

Antecedents and Consequences of Attitude Toward Social Media Advertising: *An application on ad of clothing brands, households' delivery apps, telecommunications and sports*¹

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ABSTRACT

This study aims to investigate the influence of personalization, perceived trust, informativeness, perceived usefulness and materialism on attitude toward social media advertising. Based on a dataset collected from 384 consumers in Alexandria, the results of regression analysis revealed that there is a positive relationship between personalization and attitude toward social media advertising. Also, there is a positive relationship between perceived trust and attitude toward social media advertising. In addition, the researcher found a positive relationship between perceived usefulness and attitude toward social media advertising. The researcher found a positive but insignificant relationship between materialism and attitude toward social media advertising. In the same respect, there is a positive relationship between attitude toward social media advertising and purchase intention. In addition, the results found a positive relationship between attitude toward social media advertising and word of mouth. Finally, the study concludes with recommendations for social media marketers and direction for future research.

Keywords: *personalization, perceived trust, informativeness and perceived usefulness, materialism, attitude toward social media advertising, purchase intention, word of mouth.*

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I. INTRODUCTION

Digitalization has dramatically changed the marketing environment, and the introduction of interactive media has also changed advertising concepts (Belch and Belch, 2012). Social networks (SNS) have significantly penetrated consumers' information search, decision making, or subsequent purchasing behavior (Akkaya et al., 2017; Nasir et al., 2021). Social media platforms are extremely significant nowadays since they have fundamentally revolutionized the way people connect. In 2022, nearly 91% of the global population will use social media to communicate with family, friends, celebrities, and online personalities (Al Kurdi et al., 2022). Social networks media provides an effective way to communicate with consumers and monitor their behavior and is widely accepted by both consumers and businesses. However, there is a lack of research when it comes to investigating advertising and consumer attitudes in online social contexts (Johnston, Khalil, Le, and Cheng, 2018).

Researchers investigated the effects of trustworthiness, ad avoidance, behavioral intentions (Tran, 2017; Shareef, Mukerji, Dwivedi, Rana and Islam, 2017), privacy risk, and perceived usefulness (Belkhamza et al., 2019). Despite the rapid growth of social media and enthusiasm for social media advertising, there is a lack of theoretical and empirical knowledge regarding the effectiveness of social media advertising and the impact of social media advertising on consumer behavior (Johnston et al., 2018; Saxena and Khanna, 2013).

In the current study, the researcher attempted to examine the possible antecedents and consequences of attitude toward social media advertising.

2. RESEARCH PROBLEM

Over the last decade, the use of social media platforms like Facebook, Instagram, and Facebook has increased dramatically (Chen and Qasim, 2021). Social media marketing effectively promotes contact between customers and marketers while also permitting actions that increase brand recognition (Hafez, 2021). As a result, SMM continues to be regarded a novel marketing tactic.

Therefore, the continued increase in the use of social media has attracted the attention of both researchers and marketers, especially by expanding the scope to include companies conducting marketing activities (Alalwan, 2018). Social media advertising is one of the most covered topics in social media marketing research. In addition, the acceptance of social media marketing is crucial for company growth (Tucker, 2014). However, it may be overwhelming for consumers, making it unproductive. According to one survey, just 22% of those consumers had a good attitude toward social media advertising, and 8% had left a particular social network due to a sense of being overexposed to advertising (Taylor et al., 2011; Hair, Hadija and Barnes, 2012). Therefore, the researcher tries to examine the factors that influence users' responses when exposed to social media ads. In this respect, the researcher investigated that all previous studies were conducted all over the world, mainly in the developed countries. Besides, many studies have been conducted in Asia for instance India and Vietnam (e.g. Arora and Agarwal, 2019; Mukherjee and Banerjee, 2017; Johnston, Le, Julian and Cheng, 2018), Taiwan (Yang, Huang, Yang and Yang, 2017), and few studies have been found in the Arab world such as Egypt and Jordan (Gaber and Wright, 2014; Gaber et al., 2019; Alalwan, 2018). However, the existence of previous research in this field in Egypt is still considered to be scarce. This may represent one of his current research gaps, as well as trying to investigate possible antecedents toward attitude toward social media advertising contribute to the streamline of literature in the field of social media marketing. As a result, this study is anticipated to yield new insights into previously overlooked factors and their relationships.

3. RESEARCH OBJECTIVES

The objectives of the current research are as follows: To examine the possible factors that affect attitude toward social media advertising in the Egyptian context as well as the possible consequences such as purchase intention and word of mouth.

4. ACADEMIC IMPORTANCE

- An attempt to contribute to the existing literature by applying to Egyptian environment.

- The aim is to address the gaps found in the literature regarding factors that have been studied as determinants of attitudes toward SMA by developing a research model that incorporates different types of variables that have previously been studied separately.
- To investigate the consequences of attitude toward social media advertising (SMA).

5. PRACTICAL IMPORTANCE

- The current study aimed at highlighting the antecedents of attitude toward social media advertising mainly of Egyptian customers' attitudes, thus a new cultural context.
- The purpose of this study is to assist marketers to improve their integrated marketing communications plans, especially social media ads by identifying what to focus on when developing social media advertising campaigns.
- The aim of the current study is to help businesses avoid the following pitfalls when interacting with customers through social media. Example: consumers are increasingly avoiding ads due to the risk of irritation and lack of trust in their privacy. Therefore, it is important to find a balance between informational elements of social media ads and building trust in ad development.
- The current study is in line with the trend of social media usage in businesses to promote their brands through pop-up advertising and other tools used to target audience and reach many consumers in a timely manner.

6. LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

The literature review will address previous studies that cover the variables of interest of the current study as follows:

6.1 PERSONALIZATION

Personalization is not a new concept in the digital world. It emerged in the late nineteenth century. Personalization has been increasingly popular in marketing and advertising literature and practices in recent years. Formally, researchers characterize the topic using multiple conceptual definitions. Many scholars

argued that personalization is the same facet of customization as providing a focused solution to the customer by using the customer's own information. It may also be defined as the process of developing tailored communication with each consumer based on their indicated or explicit preferences (Zahay, 2014; Gaber et al., 2019).

On a larger scale, personalization employs a variety of approaches, including, but not limited to, product/service tailoring, message content tailoring, and geographical location diagnostics (Solomon, 2010). The main objective of the personalization process is to collect personal information from customers to personalize positive results. This makes the personalization process a part of the company's customer relationship management because the company took action to collect customer data through several interactive processes online and offline between the company and the customers; this process of data collection is referred to as the learning relationship (Zhang and Mao, 2016).

However, both parties participating in the customization process, 'customers and marketers', are regarded as beneficiaries. From one perspective, buyers are introduced to a product or service that matches their tastes, allowing them to focus on desirable goods. Furthermore, it saves them time while reducing the complexity and effort necessary in operations that do not use targeted advertising (Nadig, 2024). On the other hand, marketers benefit from the enhanced optimization of personalized advertising in terms of cost reduction as compared to traditional marketing, in which highly specialized commercial messages are provided to selected clients (Marimoto, 2017). According to DeGrout (2022), personalization is the process of changing a system's function, data display, data access, content, and character to make it more relevant to people or groups. Personalization has been identified as a critical factor for e-retailers and a significant element in persuading consumers (Pappas et al., 2017). When it comes to advertisements, personalizing the message content or the delivery method can both generate value. There are various ways to personalize messages using data on demographics, interests, and online behavior gathered from social media platforms like Facebook (Facebook, 2015; Tran, 2017), which are mediums that accumulate substantial amounts of personal information. Experimental and

survey studies on personalization have found that consumers are more receptive to ads tailored specifically for them, resulting in more positive responses (De Keyzer et al., 2015; Kim and Han, 2014; Walrave et al., 2016). Thus, the goal of customization is to address customer preferences and focus on relevant material that meets consumer demands.

Personalization/customization variables have a significant positive impact on attitudes toward advertising. Personalized advertising is also an effective way to reduce irritation and increase the perceived entertainment value of advertising (Winter et al., 2021). The personalization of advertisements has the potential to enhance their informativeness, reduce annoyance, and increase entertainment value for the audience. Moreover, this personalization has the capability to instill confidence in the recipient and influence the perceived reliability of the advertisement. The veracity of these impacts has been examined and confirmed in the realm of mobile advertising as demonstrated by Kim and Han (2014), as well as in the context of social media platforms such as Facebook by Tran (2017). This is also the case in a study done by Xu (2011) and a study conducted by Pramodhana and Sari (2017), which found that personalized advertising and news had a positive and significant impact on attitudes toward social media advertising. Therefore, the researcher hypothesizes that:

H1: *Personalization positively impacts attitudes toward social media Advertising.*

6.2 PERCEIVED TRUST

Perceived trust refers to an emotional state that encourages one to trust another, which is based on satisfactory behavior of the other. Scholars examined perceived trust in the field of technology acceptance and its role to enhance customer relationships and increase credibility and perceived security (Liébana-Cabanillas et al., 2018). Boateng and Okoe (2015) found that trust plays a crucial role in shaping consumers' attitudes towards social media advertising. They highlighted the positive correlation between credibility and consumers' perceptions of social media advertising. Moreover, consumers tend to favor social media platforms because they perceive them as low-risk environments where they can trust the information presented. Contrary to some researchers' beliefs (e.g. Noprisson et al., 2016), only credibility, not informativeness or irritation, significantly impacts

consumer attitudes towards social media advertising. For example, Yang, Huang, Yang, and Yang (2017) suggest that factors like perceived fun, informativeness, irritation, and ad credibility influence viewers' attitudes towards online video ads, such as those on YouTube. These ads can create enjoyable consumer experiences by offering escapism, diversion, aesthetic pleasure, or emotional release. In the same respect, consumers view social media advertising as a more reliable source of information compared to traditional advertising channels. Since social media offers direct connections, immediate responses, and a more authentic experience, consumer's confidence in both the transaction and the network significantly impacts online buyers. According to Pappas (2016), perceived trust ultimately improves the consumers' experience and drive their intentions to buy (Hajli et al., 2017; Saleem et al., 2017; Hasbullah et al., 2016).

However, some consumers may have negative perceptions of online video advertising, viewing it as annoying, dull, or offensive. Previous studies have examined the relationship between trust and social media advertising in the context of text-messaging ads, email marketing, and specific social networks like Facebook and YouTube. Yet, there is a lack of research on general consumer attitudes towards multiple social networks within a single study (Alalwan, 2018). Therefore, the hypothesis is formulated to address this gap in knowledge.

H₂: *Perceived trust positively impacts attitudes towards social network advertising.*

6.3 INFORMATIVENESS

It can be defined as the advertiser's ability to familiarize himself with different product options so that the purchase provides maximum satisfaction (Ducoffe, 1996). One of the main functions of advertising is to provide information about products (Ju-Pak, 1999). The informativeness of an advertisement provides utility to consumers (Tsang et al., 2004). Informativeness indicates the ad's utilitarian worth. Informative advertising has the potential to capture consumers' attention and help them to cognitively evaluate the ad to make a more educated decision. The quality, relevancy, and presentation of product information in ads significantly impact customer attitudes and involvement in viral word-of-mouth behavior (Lee and Hong, 2016). Valuable information is available to consumers to help them make informed choices when purchasing.

Consequently, the information conveyed must be accurate, relevant, timely, and useful to consumers, as they are interested in messages that are pertinent to them (Chowdhury et al., 2006). Consumers tend to see information as a beneficial component of advertising, especially when it allows them to learn about new products, their features, or how they compare to others (Lee et al., 2017). This factor, which is one of the cognitive dimensions in Ducoffe's advertising value model, has been found to influence consumer attitudes towards ads across different settings (Bauer et al., 2005; Choi et al., 2008; Ducoffe, 1996; Tsang et al., 2004; Zhang and Mao, 2016) and it is considered one of the most important predictors in determining attitude towards advertising (Pollay and Mittal, 1993; Wolin et al., 2002; Wang and Sun, 2010, Jamali et al., 2018). The informative nature of advertising significantly influences consumer reactions and purchasing choices. Using these arguments, the following hypothesis has been proposed:

H3: *Informativeness positively impacts attitude towards social media advertisements.*

6.4 PERCEIVED USEFULNESS

Social media marketing is closely associated with the perceived usefulness of marketing products (Al-Youzbaky and Rasha, 2022). Social media platforms provide users with easy access to information from product providers and other users (Zha et al., 2023).

Users can discuss and review streaming technology products on social media, particularly on YouTube (Khan, 2017). These applications often have unique features that can be recommended to other users. Social media marketing facilitates the sharing of information about product usage, thereby creating a sense of usefulness for users (Nugroho et al., 2023).

Companies actively engage with users to meet their expectations and foster communication and engagement within the social media community (Zha et al., 2023). Users perceive social media activities as efficient and effective, enabling them to build strong relationships with others (Basana et al., 2024). While perceived usefulness influences behavioral intention (Choi and Ji, 2015), there is limited research on attitudes towards social network advertising. Perceived usefulness, along with perceived ease, is a crucial determinant of system usage

influenced by external factors such as social, cultural, and political aspects (Hu et al., 2008; Surendran, 2012). Lin and Kim (2016) suggest that the perceived usefulness of Facebook ads significantly predicts attitudes towards those ads. In other words, the perceived usefulness of Facebook ads positively influences attitudes towards Facebook advertising and the intention to purchase the advertised product. Ahmad and Khan (2017) argued that perceived usefulness, reliability, and word-of-mouth quality play a significant role in shaping positive attitudes towards ads on social media (Chen, Wang, and Xie, 2011). In the same respect, Kasilingam, (2020) found that perceived usefulness increased the interest of consumers to use the social media platform as a shopping medium. Based on these findings, the following hypothesis is proposed:

H4: *Perceived usefulness positively impacts consumer attitudes towards social network advertising.*

6.5 MATERIALISM

The general meaning of materialism that can be brought into the context of social media advertising is to influence purchases at unacceptable prices, better spent on product improvement than advertising on the web, increasing dissatisfaction among those without means and creating a materialistic society (Azeem and Haq, 2012). Richins and Dawson (1992) identify three key aspects of materialistic values: 1. Acquisition. centrality, i.e., possessions and the accumulation and increase of possessions are the central goal of people with high materialistic attitudes; 2. acquisition as the pursuit of happiness, i.e., the belief that possessions and their acquisition led to more happiness and satisfaction in life; 3. possession-defined: People with strong materialistic attitudes define success as the number and quality of commodities they own. Accordingly, materialism is also considered one of the negative attitudes due to the degree of desire to have something that one cannot afford, which can lead to financial problems. Materialism is a set of belief structures that view consumption as the path to maximum, if not total, satisfaction (Gao, Zhang, and Li, 2014). If we do nothing, the situation will get worse, and we will become part of a materialistic society when it comes to buying and owning things. In fact, Kamal et al., (2013)

also hypothesized that social media advertising causes people to purchase out-of-reach products just to show off. Therefore, it can be hypothesized:

H₅: *Materialism positively impacts consumer attitudes towards social network advertising.*

6.6 ATTITUDE TOWARDS SOCIAL MEDIA ADVERTISING AND PURCHASE INTENTION

The main purpose of advertisers placing advertisements on social media is to persuade viewers to make purchases (Johnston et al., 2018). Advertising is successful when it triggers purchase intention (Dehghani and Turner, 2015; Martins et al., 2019). Purchase intention simply represents a consumer's willingness to purchase an advertised product or service in the future.

Several studies have shown that once purchase intention is activated in the consumer's mind, the consumer's purchase decision process is completed, and thus purchase intention increases the possibility of actual purchase. Purchase intention is the most used variable to measure advertising performance. Purchase intention can be defined as a consumer's willingness to purchase something soon (Salisbury et al., 2001; Zarrad and Debabi, 2012; Sabate et al., 2014).

Advertising on social media has made it possible to reach a wide audience and communicate with consumers about how to best meet their product needs and desires (Lim et al., 2017; Hamouda, 2018). However, advertisements can only stimulate purchase intentions if they are perceived as noteworthy. postulate that advertising can encourage customers to purchase if it is perceived to be valuable to the customer.

Furthermore, many scholars argued that attitude toward advertising can positively influence consumers' brand choices and play a role in creating brand-related beliefs, which can improve attitudes toward brands. Additionally, a study by Noor and Ismail (2013) shows that attitude toward advertising is positively related to purchase intention. Lee and Wang (2020) found that attitude toward social media advertising has a significant impact on purchase intention. Tseng and Teng (2016) show that attitude toward SMS advertising is strongly related to purchase intention. Previous studies have shown that attitudes toward online

and social media advertising positively predict purchase intentions (Mukherjee and Banerjee, 2017; Wang et al., 2012; Pandey et al., 2018). Previous research has shown that favorable advertising influences both attitudes and purchase intentions (Shareef et al., 2018) As a result, positive attitudes toward advertising lead to confidence in purchasing the product (Ahmed et al., 2019, Sunny et al., 2020). There by the hypothesis has been formulated as follows:

H6: *Attitude towards advertising on social media positively impacts buying intention.*

6.7 ATTITUDE TOWARDS ADVERTISING ON SOCIAL MEDIA AND WORD OF MOUTH

Consumers tend to give further recommendations based on their previous attitudes and experiences tied to a particular brand, product or service. With respect to social network advertising and consumer attitudes, Podnar and Javernik, (2012); Chen et al., (2020); Rana and Arora, (2022) found that consumers who have positive attitude toward social media ads exhibit positive evaluations of the social platform and they are more likely to recommend products to other customers.

H7: *Attitude towards advertising on social media positively impacts word of mouth.*

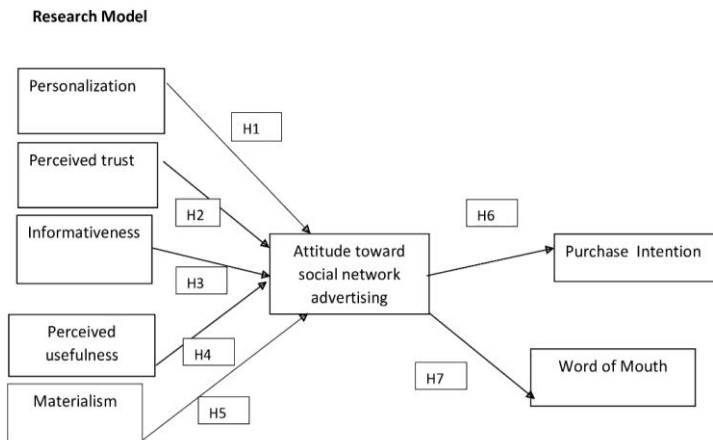


Figure 1: The research framework of the relationship between study’s variables [349]

7. RESEARCH VARIABLES CONCEPTUAL AND OPERATIONAL DEFINITIONS

7.1 INDEPENDENT VARIABLES

- **Personalization** refers to a process that changes the function, data presentation, data access, content, and character of a system to add relevance to individuals or groups (Fan and Poole, 2006). The purpose of personalization is to cover consumer preferences and focus on relevant content that matches consumer needs (Ho and Ho, 2008). In other words, developing a persuasive message that resonates with oneself (Walrave et al., 2018). The customization of ads according to consumer needs (Saxena and Khanna, 2013). In the current study, 5-points likert scale measuring personalization using three items adapted from Zeithaml et al. (2000), Le and Wang (2021)1. “Social media advertising provides advertisements that suit my needs.” 2. “Social media advertising provides advertisements that match my interests.”3. “Social media advertising provides advertisements for products I like.”
- **Perceived Trust** is defined as “an emotional state that encourages one party to trust the other and is based on the other’s satisfactory behavior to improve customer relationships and increase system reliability and perceived security” (Liébana-Cabanillas et al., 2018). Perceived trust is measured by using 5-points likert scale using Five items adapted from Boateng et al., 2015; Yang et al., 2017) 1. “I believe the ads on social networks”. 2. “I use the ads on social networks as a reference while buying”. 3. “I believe that ads on social networks are credible.” 4. “I think the ads on social networks are reliable”. 5. “The ads on social networks are convincing.”
- **Informativeness** refers to the “advertisement’s ability to offer consumers product information and available alternatives, through which consumers can ultimately make an informed purchase decision” (Ducoffe, 1996). It is measured by asking respondents to rate their opinion on a 5-point Likert scale on the extent to which SMA is considered as a good and/or convenient source of product information and provides consumers with timely and relevant information. The scale is adapted from Ducoffe (1996) 1. Social media ad “Is a

good source of product information”2. “Supplies relevant product information”3. “Provides timely information” 4.“ Is a good source of up-to-date product information” 5. “Makes product information immediately accessible “6.“Is a convenient source of product information” 7.“Supplies complete product information”.

- **Perceived Usefulness** is defined by Davis (1986) as “ the subjective perception of users where they believe that using certain technologies can improve the performance of their work”. 5-points likert scale using 5 items measuring search for novelty adapted from (Lin and Kim, 2016) 1. “I find social network ads useful because they offer insights which brands, i.e. products, have the attributes I search for”.2. “Ads on social networks are useful because they keep me posted about new products/services available on the market”.3. “I find ads on social networks useful since they keep me informed about available products/services”.4. “Social network ads are useful because they shorten the time for searching the product/service”. 5“‘The ads on social networks are useful because I can find out product prices”.
- **Materialism** is defined by Pollay and Mittal (1993) as “a set of belief structures that sees consumption as the route to most, if not all, satisfactions”. 5-points likert scale using 4 items measuring Materialism is measured using 4 items adapted from Wolin et al., (2002) modified by the researcher 1. “Social media ads make you buy things you don't really need”. 2. “Social media advertising increases dissatisfaction among consumers by showing products which some consumers can't afford”. 3. “Social media advertising is making us a materialistic society - interested in buying and owning things”..4. “Social media advertising makes people buy unaffordable products just to show off”.

7.2 DEPENDENT VARIABLES

- **Attitude toward social media advertising** refers to "Predisposition to respond in a favorable or unfavorable manner to a particular advertising stimulus during a particular exposure occasion" (Mackenzie and Lutz, 1989, p.49). 5- points likert scale using 6 items measuring attitude toward social media advertising adapted from (adapted from Pollay and Mittal, 1993; Mehta and Purvis, 1995). 1. “.Advertisements on social networks are fun and interesting”.

2. "I find advertisements on social networks deceitful." 3. "Advertisements on social networks are a good thing." 4. "Advertisements on social networks are unwanted interruptions." 5. "I like to watch ads on social networks." 6. "Most of the advertisements on social networks are boring."

- **Purchase Intention** represents the possibility, keenness, intention, or willingness of consumers to buy particular products or services in the future. An increase in purchase intention indicates an increase in purchase probability (Dodds et al., 1991; Schiffman and Kanuk, 2014). 5-points likert scale using 4 items measuring attitude toward social media advertising adapted from (Lin and Kim, 2016; Boateng and Okoe, 2015). 1. "I would buy product advertised on social networks." 2. "I would buy a product advertised on a particular storyline." 3. "I would buy product/service advertised in the articles published on social networks." 4. "I would buy a product that I was introduced to through social networks."
- **Word of Mouth** refers to "a type of personal communication about products that reach consumers through friends, family members or neighbors and it is spontaneous conversation that occurs between consumers about products, services, or technology". (Kotler and Armstrong, 2009). 5-points likert scale using 5 items measuring word of mouth adapted from (Mowen, Park and Zablah, 2007). 1. "I frequently inform others about products and brands that I see on social network ads". 2. "I like to introduce others to new products and brands that I saw in social network ads." 3. "I like to help others by providing them with information about different products I saw in social network ads." 4. "Friends ask me about new product/service information advertised on social networks." 5. "Friends think I am a good source of information when it comes to new products advertised on social networks."

8. RESEARCH POPULATION AND SAMPLING

The population type: the study's population consists of consumers in Alexandria City who participate in Facebook groups. The facebook members are approximately 1000 minimum.

Type of sample: The researcher used a “river sample,” which involves inviting website visitors to take part in a survey through banners, pop-ups, or other online methods. The term “river” symbolizes the continuous flow of visitors, and this approach intercepts respondents from the online stream. Burns et al. (2020) consider river samples random if the invitations are typical in duration, appearance, and relevance. The sample frame is the stream of visitors who receive the invitation. River samples are cost-effective and flexible. In this study, an online questionnaire with screening questions by asking whether the respondent has an account on social media platforms before answering the questionnaire. Sample size was determined by 384 (Bazarah, 1996).

Chosen social media platforms: The study includes examining the attitude toward the selected social media platforms including Facebook, Twitter, Instagram and LinkedIn. The researcher distributed 50 questionnaires representing a pilot study aiming at determining the overall understanding of the respondents when answering the survey’s items.

Type of ad selected: The study includes examining the attitude toward the ads on selected social media platforms. The researcher examines their attitudes towards ad of clothing brands, households’ delivery apps, telecommunications ads and ads on sports.

9. DATA COLLECTION

Data is collected through a survey using a self-administered questionnaire that is presented to a sample of Egyptian consumers located in Facebook groups. The questionnaire comprises three sections. The first section will be confined to socio-demographic questions such as gender, age, level of education, occupation and income. The second question will begin with a brief introduction to the concept of social media advertising. The final section measured the different constructs of the study and respondents are required to answer the questionnaire on a likert-scale ranging to 1(strongly disagree) to 5(strongly agree)

10. STATISTICAL ANALYSIS OF THE STUDY'S VARIABLES

10.1 DESCRIPTIVE ANALYSIS OF RESPONDENTS PROFILE

The study uses a total sample size of 384 respondents. The male respondents account for 47% of responses, while females account for 53%. The largest age group is aged 30-40, with 33%. The age group aged 40-50 accounts for 21%. Followed by the age group from 50-60 with 20%. The age group aged 60 and above is the lowest percentage, with only 9%. This age group rarely respond to social media ads, as they use the internet for family connections and spend time on Facebook as a social networking site, often not paying attention to ads. Overall, young people are more enthusiastic about participating in the survey and respond to social media ads either by following brands or connecting with friends. The dominant marital status is married followed by single and they count for 27%; 25% of the sample respectively. On one hand, married respondents argued that they respond positively to social media advertising for offers or discounts offered by hypermarkets and clothing for their families and children, on the other hand, single respondents also take into consideration up to date trends in fashion and beauty products. Furthermore, 41% of the sample reported a monthly income from 9000 LE to less than 12000 LE, followed by the monthly income which ranges from 6000 to less than 9000 LE constituting 38% of the sample.

Most of the participants are university degree holders pertaining to 44% of respondents, followed by respondents pursuing post graduate studies which count for 43%, the lowest percentage of respondents are average education account for 13% which means that educated participants tend to accept social media. Additionally, the government sector has the highest percentage in occupation sector with 39% of the respondents, followed by private sector which counts for 26%, then self-employed or freelancer contribute 23% of the respondents. The highest percentage in duration on social networking sites per week is from one hour to three hours which accounts for 47%of respondents, followed by respondents spending four to six hours per week which accounts for 27%, the lowest percentage of respondents from seven to nine hours per week which accounts for 26%. In addition, the highest percentage of respondents

prefer Facebook with 51% of the total sample, followed by Instagram, YouTube, Twitter and finally LinkedIn 21%,17%,9% and 2% respectively. Most respondents follow brands on social media with percentage 51% and buy brands after seeing the ad with percentage 48%.

Table 1: Descriptive Statistics for Respondent Profile

Item	Category	Frequency (N=384)	Percent %
Gender	Male	182	47%
	Female	202	53%
Age	20 to lower than 30	65	17%
	30 to lower than 40	125	33%
	40 to lower than 50	80	21%
	50 to lower than 60	77	20%
	More than 60	37	9%
Education Level	Average Education	50	13%
	Graduate	168	44%
	Post- Graduate	166	43%
Income Level	Below 6000 LE	25	7%
	6000 to less than 9000 LE	145	38%
	9000 to less than 12000 LE	160	41%
	More than 12000 LE	54	14%
Marital Status	Single	96	25%
	Married	104	27%
	Divorced	89	23%
	Widowed	95	25%
	Public sector	150	39%
	Private sector	100	26%
	Freelancer	90	23%
	Retired	14	4%
Family Members	1 to 3 members	100	26%
	4 to 6 members	164	43%
	More than 6 members	120	31%
Duration of usage of social media per week	1-3 hours	180	47%
	4-6hours	105	27%
	7-9 hours	99	26%
Preference of social media sites	Facebook	198	51%
	Instagram	82	22%
	LinkedIn	66	17%
	Twitter	38	10%
Following brands on social media Sites	Yes	192	50%
	No	192	50%

Item	Category	Frequency (N=384)	Percent %
Purchase a product after seeing the advertisement on social media site.	Yes	184	48%
	No	76	20%
	Maybe	124	32%

Source: (Prepared by the researcher)

10.2 TESTING THE VALIDITY AND RELIABILITY OF THE MEASURES

Before analyzing the collected data to test hypotheses, it's essential to evaluate the validity and reliability of the data. Validity refers to how well a measure reflects the intended construct (Hair et al., 2006; Bhattacharjee, 2012).

In the current study, the researcher employed two factor analyses to assess convergent validity: Exploratory Factor Analysis (EFA) and Confirmatory Factor Analysis (CFA). Exploratory Factor Analysis (EFA): EFA, based on Principal Components Analysis (PCA), was used to assess convergent validity. Item validity was evaluated by examining factor loadings (correlations between variables and their constructs). A factor loading above 0.3 is considered significant for a sample size of 350 or greater. The researcher found that all factor loadings exceeded 0.3, except for the fourth item related to perceived trust (which scored -0.208). and the fifth item in perceived usefulness. Consequently, these items were removed from the analysis. Average Variance Extracted (AVE): AVE represents the average shared variance among indicators within a latent factor. A model is considered good if AVE exceeds 0.5. Factor analysis results showed that AVE values for all scales exceeded 0.5, indicating convergent validity. Notably, excluding the fourth item from perceived trust item improved its AVE from 0.52168 to 0.6794. Also, excluding the fifth item from perceived usefulness item improved its AVE from 0.5001 to 0.6524.

Sampling Adequacy: Bartlett's test of sphericity assesses whether the correlation matrix is significantly correlated among variables. KMO (Kaiser-Meyer-Olkin) measures sampling adequacy (values should be at least 0.5). In the current study, Bartlett's test was significant ($p < 0.001$), and KMO values exceeded 0.5. Detailed results are presented in Table 4.2.

Table 2: Results of EFA

Variables	Eigen Values	% of variance (AVE) >0.5	KMO >0.5 *Bartlett Sig.	Factor Loading >0.5	Corrected Item total correlation >0.3
Personalization	2.638	0.728	0.696*		
-Personalization1				0.585	0.606
-Personalization2				0.686	0.612
-Personalization3				0.781	0.623
-Personalization4				0.895	0.639
Perceived Trust	2.967	0.6794	0.892*		
-Perceived trust1				0.762	0.631
-Perceived trust2				0.743	0.796
-Perceived trust3				0.761	0.603
-Perceived trust4(deleted)				-----	-----
-Perceived trust5				0.723	0.562
Informativeness	1.858	0.612	0.625*		
-Informativeness1				0.685	0.449
-Informativeness2				0.777	0.439
-Informativeness 3				0.765	0.423
-Informativeness 4				0.726	0.559
-Informativeness 5				0.718	0.537
-Informativeness6				0.755	0.456
-Informativeness 7				0.779	0.542
Perceived Usefulness	2.352	0.6524	0.825*		
-PerceivedUseful1				0.756	0.549
-PerceivedUseful2				0.772	0.582
-PerceivedUseful3				0.796	0.615
-PerceivedUseful4				0.812	0.638
-Perceived Useful5(Deleted)				-----	-----
Materialism					
-Materialism 1	2.174	0.6746	0.69*	0.801	0.56
--Materialism 2				0.822	0.587
-Materialism 3				0.843	0.622
--Materialism 4				0.733	0.552
Attitude toward social media advertising	2.125	0.61305	0.774*		
-Attitude toward social media advertising 1				0.723	0.575
-Attitude toward social media advertising 2				0.747	0.535

Variables	Eigen Values	% of variance (AVE) >0.5	KMO >0.5 *Bartlett Sig.	Factor Loading >0.5	Corrected Item total correlation >0.3
-Attitude toward social media advertising 3				0.762	0.552
-Attitude toward social media advertising 4				0.738	0.525
Purchase intention	2.01	0.62347	0.69*		
-Purchase.intention1				0.821	0.566
-Purchase.intention2				0.809	0.564
-Purchase.intention3				0.825	0.587
-Purchase.intention4				0.833	0.571
Word of Mouth	2.825	0.56508	0.823*		
- Word of Mouth1				0.684	0.519
- Word of Mouth2				0.762	0.608
- Word of Mouth3				0.783	0.629
- Word of Mouth4				0.754	0.694
- Word of Mouth5				0.771	0.611

Source: (Prepared by the researcher)

10.3 CONFIRMATORY FACTOR ANALYSIS (CFA)

The next step after exploratory factor analysis (EFA) is the confirmatory factor analysis (CFA). CFA is specifically used with measurement models to establish the relationship between observed indicators and latent variables (Gaskin, 2016). CFA is a multivariate technique applied to determine the factor structure of the data set and verify the extracted factor structure from the EFA. To be acceptable, CFA should exceed 0.4 (Gaskin, 2016).

In this study, CFA was performed based on maximum likelihood approach. Results indicate that all estimates are higher than 0.4 and significant for the underlying factors are shown in table (3). Results of the confirmatory factor analysis of the study variables. All items have factor loadings above 0.6 as demonstrated in table (3). Factor loadings show the correlation between the variable and its factors. Factor loading for a sample size of 350 or more should be greater than 0.3 to be considered significant; but factor loading lower than 0.3 or cross-loading on more than one factor should be eliminated from the analysis (Field, 2005), the statement eliminated is "I think the ads on social networks are

reliable”, and statement eliminated which is “The ads on social networks are useful because I can find out product prices”.

Table 3: Results of the CFA

Variables	Estimates
Personalization	
-Personalization1	0.718
-Personalization2	0.752
-Personalization3	0.678
-Personalization4	0.679
Perceived trust	
-Perceived trust1	0.691
-Perceived trust2	0.691
-Perceived trust3	0.682
-Perceived trust4(deleted)	0.682
-Perceived trust5	0.654
Informativeness	
-Informativeness1	0.461
-Informativeness2	0.654
-Informativeness 3	0.611
-Informativeness 4	0.662
-Informativeness 5	0.683
-Informativeness6	0.657
-Informativeness 7	0.693
Perceived Usefulness	
-PerceivedUsefulness1	0.729
-PerceivedUsefulness2	0.679
-PerceivedUsefulness3	0.715
-PerceivedUsefulness4	0.755
-Perceived Usefulness5(Deleted)	-----
Materialism	
-Materialism 1	0.635
--Materialism 2	0.679
-Materialism 3	0.622

Variables	Estimates
Variables	Estimates
--Materialism 4	0.652
Attitude toward social media advertising	
-Attitude toward social media advertising 1	0.702
-Attitude toward social media advertising 2	0.707
-Attitude toward social media advertising 3	0.702
-Attitude toward social media advertising 4	0.771
Purchase intention	
-Purchase intention1	0.684
-Purchase intention2.	0.704
-Purchase intention3	0.685
- Purchase intention4	0.692
Word of Mouth	
- Word of Mouth1	0.845
- Word of Mouth2	0.844
- Word of Mouth3	0.823
- Word of Mouth4	0.791
- Word of Mouth5	0.723

Source: (Prepared by the researcher)

10.4 RELIABILITY

Reliability refers to how dependable or constant the measure of the underlying construct is (Bhattacharjee, 2012). It measures the internal consistency of the observed items or components that make up the unobserved variable, indicating how closely connected a group of items is (Hair et al., 2006; Sekaran and Bougie, 2016). Cronbach's alpha, the most often used coefficient of reliability, was utilized to examine the reliability of scales in this study. It can vary from 0 to 1; values near 0 indicate low dependability, while values close to 1 suggest excellent reliability. A metric is acceptable if its value is more than 0.60 (Hair et al., 2006). The Cronbach alpha coefficients of items assessing the research variables are shown in table (4). Eliminating the fourth item measuring perceived

trust enhances the value of Cronbach’s alpha coefficient from 0.371 to 0.811, this can be attributed that this sentence may be ambiguous for respondents. All Cronbach’s alpha values of constructs of the study exceed 0.70. Overall, the reliability of the used measures is acceptable.

Table 4: Cronbach’s Alpha

Variables	Number of Items	Cronbach Alpha
Personalization	4	0.801
Perceived trust	4	0.811
Informativeness	7	0.778
Perceived usefulness	4	0.791
Materialism	4	0.769
Attitude toward social media advertising	4	0.798
Purchase intention	4	0.746
Word of Mouth	5	0.807

Source: (Prepared by the researcher)

10.5 DISCRIMINANT VALIDITY

Discriminant validity is a type of construct validity that tests whether each variable has a sufficiently low correlation with other theoretically distinct variables (Hair et al., 2006). Discriminant validity is achieved when the squared intercorrelation of her two variables for all construct pairs is less than her AVE estimate of the underlying variable (Fornell and Larcker, 1981). The intercorrelations of all pairs of constructs in the current study are smaller than the square root of his AVE values of the underlying constructs. This means that the squared correlations between the constructs of all latent variables are smaller than the AVE values of the underlying constructs. This means that all constructs within the study achieved discriminant validity.

Table 5: shows the results regarding the discriminant validity

	AVE%	Personalization	Perceived Trust	Informativeness	Perceived Usefulness	Materialism	Attitude Toward Social Media Ads	Purchase Intention	Word Of Mouth
Personalization	69.68	0.772							
Perceived trust	58.93	0.713	0.745						
Informativeness	54.26	0.171	0.211	0.753					
Perceived usefulness	60.51	0.257	0.245	0.251	0.794				
Materialism	66.47	0.221	0.252	0.253	0.538	0.831			
Attitude toward social media advertising	58.32	0.210	0.227	0.282	0.552	0.541	0.787		
Purchase intention	67.38	0.187	0.198	0.260	0.531	0.485	0.582	0.825	
Word of Mouth	57.52	0.269	0.277	0.238	0.558	0.568	0.619	0.663	0.742

Source: (Prepared by the researcher)

10.6 DESCRIPTIVE ANALYSIS

The measures of central tendency provide a way of describing a set of data with a single number. In this section, all variables are analyzed using their minimum, maximum, mean, median, standard deviation and skewness values as demonstrated in (table 6). The skewness values can be used to assess the normality of the distribution of the variables. These values should be in the range of +/- 3 for a distribution to be approximately normal (Hair et al., 2006). As shown in table (6), the skewness of variables of the study are within the acceptable ranges.

Table 6: Descriptive Analysis

	Mean	Median	Standard Deviation	Skewness
Personalization	2.3	2.5	1.0	0.157
Perceived trust	2.9	2.6	1.0	0.167
Informativeness	3.1	3.7	0.9	-0.450
Perceived usefulness	2.9	2.5	1.0	0.190
Materialism	2.7	2.7	1.0	0.212
Attitude toward social media advertising	3.2	3.0	1.0	0.034
Purchase intention	3.0	3.0	1.1	0.012
Word of Mouth	2.8	2.6	1.0	0.152

II. HYPOTHESES TESTING

Table 7: Results of multiple linear regression analysis for the relationship between antecedents (independent variables) on attitude toward social media advertising

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.760 ^a	.677	.559	5.69097

a.Predictors: (Constant), personalization, perceived trust, informativeness, perceived usefulness, materialism

The "r" column shows the value of r, which is the multiple correlation coefficient. The value of r can be seen as an indicator of how well the dependent variable attitude toward social media advertising is predicted. A value of 0.760 signifies a high level of prediction accuracy. The "r square" column shows the r² value, also known as the coefficient of determination. This value represents the amount of variation in the dependent variable that can be explained by the independent variables in the regression model. The findings from the multiple regression analysis displayed in table (7) reveal that the R-squared value is 0.677, indicating that the independent variables in the study account for 67.7% of the variance.

Table 8: ANOVA

ANOVAa

Model	Sum of Squares	df	Mean Square	F	Sig.
1. Regression	4196.483	5	1049.121	32.393	0.000 ^b
2. Residual	3076.778	95			
3. Total	7223.221	99			

a. Dependent variable: attitude toward social media advertising

b.Predictors: (Constant), personalization, perceived trust, informativeness, perceived usefulness, materialism

Statistical significance According to table (8), the F-ratio in the ANOVA table tests whether the overall regression model is a good fit for the data. The table shows that the independent variables statistically significantly predict the dependent variable, $F(5, 95) = 32.393, p < .0005$ (i.e., the regression model is a good fit of the data).

Table 9: Estimated model coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% confidence Interval for B	
	B	Std.Error	Beta			Lower Bound	Upper Bound
1. (constant)	87.830	6.3853		13.756	.000	75.155	100.506
2. personalization	.165	.063	.176	2.633	.000	.090	.141
3. perceived trust	.185	.043	.677	8.877	.000	.471	.599
4. Informativeness	.128	.032	.252	3.667	.000	.182	.214
5. perceived usefulness	.225	.022	.748	9.824	.000	.199	.175
6. materialism	.578	.010	.852	9.556	.103	.293	.236

a. Dependent variable: attitude toward social media advertising

Statistical significance of the independent variables The statistical significance of each of the independent variables can be tested by examining whether the unstandardized (or standardized) coefficients are equal to 0 (zero) in the population. According to table (9) If $p < .05$, it can be concluded that the coefficients are statistically significantly different to 0 (zero) except for materialism which is insignificant with p-value equals to 0.103.

Table 10: Results of simple regression analysis for the relationship between attitude toward social media advertising and purchase intention

Dependent Variable Independent Variable	Purchase intention						
	Beta	t	p	F	p	R	R ²
Attitude toward social media advertising	0.943	88.532	<0.001***	279.562	<0.001***	0.872	0.760

The results of the regression analysis as shown in table (4.10) indicate that attitude toward social media advertising explains 76% of the variance in purchase intention and that the relationship between them is positive and significant where p value <0.001^{***} and F=279.562. Accordingly, hypothesis H6 is accepted.

Table 11: Summary of the results of simple regression analysis for the relationship between attitude toward social media advertising and word of mouth

Dependent Variable Independent Variable	Word of mouth						
	Beta	t	p	F	p	R	R ²
Attitude toward social media advertising	0.943	88.532	<0.001 ^{***}	251.532	<0.001 ^{***}	0.899	0.808

The results of the regression analysis as shown in table (11) indicate that attitude toward social media advertising explains 80.8% of the variance in word of mouth and that the relationship between them is positive and significant where p value <0.001^{***} and F=251.532. Therefore, hypothesis H7 is accepted.

Table 12: Summary of Hypothesis Results

Hypotheses	Decision
H1: Personalization positively impacts Attitudes toward social media Advertising.	Accepted and significant
H2: Perceived trust positively impacts attitudes towards social network advertising.	Accepted and significant
H3: Informativeness positively impacts consumer attitudes towards social network advertising	Accepted and significant
H4: Perceived usefulness positively impacts consumer attitudes towards social network advertising	Accepted and significant
H5: Materialism positively impacts consumer attitudes towards social network advertising	Rejected
H6: Attitudes towards social network advertising positively impacts purchase intention.	Accepted and significant
H7: Attitudes towards social network advertising positively impacts word of mouth	Accepted and significant

12. DISCUSSION, CONCLUSION AND RECOMMENDATIONS FOR SOCIAL MEDIA MARKETERS

The current study aims to investigate the influence of personalization, perceived trust, informativeness and perceived usefulness and materialism on attitude toward social media advertising. Based on a dataset collected from 384 consumers in Alexandria.

The results of the multiple regression analysis revealed that there is a positive relationship between personalization and attitude toward social media advertising. This finding was in line with previous studies (such as Kim and Han, 2014; Tran, 2017; Pramodhana and Sari, 2017). Therefore, the researcher recommends social media marketers to express personalized content in their ad and ask consumers regarding their preferences in brands, products, services, and other information. Such personalization helps them in choosing products and services that match their preferences. For companies, an important outcome of personalization is the adequate and accurate segmentation of consumers according to their needs, age categories and other factors, which is essential in building profitable relationships with consumers.

Also, results found that there is a positive relationship between perceived trust and attitude toward social media advertising. This finding corroborates previous studies (such as Hajli et al., 2017; Saleem et al., 2017; Hasbullah et al., 2016). Accordingly, the researcher recommends social media marketers to exhibit privacy check up on their companies' websites with adequate online security certification. Accordingly, consumers will become more confident in the business websites and develop loyalty and less willing to switch to other companies' websites.

In addition, the researcher found a positive relationship between perceived usefulness and attitude toward social media advertising. This finding was in line with previous studies such as (Ahmad and Khan, 2017; Chen, Wang, & Xie, 2011; Kasilingam, 2020). Thus, the researcher recommends social media marketers to give useful information in their ads on social networks such as discounts, events, exhibitions. In the sample, respondents preferred the ads that are useful to their

family such as events for children, exhibitions, and bazars for ladies, others preferred sponsored ads on products and services on sale such as laptops with special requirements and other appliances for household consumption.

The researcher found a positive but insignificant relationship between materialism and attitude toward social media advertising. This contradicts the results of previous studies such as (Gao, Zhang and Li, 2014; Kamal et al., 2013). The researcher found that there is a positive relationship between attitude toward social media advertising and purchase intention. This finding is in line with previous studies such as (Ahmed et al., 2019; Sunny et al., 2020). In addition, the results found a positive relationship between attitude toward social media advertising and word of mouth. This finding is in line with previous studies such as (Podnar and Javernik, 2012; Chen et al., 2020; Rana and Arora, 2022). Therefore, the researcher recommends social media marketers to send a unique and uniform promotional message in the company websites to increase the reach of their messages. Besides, the researcher recommends that social media marketers should give incentives on their websites in a way to boost purchases and word of mouth (for example the consumer who reacts positively to their ads, will get a special discount of 10%). Also, the researcher recommends marketers to invite consumers to share their product reviews, and some of the loyal consumers will become “brand referrals” this strategy is called referral marketing that encourages existing customers to recommend a product or service to their friends, family, or contacts, usually in exchange for some reward or incentive.

13. RECOMMENDATION FOR FUTURE RESEARCH

- A more comprehensive model is needed to determine all the possible factors that affect social media advertising. For example, product involvement, privacy concerns and utilitarian/hedonic benefits and the use of celebrity endorsement in social media advertising.
- Future research is required to examine the effect of impulsiveness and social media ads especially for luxury brand consumption.

- Additional research should examine and evaluate moderating variables on the relationship between attitude toward social media ads and purchase intention. For example, consumer values, self-concept and lifestyle and personality traits.
- There are also several areas for further development, and applications since the work was conducted in Alexandria. In the interest of reaching empirical generalizations, this research should be conducted in various geographical locations and including other governorates.
- Future research could examine the role of social media advertising and consumer susceptibility to social influence of peer groups or group pressure on social media platforms.
- Future research could be conducted to study the sponsorship in social media advertising. Such field of study is scarce.

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مقدمات ونواتج الإتجاه نحو الإعلان عبر مواقع التواصل الإجتماعى بالتطبيق على إعلان ماركات الملابس وتطبيقات توصيل المنازل والإتصالات والرياضة

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ملخص البحث باللغة العربية

تهدف هذه الدراسة إلى معرفة تأثير التخصيص، والثقة المدركة، والمعلوماتية، والفائدة المدركة، والنزعة المادية على الموقف من إعلانات وسائل التواصل الاجتماعي. واستنادًا إلى مجموعة بيانات تم جمعها من 384 مستهلكًا في الإسكندرية، كشفت نتائج تحليل الانحدار عن وجود علاقة إيجابية بين التخصيص والموقف تجاه إعلانات وسائل التواصل الاجتماعي. كما أن هناك علاقة إيجابية بين الثقة المدركة والموقف تجاه إعلانات وسائل التواصل الاجتماعي. بالإضافة إلى ذلك، وجد الباحث علاقة إيجابية بين الفائدة المدركة والموقف تجاه إعلانات وسائل التواصل الاجتماعي. وجد الباحث علاقة إيجابية ولكن غير ذات دلالة إحصائية بين النزعة المادية والموقف تجاه إعلانات وسائل التواصل الاجتماعي. وفي نفس الصدد، وجدت الباحثة علاقة إيجابية بين الموقف تجاه إعلانات وسائل التواصل الاجتماعي ونية الشراء. وبالإضافة إلى ذلك، وجدت النتائج وجود علاقة إيجابية بين الموقف تجاه إعلانات وسائل التواصل الاجتماعي والكلمة الشفهية. وأخيرًا، اختتمت الدراسة بتوصيات مقدمة للمسوقين عبر وسائل التواصل الاجتماعي واتجاهات للبحوث المستقبلية.

الكلمات الدالة: التخصيص، والثقة المتصورة، والمعلوماتية والفائدة المتصورة، والمادية، والموقف تجاه إعلانات وسائل التواصل الاجتماعي، ونية الشراء، والكلام الشفهي.

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