT2, CREDIT3 and CREDIT4. The factor loadings with regards to credit ranged from 0.7803 to 0.8544, which can be seen to be well above the threshold of 0.5. This could mean that the respondents felt that the items that were used to measure credit factor accurately measured their credit concerns of Facebook advertisements. To test the reliability of the data the Cronbach alpha coefficient was used which was only deemed acceptable for a coefficient that was 0.7 and greater. For the data represented in Table 4.4 it can be seen that the two factors CREDIT1 and CREDIT2 scored a 0.6837 and 0.6854 respectively which indicates that the values are below the internal consistency of the common range. With CREDIT3 and CREDIT4 scoring well within the acceptable range of 0.7179 and 0.7059 respectively.

It could thus be concluded that there is sufficient evidence for the validity of credit factor in measuring the consumer attitudes towards Facebook adverts in Nelson Mandela Bay.

4.2.5 Privacy

Table 4.5 presents for the advertising avoidance factor the factor loadings and the Cronbach alpha coefficient.

Table 4.5: Validity and reliability of privacy

Items	Factor Loadings	Item Total Correlation	Cronbach alpha if deleted

	Items	Factor Loadings	Item Total Correlation	Cronbach alpha if deleted
PRIVACY1	What makes me uncomfortable with Facebook adverts is the sharing of my personal information.	0.7980	0.3445	0.7013
PRIVACY2	Facebook advertisements are intrusive.	0.5735	0.1295	0.7195
PRIVACY3	Facebook adverts protect my personal information with privacy policies.	0.6248	0.1701	0.7175
PRIVACY4	Every time I log into Facebook, I am forced to see advertisements.	0.8241	0.0560	0.7289

Table 4.5 represents the four items that were developed to measure privacy which were loaded into the EFA, the items are as follows PRIVACY1, PRIVACY2, PRIVACY3 and PRIVACY4. The factor loadings with regards to privacy ranged from 0.5735 to 0.8241, which can be seen to be well above the threshold of 0.5. This could mean that the respondents felt that the items that were used to measure privacy factor accurately measured their privacy concerns of Facebook advertisements. To test the reliability of the data the Cronbach alpha coefficient was used which was only deemed acceptable for a coefficient that was 0.7 and greater. For the data represented in Table 4.5 all factors scored well within the acceptable range, which ranges between 0.7013 and 0.7289.

It could thus be concluded that there is sufficient evidence for the validity of privacy factor in measuring the consumer attitudes towards Facebook adverts in Nelson Mandela Bay.

4.2.6 Consumer Attitudes

Table 4.6 presents for the advertising avoidance factor the factor loadings and the Cronbach alpha coefficient.

Table 4.6: Validity and reliability of consumer attitudes

	Items	Factor Loadings	Item Total Correlation	Cronbach alpha if deleted
ATTITUDE1	I believe that Facebook advertising is the future.	0.7819	0.4677	0.6917
ATTITUDE2	Products advertised on Facebook are products I intend to buy.	0.8802	0.5066	0.6871
ATTITUDE3	I feel that Facebook adverts positively influence my buying decisions.	0.9018	0.3635	0.6996

ATITUDE4	I believe that Facebook adverts makes shopping experiences much easier.	0.8218	0.4608	0.6912

Table 4.6 represents the four items that were developed to measure consumer attitudes which were loaded into the EFA, the items are as follows ATTITUDE1, ATTITUDE2, ATTITUDE3 and ATTITUDE4. The factor loadings with regards to consumer attitudes ranged from 0.7819 to 0.9018, which can be seen to be well above the threshold of 0.5. This could mean that the respondents felt that the items that were used to measure consumer attitudes factor accurately measured their consumer attitudes of Facebook advertisements. To test the reliability of the data the Cronbach alpha coefficient was used which was only deemed acceptable for a coefficient that was 0.7 and greater. For the data represented in Table 4.6 it can be seen that all the factors scored between 0.6912 and 0.6996 which indicates that the values are below the internal consistency of the common range.

It could thus be concluded that there is sufficient evidence for the validity of consumer attitudes factor in measuring the consumer attitudes towards Facebook adverts in Nelson Mandela Bay.

4.3 Descriptive statistics

This section will be analyzing the descriptive statistics of the data that was collected from the respondents. Through the use of Statistica an analysis that will assist in determining the measure of central tendency and dispersion will be carried out. The measures of central tendency and dispersion include the mean scores, minimum, maximum and standard deviation for each factor that influences customer attitudes towards Facebook advertising. Table 4.7 represents the mean scores and standard deviations for the data collected.

Table 4.7: Descriptive statistics

Variable	Valid N	Mean	Minimum	Maximum	Standard Deviation
Perceived Interactivity	50	3.150	1	4.5	0.660
Advertising Avoidance	50	3.315	1	5	0.868
Credibility	50	1.890	0.66	3	0.541
Privacy	50	3.495	1	4.5	0.635

Consumer Attitudes	50	3.105	1	5	0.947

To determine the average score of the responses collected from the data that was returned from each of the variables, this is done to create a general idea of how majority of the respondents responded to the questionnaire. In the table above, Table 4.7 of the descriptive statistics it can be seen from the mean scores that the respondents were mainly neutral on most of the statements that represented the variables that were part of the questionnaire. It can be seen that privacy had the highest mean score of 3.495, which means that the respondents agreed with the statements of this variable more than the other statements of the other variables. Privacy was followed by advertising avoidance with a score of 3.315, then perceived interactivity and consumer attitudes with the scores of 3.150 and 3.105 respectively. The lowest mean score was 1.890 which was credibility, meaning that the respondents didn't necessarily agree with the statements of that variable. A standard deviation that is large usually implies that the views about the factors that were under investigation were tremendously varying. Consumer attitudes returned the highest score of 0.947 followed by a score of 0.868 for advertising avoidance followed by perceived interactivity and privacy with scores of 0.660 and 0.635 respectively. Leaving credibility with the lowest score of 0.541.

4.4 Hypothesis Testing

In this study there were four independent variables that were used to test the consumer attitudes towards Facebook advertising. After revising the hypothesized model, the four variables were all still used to test for the consumer attitudes towards Facebook advertising. The four variables are perceived interactivity, advertising avoidance, credibility and privacy. The following hypothesis were thus deemed acceptable for this study.

H[1]: There is a relationship between perceived interactivity and consumer attitudes toward advertising on Facebook.

H[2]: There is a relationship between advertising avoidance and consumer attitudes toward advertising on Facebook.

H^3: There is a relationship between credibility and consumer attitudes toward advertising on Facebook.

H^4: There is a relationship between privacy and consumer attitudes toward advertising on Facebook.

4.10 Chapter Summary

The primary aim of this study was to investigate the influence that the variables that were predetermined have on the consumer attitudes towards Facebook advertising in Nelson Mandela Bay. In this part of the study the empirical findings were presented. Firstly, the demographic information that was collected from the respondents was summarized and presented. By making use of Statistica the researcher was able to make use of the exploratory factor analysis and reliability analysis in determining the validity and reliability of the measuring instrument that was used in this study. The basic statistics and tables function on Statistica was also used in to present the descriptive statistics of the study.

In Chapter 5 the summary of the results of the study will be presented. Based on the empirical analysis there will be recommendations that will be put forward in reference to this study. Furthermore, the contributions and limitations of the study will be presented, which will be followed by the conclusions that will be drawn from this study.

CHAPTER 5

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

In the previous chapter, Chapter four the empirical results of the study was presented. The primary data that was collected was from individuals between the ages of 18 and 45+, these individuals are residence of Nelson Mandela Bay. In order for the researcher to determine the validity and the reliability of the data collected and the measuring instrument, the data was analyzed by making use of Statistica 13.0. To determine the validity of the data collected the exploratory facto analysis (EFA) was used and to determine the reliability of the data collected the Cronbach's alpha was used. By determining the mean, median standard deviation and frequency distribution, the descriptive statistics of the data collected was analyzed and discussed.

Chapter five will be presenting the key findings from the literature as well as those of the empirical results. This chapter will also present how the research objectives that were discussed in Chapter one and how these objectives were achieved in this study. Recommendations to will be provided, recommendations which will be based on the study's findings. The limitations will also be identified, with possible suggestions for any future research. This will be followed by conclusions of this study.

5.2 RESEARCH OBJECTIVES

The primary objective which was presented in Chapter one was to investigate the attitudes of South African consumers towards advertising on Facebook, which is primarily focused on Nelson Mandela Bay. Table 5.2 below gives an illustration of how the secondary and methodological objectives and shows at which stage in the study they were achieved.

Table 5.2: Secondary and methodological objectives achieved

Secondary Objectives		Achieved
SO[1]	To investigate the relationship between perceived interactivity and attitude towards advertising on Facebook.	Chapters 2 and 4

SO^2	To investigate the relationship between credibility and attitude towards advertising on Facebook.	Chapters 2 and 4
SO^3	To investigate the relationship between privacy and attitude towards advertising on Facebook.	Chapters 2 and 4
SO^4	To provide conclusions and recommendations based on the results to contribute to current knowledge of consumer attitudes toward advertising on Facebook.	Chapter 5
Methodological Objectives		**Achieved**
MO^1	To conduct a literature review on consumer attitudes towards advertising on Facebook.	Chapter 2
MO^2	To develop a hypothesised model that reflects the relationship between the independent variables and the dependent variable, from which hypotheses will be suggested.	Chapters 1 and 4
MO^3	To determine the appropriate research methodology to be used in conducting this study.	Chapter 1
MO^4	To develop an appropriate measuring instrument that will be used to empirically test the influence of the independent variables on the dependent variable.	Chapter 3
MO^5	To statistically analyse the data, as well as test the proposed hypotheses.	Chapters 3 and 4
MO^6	To provide conclusions and recommendations based on the findings of this research, which could assist management of consumer attitudes towards advertising on Facebook.	Chapter 5

The table above, Table 5.2 represents the secondary and methodological objectives that were ultimately set out in the beginning of the study, and correspondingly it shows how and where these objectives were achieved throughout the study. All the above mentioned secondary and methodological objectives have been achieved in this study.

5.3 RESEARCH DESIGN AND METHODOLOGY

This study made use of the positivistic paradigm which means that in order to meet the objectives of this study, quantitative research methods had to be used. The research paradigm used in this study uses statistical measures in order to make, analyze data and pursue to harvest non-subjective and non-biased facts. With a number of literature sources that were consulted from studies that were previous conducted, this allowed the research to be able to develop insights that were clear to understand surrounding the study. By making use of a five Likert-scale questionnaire to collect the primary data which was collected from the respondents as part of the measuring instrument. In order for the researcher to investigate the validity of the measuring instrument, the EFA techniques were adopted, this assisted in ensuring that the topics under investigation were measured appropriately. The Cronbach's alpha coefficient was used in determining the reliability of the primary data collected, which was also given the cutoff point of 0.5. To give a summary of all the data that was collected, descriptive statistics was used in order to determine the mean, median, standard deviation and frequency distributions.

5.4 MAIN FINDINGS FROM THE LITERATURE REVIEW

In Chapter two the researcher presented a full overview of consumer attitudes towards Facebook advertising. A full literature background on Facebook advertising was provided in the greatest amount of depth. Also the factors that influence the consumer's attitudes towards Facebook advertising were identified as perceived interactivity, advertising avoidance, credibility and privacy. The key definitions of the terms that were most relevant to this study were also discussed in detail.

In the literature it was identified that the consumer decision making process can be directly influenced at every stage by social media and it has played a significant role in shaping the consumers opinions and their attitudes. Social media network apps and sites have become very important social platforms for computer facilitated communications, these sites have become very important in the everyday lives of all consumers. Social media networks have also become accredited with the capabilities of increasing brand awareness and assists in attracting new customers for businesses. With social media becoming a new way of advertising it has presented many advantages of being able to reach larger audiences that are much bigger than those

that can be reached by traditional methods, it has shown cost efficiency and the ability for organizations to reach their target markets more effectively.

Initially, the literature sources that were used were able to identify the four main variables that have an influence on consumer attitudes towards Facebook advertising, which are perceived interactivity, advertising avoidance, credibility and privacy. These variables were used in order to construct the Likert-scale questionnaire items which were also investigated under the analysis of the empirical data.

5.5 MAIN FINDINGS FROM THE EMPIRICAL ANALYSIS

A summary of the findings from the empirical analysis were summarized as shown below.

5.5.1 Demographical information

The majority of the respondents were female which accounted for 62%, while the male respondents only accounted for 28% of the sample. Showing that most of the respondents in this study were female. With most of the respondents being between the ages of 18-24 which accounted for 54%, which was followed by age group 25-34 with 30%, then 35-44 which accounted for 10% and lastly the over 44 group which accounted for 6%. The population group of respondents were 68% which accounted for Black which was followed by Coloured population group accounting for 14%, Whites accounted for 10% and the Indian population group accounted for 8%. When it came to assessing the number of years respondents have been using Facebook, it can be seen that most respondents have been using Facebook for more than 10 years which accounted for 34%, which was followed by 4-6 years which accounted for 28%, then 7-9 years which accounted for 26% and lastly 0-3 years which accounted for 12%. This shows that many of the users have been using Facebook for more than 4 years.

5.5.2 Validity and reliability information

The items that were loaded onto the EFA were those that were used in order to conduct the empirical analysis. A threshold of 0.5 was used on the EFA to be able to determine the validity of the items in the measuring instrument. The items that were successfully loaded included the following variables, perceived interactivity,

advertising avoidance, credibility and privacy. All of these items loaded a threshold that was over 0.5 for the EFA factor loadings.

With regards to the EFA, PERINT3 fell significantly short of the acceptable factor loading threshold of 0.5 which means that the respondents felt as though Facebook advertising wasn't one-way communication. This can then be seen as a matter of PERINT3 not being a valid measure of perceived interactivity for this study. All the other items fell above the acceptable factor loading threshold of 0.5 which made them valid for measuring the different factors, measured in this study.

To test the reliability of the data the Cronbach alpha coefficient was used which was only deemed acceptable for a coefficient that was 0.7 and greater. For the data that represented the perceived interactivity item it can be seen that the two factors PERINT1 and PERINT4 scored a 0.6915 and 0.6919 respectively which indicates that the values are below the acceptable Cronbach alpha coefficient for reliability. With PERINT2 and PERINT3 scoring well within the acceptable range. For the data that represented the advertising avoidance item, it can be seen that all the factors have scored well within the acceptable range, meaning there is reliability in the measuring instrument. The data that represented the credibility item, it can be seen that the two factors CREDIT1 and CREDIT2 scored a 0.6837 and 0.6854 respectively which indicates that the values scored below the acceptable Cronbach alpha coefficient. With CREDIT3 and CREDIT4 scoring well within the acceptable range of 0.7179 and 0.7059 respectively. The data represented privacy item, all factors scored well within the acceptable range, which ranges between 0.7013 and 0.7289. Lastly, the data represented in Table 4.6 it can be seen that all the factors scored between 0.6912 and 0.6996 which indicates that the values are below the internal consistency of the acceptable Cronbach alpha coefficient range.

5.5.3 Hypotheses and methodological objectives after empirical testing

With the empirical analysis conducted on the primary data, the findings were then presented in regards to the hypotheses and the methodological objectives that were stated in this study.

Table 5.5.2: Summary of hypotheses after empirical analysis

Hypotheses	Decision
There is a relationship between perceived interactivity and consumer attitudes toward advertising on Facebook.	Accepted
There is a relationship between advertising avoidance and consumer attitudes toward advertising on Facebook.	Accepted
There is a relationship between credibility and consumer attitudes toward advertising on Facebook.	Accepted
There is a relationship between privacy and consumer attitudes toward advertising on Facebook.	Accepted

In the table above, Table 5.3 it can be seen that all the hypotheses that were made for this study were accepted. This study ultimately showed that there is a significant relationship between consumer attitudes towards Facebook advertising and the four variables which were presented in this study, those are perceived interactivity, advertising avoidance, credibility and privacy.

5.6 RECOMMENDATIONS

A number of recommendations will be provided for Facebook advertising in order for companies to reach their customers more effectively, these recommendations will be based upon the findings that was analysed from the data collected. The recommendations will be based upon the statistical evidence that was initially gained from the empirical analysis of the variables that ultimately affect consumer attitudes. The following recommendations were proposed in order to improve consumer attitudes toward Facebook advertising:

5.6.1 Improved Credibility

Companies that make use of Facebook advertising to reach their customers should consider making credibility a crucial factor in their advertisements. This means that consumers are concerned with the credibility of the source of information which is provided to them and if they cannot verify such information it becomes difficult for them

to trust that source of information. Improving credibility ultimately means that the adverts placed on Facebook should reflect accurate information about the product or service, it also means that the legitimacy of the advert which is found on Facebook can be easily verified by other means such as company websites and so forth. Credibility of adverts also includes the fact that those adverts can be trusted because they are reliable sources and lastly because the information can also be trusted. Without the necessary credibility of the source of information consumers are unable to trust the source.

5.6.2 Improved Privacy

What most consumers are concerned with is the privacy that they can get when pressing onto an advert. It becomes very difficult for consumers to press onto a Facebook advert when their privacy can be compromised. What generally makes consumers uncomfortable with Facebook adverts is the sharing of the individual's personal information without their consent. These adverts are usually invasive and also don't have any personal information that is protected with privacy policies. Every time one actually log into Facebook they are forced to see these advertisements. In order for companies to fill this gap, they would to ensure that they provide consumers with the privacy policies that they need in order to protect their personal information. Before being able to view the adverts they should be able to have to agree or disagree to a privacy policy which ultimately provides protection for the consumer's personal information.

5.7 LIMITATIONS OF THE STUDY AND SUGGESTIONS FOR FUTURE RESEARCH

The main limitation that was faced in this study was during the analysis process, where the researcher had troubles downloading Statistica 13.0. This further impacted the time in which the researcher was able to complete the analysis of the empirical data. The other thing was navigating through Statistica 13.0 and finding appropriate was of analysing the data. This was one of the main limitations that overall impacted the time in which the analysis of the data had to be completed. Another limitation that was faced in this study through the data collection process, where the research focused deeply on the South African consumers which was further filtered to the individuals of Nelson Mandela Bay. The study also didn't provide diversity as such in ethnicity, meaning that

most of the respondents were ultimately Black with a few White and Indian responses. Which doesn't necessarily give us a broad perspective with regards to ethnicity.

Another limitations can be possibly associated with vagueness of the questions provided in the questionnaire, which resulted in most of the respondents answering neutral for most of the questions. Which ultimately also affected the scores and how they were interpreted in the analysis stage of the data collected. Also the responses that were given by respondents could not be verified in any way that they were genuine, what influenced this is also the fact that the respondents were given these questionnaires whilst they were in pursuit of other things. Which didn't necessarily give them much time to focus and answer genuinely.

Future research can be focused on determining how consumer attitudes can be altered in order for companies to attract their consumer base much more efficiently. This study can focus on the factors that influence consumer attitudes and how those can be transformed in order to gain better access to your consumers.

5.8 CONCLUSIONS

It can be said that this study has somehow added value to the companies that make use of Facebook advertising, by identifying the factors in which have an impact on consumer attitudes. Recommendations which have been provided based on the empirical findings clearly indicate that companies can make use of them in order to provide their consumers with the best and safe experience when they press on those Facebook adverts. All the factors, namely; perceived interactivity, advertising avoidance, credibility and privacy were found to a positive relationship with consumer attitudes toward Facebook advertising.

To achieve the company's greatest potential with Facebook advertising, it was identified that companies should ensure that their adverts are credible and provide consumers with personal information through privacy policies. A future study was also introduced where one can focus on how the factors that influence consumer attitudes can be altered in order to gain more visibility and cater directly to the needs of those consumers. Should the recommendations that were provided above be implemented there is a chance in a larger consumer base visiting Facebook adverts and actually potentially purchasing products or services directly through those Facebook adverts.

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Appendix A: Data collection schedule

	Legend
(light)	Work In Progress
(yellow)	Major Submission Dates

Month	March			April					May				June				July					August				Septmber					October		
Week	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46
Monday	15	22	29	5	12	19	26	26	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	6	13	20	27	4	11	18
Tuesday	16	23	30	6	13	20	27	27	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	31	7	14	21	28	5	12	19
Wednesday	17	24	31	7	14	21	28	28	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	1	8	15	22	29	6	13	20
Thursday	18	25	1	8	15	22	29	29	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	2	9	16	23	30	7	14	21
Friday	19	26	2	9	16	23	30	30	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	3	10	17	24	1	8	15	22
Saturday	20	27	3	10	17	24	24	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	4	11	18	25	2	9	16	23
Sunday	21	28	4	11	18	25	25	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29	5	12	19	26	3	10	17	24

Week	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46
Submit Research Area	WIP	Sub																															
Research Matrix			WIP	WIP	WIP	WIP	WIP	WIP	Sub																								
Ethics									WIP	Sub																							
Draft Research Proposal											WIP	WIP	WIP	WIP	WIP	Sub																	
Mini-Treatise Submission																	WIP	WIP	WIP	WIP	WIP	WIP	WIP	WIP	WIP	WIP	WIP	WIP	WIP	Sub			
Final Mini-Treatise Submission																														WIP	WIP	Sub	

Appendix B: Measuring Instrument

NELSON MANDELA
UNIVERSITY

SOUTH AFRICAN CONSUMER ATTITUDES TOWARDS ADVERTISING ON FACEBOOK

Dear respondent

I am a BCom Business Management Honours student at Nelson Mandela University researching "South African Consumer Attitudes towards Advertising on Facebook," at the Nelson Mandela Bay region. This study aims on providing insight and investigating the South African consumer attitudes towards advertising on Facebook. The data will be reported in a statistical format. The questionnaire should take no longer than 10 minutes. The questionnaire consists of two sections:

- Section A: Demographics
- Section B: Consumer Attitudes towards Advertising

Please note that the questionnaire can be completed voluntarily, should the respondent want to withdraw their participation at any time during the study, they are welcome too, without any penalties. The questionnaire will be kept anonymous to protect the identity of the respondents, no information that can be directly linked to the respondent will be collected. Please complete the following questionnaire by marking with an "X" next to the question on the empty spaces to indicate the answer of your choice for that specific question.

Student: Lonwabo Mkoko

Supervisor: Dr. Deliwe

For more information, you are welcome to contact Mr Lonwabo Mkoko by email at: s216252474@mandela.ac.za

Section A: Demographics

1. Gender

Male	Female

2. Race

White	Black	Coloured	Indian	Other

3. Age

18-24 Years	25 -34 Years	35-44 Years	Over 44

4. Years Using Facebook

0-3 Years	4-6 Years	7-9 Years	10 Years +

Section B: Consumer Attitudes towards Advertising on Facebook

	1. Strongly Disagree	2. Disagree	3. Neutral	4. Agree	5. Strongly Agree
Among other content, Facebook advertisements on catch my attention.					
I will visit the product website, after being exposed to an ad on Facebook.					
I am not happy with social media adverts because there is one-way communication.					
Adverts on Facebook allow me to react quickly.					

	1. Strongly Disagree	2. Disagree	3. Neutral	4. Agree	5. Strongly Agree

Facebook adverts normally bombards my feeds me when I browse or use Facebook.				
I felt that I was at risk of getting a virus by clicking onto a link in Facebook advertising.				
When I am exposed to an advert on Facebook, I quickly remove it or move past it.				
The position of the advertisement is what prevents me from looking at adverts on Facebook.				

	1. Strongly Disagree	2. Disagree	3. Neutral	4. Agree	5. Strongly Agree
Facebook adverts provide accurate information about products/services.					
Legitimacy of adverts on Facebook can be easily verified by other means, such as Facebook.					
Adverts on Facebook can be trusted because they are reliable.					
I can trust the information that is provided in Facebook adverts.					

	1. Strongly Disagree	2. Disagree	3. Neutral	4. Agree	5. Strongly Agree
What makes me uncomfortable with Facebook adverts is the sharing of my personal information.					
Facebook advertisements are intrusive.					
Facebook adverts protect my personal information with privacy policies.					
Every time I log into Facebook, I am forced to see advertisements.					

How would you rate your attitude toward advertising on Facebook?	1. Strongly Dislike	2. Dislike	3. Neutral	4. Like	5. Strongly Like
I believe that Facebook advertising is the future.					
Products advertised on Facebook are products I intend to buy.					
I feel that Facebook adverts positively influence my buying decisions.					

I believe that Facebook adverts makes shopping experiences much easier.					

Appendix B: Ethics Clearance

ANNEXURE 2: ETHICAL CLEARANCE TEMPLATE

NELS●N M▲NDELA
UNIVERSITY

FACULTY OF BUSINESS AND ECONOMIC SCIENCES

ETHICS CLEARANCE FOR TREATISES / DISSERTATIONS / THESES

Instructions:
- Should be completed by study leader and student
- Must be signed off by student, study leader and HoD
- Submit completed form to Ms Lindie van Rensburg
- Please ensure that the research methodology section from the proposal is attached to this form
- *Please note that by following this Proforma ethics route, the study will NOT be allocated an ethics clearance number*

FACULTY: _Business and Economic Sciences_

SCHOOL / DEPARTMENT: _Business Management_

I, (surname and initials of study leader) _Deliwe AP_

the study leader for (surname and initials of
candidate) _Mkoko L._

_____ (student number) _216252474_

a candidate for the degree of _Bcom Honours in Business Management_

with a treatise/dissertation/thesis entitled (full title of treatise/dissertation/thesis):

South African consumer attitudes towards advertising on Facebook

considered the following ethics criteria (please tick the appropriate block):

ANNEXURE 2: ETHICAL CLEARANCE TEMPLATE

		YES	NO
1.	Is there any risk of harm, embarrassment of offence, however slight or temporary, to the participant, third parties or to the communities at large?		X
2.	Is the study based on a research population defined as 'vulnerable' in terms of age, physical characteristics and/or disease status?		X
2.1	Are subjects/participants/respondents of your study:		
2.1.1	Children under the age of 18?		X
2.1.2	NMMU staff?		X
2.1.3	NMMU students?		X
2.1.4	The elderly/persons over the age of 60?		X
2.1.5	A sample from an institution (e.g. hospital/school)?		X
2.1.6	Handicapped (e.g. mentally or physically)?		X
3.	Does the data that will be collected require consent of an institutional authority for this study? (An institutional authority refers to an organisation that is established by government to protect vulnerable people)		X
3.1	Are you intending to access participant data from an existing, stored repository (e.g. school, institutional or university records)?		X
4.	Will the participant's privacy, anonymity or confidentiality be compromised?		X
4.1	Are you administering a questionnaire/survey that:		
4.1.1	Collects sensitive/identifiable data from participants?		X
4.1.2	Does not guarantee the anonymity of the participant?		X
4.1.3	Does not guarantee the confidentiality of the participant and the data?		X
4.1.4	Will offer an incentive to respondents to participate, i.e. a lucky draw or any other prize?		X
4.1.5	Will create doubt whether sample control measures are in place?		X
)4.1.5	Will be distributed electronically via email (and requesting an email response)? Note: - If your questionnaire **DOES NOT** request respondents' identification, is distributed electronically and you request respondents to return it *manually* (print out and deliver/mail); **AND** respondent anonymity can be guaranteed, your answer will be NO. - If your questionnaire **DOES NOT** request respondents' identification, is *distributed via an email link and works through a web response system (e.g. the university survey system); **AND** respondent anonymity can be guaranteed, your answer will be NO.*		X
5.	Do you wish to publish an article from this study and submit to an accredited Journal?		X

ANNEXURE 2: ETHICAL CLEARANCE TEMPLATE

> *Please note that if **ANY** of the questions above have been answered in the affirmative **(YES)** the student will need to complete the full ethics clearance form (REC-H application) and submit it with the relevant documentation to the Faculty RECH (Ethics) representative.*

and hereby certify that the student has given his/her research ethical consideration and full ethics approval is not required.

_____
STUDY LEADER(S)

2021/05/19
_____
DATE

_____
HEAD OF DEPARTMENT

2021/09/01
_____
DATE

Lonwabo Mkoko
_____
STUDENT

17/05/2021
_____
DATE

Appendix C: Turnitin Summary

Treatise final