



A Study on Consumer Attitude towards Social Media Advertising

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ABSTRACT:

Social networking, today, has become one of the most important means of satisfying social needs of internet users. At the same time, it provides ample opportunities to the marketing managers to market their products/services in a more customised way. Studies show an immense contribution of social media in changing the perceptions and hence the online consumers' buying behaviour. Adding to the literature, the present study aims to understand the way students' attitude towards Facebook advertising is related with various features of the ads. A survey, using a well-structured questionnaire, employing a convenience sampling technique, was conducted with the Facebook users having some experience with the Facebook advertisements. The sample consisted of 587 (final no. out of total 600 approached) students of the University of Jammu. The data analysis was done using various statistical techniques, which included Cronbach's alpha, descriptive analysis, and one-sample t-test. Correlation was further run to see the association of ad related variables (viz., informativeness, entertainment, irritation, credibility, interactivity, and customisation) with consumer attitude towards Facebook advertisements. The findings indicated a significant positive relationship between all the variables, except one, i.e. irritation parameter, that showed a negative association. The results further showed that entertainment has the highest impact on attitude towards Facebook advertising. The marketing managers, thus, should think of adding features to the advertisements that attract onliners to go through them and also try to engage them with brands.

Keywords: *Consumer Attitude, Facebook, Facebook Advertising.*