NEAR EAST UNIVERSITY

GRADUATE SCHOOL OF SOCIAL SCIENCES

MARKETING DEPARTMENT

MASTER'S PROGRAMME

MASTER'S THESIS

USERS' EMOTIONAL CONNECTEDNESS TO FACEBOOK AND THEIR ATTITUDES TOWARDS FACEBOOK ADVERTISEMENTS

SELEN ÖZDALİLİ

NICOSIA
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ABSTRACT

This study examines the relationship between the emotional connectedness to Facebook, a popular online social network site, and the users' attitudes towards Facebook advertising. Gender differences were used to moderate the users' emotional connectedness to Facebook as males and females.

A Pearson's correlation and a linear regression analyses conducted on results from a survey of undergraduate students suggest a strong association between the emotional connectedness to Facebook and the users' attitudes towards Facebook advertising. Such association is found stronger in females than males.

Key words: Emotional connectedness to Facebook; attitudes towards Facebook advertising; gender; university students; Near East university

ÖZ

Bu araştırma, internet kullanıcılarının, en popüler sosyal medya sitelerinden biri olan Facebook'a karşı duygusal bağlılıkları ile Facebook'taki reklamlara olan tavırlarını inceler. Ayrıca, farklı cinsiyetler de Facebook'a olan duygusal bağlılığı ölçmek için kullanılmıştır.

Universite öğrencilerine yapılan ankette elde edilen sonuçlar, Pearson korelasyonu ve doğrusal regresyon analizleri ile yürütülmüştür. Araştırma sonuçları, Facebook'a olan duygusal bağlılık ile kullanıcıların, Facebook reklamlarına karşı olan tavırları arasında güçlü bir ilişki olduğunu göstermektedir. Buna ek olarak, kadınların, Facebook'a olan bağlılığının erkeklere oranla daha güçlü olduğu gözlemlenmiştir.

ACKNOWLEDGEMENT

TABLE OF CONTENTS

List of Tables and Figures

CHAPTER 1

ORIENTATION

1.1 Introduction

This chapter sets out the orientation of this research study by offering a discussion of the problem, the research purpose, the contribution of the sudy to the literatre and finally the outlines of the chapters of the rest of the study report.

1.2 Problem discussion

Social media has changed the way by which society communicates and perceives the world. It has affected users' attitudes to advertising and to similar marketing efforts. The emergence of Facebook and similar social networking sites has initiated research on understanding consumers' attitudes to Facebook advertising.

The momentum of SNS has given rise to the broad anticipation of using it as a marketing tool, such as turning it into a new destination of online shopping and perfect place for advertising. However, doubts have been cast on both options. Last year, several pioneers such as Gap Inc., J.C. Penny (JCP) Co. and Nordstrom (JWN) Inc., have opened and closed storefronts on Facebook (Lutz, 2012). Scepticism about effectiveness of advertising on Facebook is also prevailing. Paralleled with the General Motors' withdrawal of $ 10 million annual advertising spending on Facebook is the fact that the click-through rates for Facebook advertisements are as tiny as .05%. Facebook seems to be facing a problem serving as advertising platform and analysts do not view this conundrum to be surprising. "People on Facebook use

it to communicate with friends and family, while happily ignoring the advertisements that Facebook runs along the side of the page" (Evans, 2012).

Marketers spoke their frustration of not being able to get access to the exact data of Facebook users' reaction to the advertisements, and they are afraid that this problem is likely to continue since Facebook cannot reveal too much information about individual people due to privacy policies, which is the information marketers need (Raice, 2012).

The contribution of this study is twofold. First, it adds to the study of media engagement dimensions, as previously studied in print, broadcasting and Internet (Bronner & Neijens, 2006; Calder, Malhouse & Schaedel, 2009). Understanding users' engagement with Facebook specifically is an extension of these studies. Second, it yields insights regarding how advertisers can best manage their campaign message to reach the consumers with the greatest likelihood of having a favourable reaction and strong brand affinity.

1.3 Research purpose

The need for research on advertising on SNS like Facebook is apparent, especially because SNS users' information is not readily available to advertisers. More empirical research is needed to sooth the fears of investors or analysts who are looking at Facebook as an advertising platform with tremendous marketing potential.

1.4 Contribution to literature

This study aims to add the field of knowledge through a review of the relevant literature and a quantitative survey among a university student population before describing the results of the study and drawing conclusions on users' engagement with advertisements on Facebook.

1.5 Chapter outlines

Chapter 2

This chapter discusses theories which have in the past been applied to the study of reaction to advertisements in different media context.

Chapter 3

This chapter depicts the problem situation, the problem statement and the research questions. Subsequently, illustrating the model of the study it further formulates the hypotheses of the study to be tested.

Chapter 4

This chapter sets out the design and the methodology of the study undertaken. It explains how the research study was designed, and what methods were used in investigations as in data analysis, the measuring instrument, the sampling design and method used to check on the validity and the reliability of the measuring instrument.

Chapter 5

This chapter describes the findings of the empirical investigations conducted among the students in the Faculty of Economics and Administrative Sciences of Near East University, Northern Cyprus, in order to find out the degree of correlation between the students' attitudes and emotional connectedness towards Facebook advertising.

Chapter 6

This final chapter lists the main theoretical and empirical findings of the study. It offers answers to the research questions and reports on the hypotheses tested.   A final discussion is compiled. Limitations and recommendations for future research are explained.

1.6 Conclusion

This chapter sets out the orientation of this research study by offering a discussion of the problem, the research purpose, the contribution of the sudy to the literature and finally the outlines of the chapters of the rest of the study report.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

Social media has changed the way by which society communicates and perceives the world. It has affected users' attitudes to advertising and to similar marketing efforts. The emergence of Facebook and similar social networking sites has initiated research on understanding consumers' attitudes to Facebook advertising.

A relatively large number of theories have in the past been applied to the study of reaction to advertisements in different media context. Some of these theoretical approaches were discussed in context with the aims of this study.

2.2 Consumers' attitudes toward Advertisements

Some studies suggest that advertising is a force which moves people up a series of stages from being aware, like, prefer and decide to buy a product (Lavidge and Steiner, 1961). Through at each stage of this model, consumers' attitudes can be measured in evaluating the effectiveness of the marketing effort (Poh & Adam, 2012). An attitude toward advertising is described as one's internal evaluation of an advertisement which is relatively stable, lasting predisposition to behaviour (Mitchel and Olson, 1981). The concept of attitude toward advertising is also considered as distinct from beliefs and brand attitudes but as one's evaluation of the advertising stimulus (Muehling & McCann, 1993). Attitudes towards advertising, brand cognitions, attitude toward the brand and intention to purchase the brand are considered indicators of advertising effectiveness (Mackenzie and Luz, 1986). Similarly, attitudes towards advertising are considered to play a mediating role in advertising effectiveness by influencing brand attitude both directly and indirectly through its effect on brand cognitions, which in turn influences consumers' intention

to buy. However, researchers appear not to have yet reached a consensus on what attitudes to advertising comprises. Muehling and McCann (1993) summarized the suggested antecedents and in three categories:

- Personal/individual factors that are inherent in the advertising processer (e.g. Litz, Mackenzie & Belch, 1983);
- Ad-related factors, such as use of humour or celebrity to enhance an individual's view about the advertisement
- Other factors such as time and product features.

Choosing different models of attitudes towards advertising allows researchers to operationalise their research of advertising effectiveness in "varying degrees of depth, breadth, and specificity" (Brackett & Carr, 2001). This allows research on attitude toward Internet advertising to increase.

2.3 Defining users' emotional connectedness to Facebook

Social networking sites (SNS) are online social platforms that have become a part of the daily life of many people (Lin & Lu, 2011). A SNS allows users to create a public profile and interact with others on the same website where users can share text and images as individuals or in groups (Boyd & Ellison, 2008; Lin & Lu, 2011). Facebook, MySpace, Friendster, Live Journal, LinkedIn, Cyworld and Xiaonei are popular and successful SNSs (Pempek, Termolayeva, &Yermolayeva, 2009; Kwon &Wen 2009; Taylor, Lewin, & Strutton, 2011). According to most leading survey reports Facebook is the leading SNS with over 1.1 billion users.

Resarchers are increasingly predisposed in examining Facebook users' practices, motivations, and influences and studies have indicated a series of social and informational motives (Joinson, 2008; Johnson & Yang, 2009; Kwon and Wen 2009; Pempek, et al., 2009). They have also concentrated on Facebook's benefits in forming relationships and interactions between users. Ellison (2007) posited that Facebook usage has the potential to impact individuals' social capital by enabling interpersonal feedback and enhancing peer acceptance, by fulfilling the users' informational needs, and by providing a series of applications to meet users' needs for pure entertainment and recreation. Researchers also suggested enjoyment as the

most influential factor in people's continued use of Facebook, followed by number of peers who use the site and the site's usefulness (Lin & Lu, 2010).

Ellison, N. B., Steinfield, C., & Lampe, C. (2007) incorporates emotional connectedness to the SNS and its integration into individual's daily activities to measure Facebook usage beyond simple measures of frequency and duration. This they call the Facebook Intensity Scale (FBI) which comprises six attitude statements measured on a 5-Point Likert scale and two question statements. The scale comprises:

1. Facebook is part of my everyday activity

2. I am proud to tell people I'm on Facebook

3. Facebook has become part of my daily routine

4. I feel out of touch when I haven't logged onto Facebook for a while

5. I feel I am part of the Facebook community

6. I would be sorry if Facebook shut down

7. Approximately how many TOTAL Facebook friends do you have? *

8. In the past week, on average, approximately how much time PER DAY have you spent actively using Facebook?

The Facebook Intensity Scale (Ellison, Steinfield, & Lampe, 2007) was developed as part of an investigation of undergraduates' social networking site usage and social capital, the resources accumulated through being part of a network. Strong relationships were found between Facebook use and different types of social capital.

An important part of this study was the development of a scale to measure the active engagement of users with Facebook activities, the extent to which individuals were emotionally connected to Facebook, and how well Facebook was integrated into users' daily lives.

2.4   Conceptualizing Advertising on Facebook

Social network sites (SNS) provide a new advertising media that has many advantages over the traditional media such as the ability to reach larger audiences, cost efficiency, effectiveness in target advertising (Todi, 2008). SNSs offer a new way of communications to companies as not only the customers can interact with the

company but they can interact with each other as well. This according to Mangold and Faulds (2009) produces a magnified form on word-of-mouth (WOM). Amdt (1967) describes WOM as the informal communications on products and services by two or more individuals where neither of them is a marketer. WOM plays a significant role on customer decision making as it is viewed as more reliable and impartial than advertising, a company financed, biased information. It's only natural that companies will seek to take advantage of WOM through Facebook.

Traditionally, studies reveal that customers distrust advertising and are strongly inclined to avoid it on media platforms (Shavitt, Lowrey & Haefner, 1998). WOM, however, overcomes this problem as a powerful tool on SNSs as a eWOM. It increases the speed of information dissemination and brand-related experiences, among customers (Chu and Kim, 2011; Alon, 2005). Research has shown that "a social network user may believe that interactions among 'friends' are trustworthy but may independently appraise the site itself or advertising content displayed inside panels" (Soares, Pinho & Nobre, 2012).

Taylor et al. (2011Wiertz and De Ruyter (2007) indicated that there is a relationship between one's intrinsic motivation of participating in community activity and one's intention of passing information to other members in the community. In other words, those who most contribute in quantity and quality are motivated by a sense of commitment to community and their online interaction propensity as well as the perceived informational value in the community. This indicates an association between SNS users' engagement with Facebook and the possibility of them to share an advertising link. Therefore, it is reasonable to assume that people who are emotionally connected to a SNS, like Facebook, will also have an inclination to share advertising information with others.

Social media is relatively a recent phenomenon and consequently, literature on the association between social media and advertising is limited. Some studies have explored the concept of integrating social media into the marketing mix (Mangold & Faulds, 2009; Wright, Khanfar, Harrington & Kizer, 2010). Other exploratory studies investigated representative cases in advertising (Todi, 2008) or the quality responses of consumers (Harris & Dennis 2011). A model of users' attitudes toward

advertisements on SNSs was constructed by Taylor, Lewein and Strutton (2011) while they suggested a content-related, structural, and socialization factors as antecedents.

Despite some studies carried out, further research is needed to understand how consumers' personal differences in using SNS affect their attitude toward advertising on such network sites. This study aims to understand such association using Facebook as one SNS.

2.5   Gender differences and attitudes towards Facebook advertising

Past research suggests that the motivation of women and men in using the Internet is not the same and they have differences in attitude and behaviour (Shavitt, Sharon, Lowrey, &Haefner. 1999; Weiser, 2000; Wolin & Korgaonkar, 2003). Therefore, while studying users' degree of engagement and their attitudes toward advertisements on SNSs gender differences should be considered.

Weiser (2000) puts forward that women are likely to use the Internet for communication and interaction while men use it more likely for entertainment, leisure and functional motives. It can thus be assumed that gender affects users' connectedness to SNSs as well as their attitude toward advertising on a SNS. Taylor et al. (2011) suggests that gender has a moderating effect on users' perceived social network usage and on attitude toward advertising on social networks. This further indicates that the motivation to seek entertainment or information from advertising on SNS has a stronger effect on women's attitudes towards advertising than men. Based on this suggestion, users who use SNS for entertainment will have a negative attitude toward advertisements on SNSs and such negative relationship will be stronger for men than women. Finally, using SNS as part of daily activities has more likely to have a negative effect on attitudes towards advertising for men than women. These findings contradict previous studies which suggested that the positive association between informativeness and entertainment on attitudes to advertising is stronger for women while the peer influence on attitude toward advertisements was stronger for men. Such contradiction is described as unique to SNS use by researchers. They attempt to explain such contradiction from the evolvement of the user profile which depicts that the previous research is no longer appropriate.

2.6 Conclusion

This chapter has discussed past theories applied to the study of reaction to advertisements in different media and especially on Facebook as SNS context.

CHAPTER 3

PROBLEM FORMULATION

3.1   Introduction

This chapter depicts the problem situation, the problem statement and the research questions. Subsequently, illustrating the model of the study it further formulates the hypotheses of the study to be tested.

3.2   The problem situation

The drive of Social Networking Systems (SNS) has given rise to the broad anticipation of using it as a marketing tool, such as turning it into a new destination of online shopping and perfect place for advertising. However, doubts have been cast on both options. Last year, several pioneers such as Gap Inc., J.C. Penny (JCP) Co. and Nordstrom (JWN) Inc., have opened and closed storefronts on Facebook (Lutz, 2012). Scepticism about effectiveness of advertising on Facebook is also prevailing. Paralleled with the General Motors' withdrawal of $ 10 million annual advertising spending on Facebook is the fact that the click-through rates for Facebook advertisements are as tiny as .05%. Facebook seems to be facing a problem serving as advertising platform and analysts do not view this conundrum to be surprising. "People on Facebook use it to communicate with friends and family, while happily ignoring the advertisements that Facebook runs along the side of the page" (Evans, 2012).

Marketers speak their frustration of not being able to get access to the exact data of Facebook users' reaction to the advertisements, and they are afraid that this problem is likely to continue since Facebook cannot reveal too much information about individual people due to privacy policies, which is the information marketers need (Raice, 2012).

The need for research on advertising on SNS like Facebook is apparent, especially because SNS users' information is not readily available to advertisers. More empirical research is needed to sooth the fears of investors or analysts who are looking at Facebook as an advertising platform with tremendous marketing potential.

The contribution of this study is twofold. First, it adds to the study of media engagement dimensions, as previously studied in print, broadcasting and Internet (Bronner & Neijens, 2006; Calder, Malhouse & Schaedel, 2009). Understanding users' engagement with Facebook specifically is an extension of these studies. Second, it yields insights regarding how advertisers can best manage their campaign message to reach the consumers with the greatest likelihood of having a favourable reaction and strong brand affinity.

3.3   The problem statement

This study aims to find out if there is a relationship between the emotional connectedness to Facebook, a popular online social network site, and the users' attitudes towards Facebook advertising. It further seeks to see if gender differences made any difference in moderating the users' emotional connectedness to Facebook as males and females and their attitudes towards Facebook advertising.

The following research questions were also put forward as a subset of the main problem statement:

3.3.1   How is the concept of "emotional connectedness to Facebook" described in the literature?

3.3.2 How is the concept of "attitudes towards Facebook advertising" described in the literature?

3.3.4 Are the two concepts of "emotional connectedness to Facebook" and "attitudes towards Facebook advertising" are associated with each other?

3.3.5 Does the level of "emotional connectedness to Facebook" of users affect the level of their "attitudes towards Facebook advertising"?

3.3.6 Does the level of "emotional connectedness to Facebook" of female users affect the level of their "attitudes towards Facebook advertising" more than males?

3.4 Description of the conceptual model

The conceptual model of the study is a causal model constructed of three variables derived from the literature discussed in Chapter 2, literature review, as illustrated in Figure 3.1 below. The main assumption is that the Emotional Connectedness to Facebook as an independent variable is correlated and affects the users' Attitudes to Facebook Advertising. However, the model also assumes that such correlation and effect also depends on the gender of the users of Facebook.

Figure 3.1: The model of the study
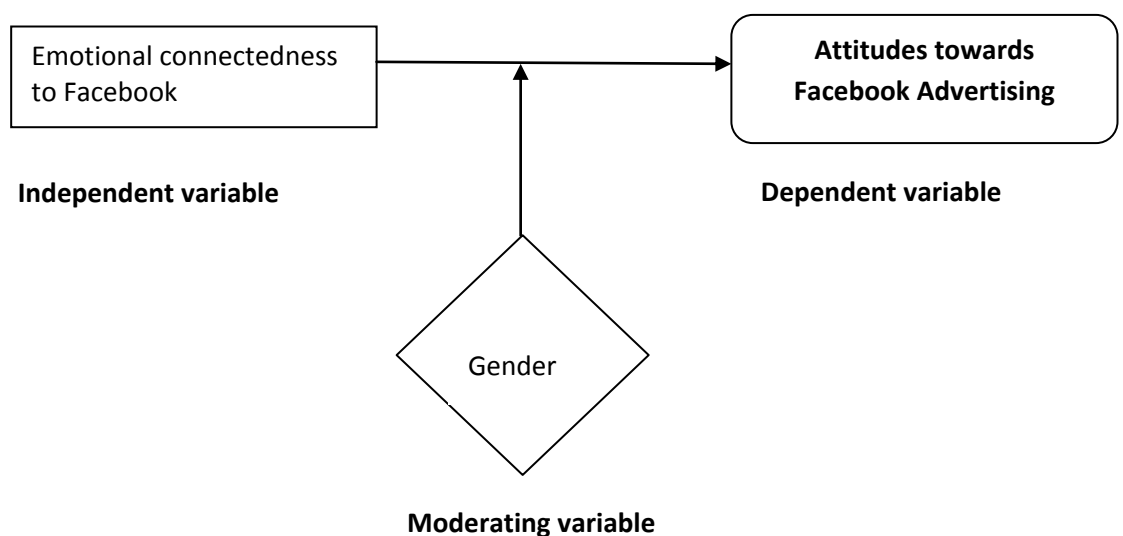
3.5   Hypotheses

In the literature review, the attitude toward advertisements, media context and advertisement acceptance, media experience and engagement, users' experience with social network sites and advertising on Facebook are discussed. In the light of the previous studies, this study used original survey data to test users' Facebook experience and their attitude toward advertisements on Facebook. Personal engagement is intrinsically motivated and closely related to individual qualities while social interactive engagement is both intrinsically and extrinsically motivated with the value acquired from social relevance of the experience.

This research was to explore the relationship between users' emotional connectedness to Facebook and their attitudes toward advertisements on Facebook.

Based on the past research, the current study proposed that the users' emotional connectedness to Facebook experience is positively related with their attitude toward Facebook advertisements. The gender difference in Facebook experience was also of the interest of the current study. Past research suggested that men and women have different motivations and resultant attitudes and behaviours for Internet use (Schlosser et al., 2999; Weiser, 2000; Wolin and Korgaonkar, 2003). Therefore, the current study proposed two research hypotheses regarding users' emotional connectedness to Facebook and their attitude toward Facebook advertising:

H1:   Emotional connectedness to Facebook advertising is associated with attitudes towards Facebook advertising

H2:   Emotional connectedness of females to Facebook is more associated with attitudes towards Facebook advertising than males

3.6   Conclusion

This chapter depicted the problem situation, the problem statement and the research questions. Subsequently, illustrated the model of the study it further formulated the hypotheses of the study to be tested.

CHAPTER 4

METHODOLOGY

4.1 Introduction

This chapter sets out the design and the methodology of the study undertaken. It explains how the research study was designed, and what methods were used in investigations as in data analysis, the measuring instrument, the sampling design and method used to check on the validity and the reliability of the measuring instrument.

4.2 Research design

A research design is generally defined as a series of logical steps that enhances the validity of the findings. For example, Burns& Grove, (2009) define it as "a blueprint for conducting a study with maximum control over factors that may interfere with the validity of the findings". Similarly, (Parahoo, 2006) defines a research design as "a plan that describes how, when and where data are to be collected and analysed".

This study was interested in describing the associations between variables that describe emotional connectedness to Fcebook and the attitudes toward Facebook advertising. It was descriptive in purpose and correlational in its type of investigation. It was conducted in a natural environment with minimal interference by the researcher. It was a field study conducted at a university campus during the normal flow of events. The unit of analysis was the individual as the aim was to describe the benefits of Facebook advertising in the eyes of the individual university students. The study was undertaken over a period of time and hence a cross-sectional study.

4.3   Data collection method and the measuring instrument

A survey system was used to collect quantitative data. Fink (2003) describes the survey system as setting objectives for data collection, designing the study, preparing a reliable and a valid instrument, administering the survey, managing and analysing data and reporting the results.

The survey instrument comprised of a questionnaire developed from the literature review carried out and the conceptual model developed in Figure 4.1 below:

Figure 4.1: The model of the study
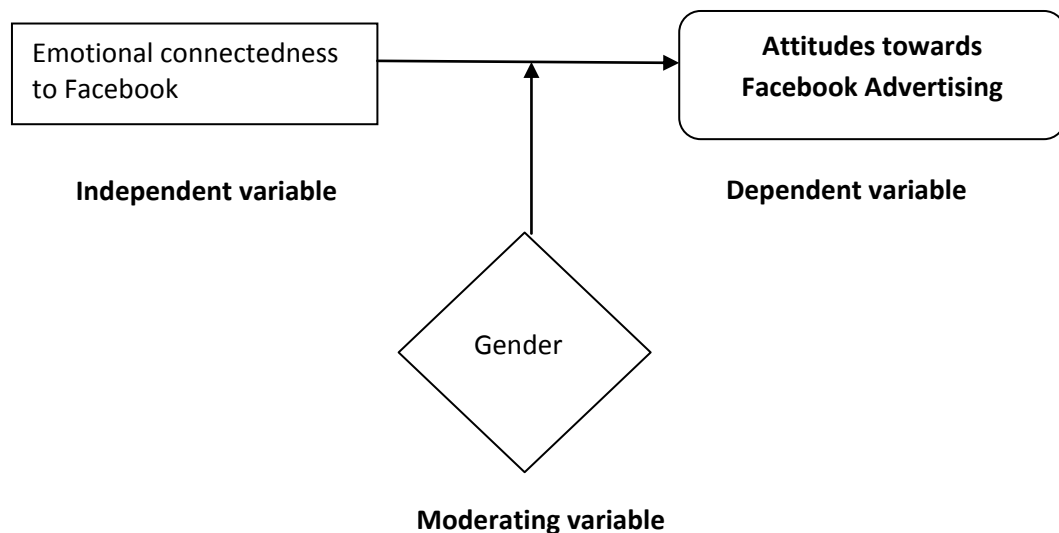
The questionnaire comprised of three sections designed to fit just one A4 size paper so that the respondents could easily flip over to the section III once the section I and II were completed. The Section I consisted of one screening question to keep out those not having a Facebook account from the survey and one on the gender of the respondents. The section II comprised eight (8) attitude statements towards Facebook advertising was adapted from Xhang (2005). The Section III comprised of also of eight (8) attitude statements on Emotional Connectedness to Facebook which was adapted from Facebook intensity scale (FBI) developed by Ellison at al (2007). All attitude statements were measured on a 5-point Likert Scale.

A pilot test was first conducted where questionnaires were distributed to an initial sample of 20 students found in the faculty of Economics and Administrative Sciences, Near East University, Northern Cyprus. The questionnaires were prepared in English and Turkish as the faculty comprised of English and Turkish language speaking students. The pilot test was to make sure that the questionnaires were error-free, understandable, clear, consistent and easily completed by the respondents. Based on the feedback received from the pilot test, the questionnaires were improved and finalized.

4.4   Sampling design and size

A non-probability sampling technique was adopted to conduct the survey and in particular by using convenience sampling. The convenient sampling was adopted because the respondents (students of the faculty of Economics and Administrative Sciences, Near East University) were present at the faculty building during the distribution time and was qualified to be the target population. All respondents were requested to voluntary fill up the questionnaire based on their knowledge on advertisements on Facebook and their emotional connectedness to Facebook. University students were targeted for the survey as most literature defined young populations, especially the college-aged users as the largest demographic group using social media sites (Chu, 2011; Haris& Dennis, 2011).

Malhorta (2010) defined sample size as the number of elements to be included in the study. Yang (1996; 1997) selected 108 respondents in his study to test the effectiveness of advertising. Malhorta (2010) suggests that sample size for the study of advertising, the minimum should be one hundred and fifty (150) and the typical range of around two hundred (200) to three hundred (300). Whereas, Sekaran (2003) suggests that sample size which are larger than thirty (30) and less than three hundred (300) are normally applicable for most research, and recommends the sample size should be ten (10) times the number of variables in the study. Thus, the sample size set for this study was over two hundred individuals (200+).

4.5   Data analysis

Statistical Package for Social Science 21® (SPSS) was used to analyse the data obtained from the questionnaire forms. Each questionnaire was coded and entered into the SPSS data view.

The first survey instrument used was the reliability analysis, which shows the "extent to which a scale produces consistent results if repeated measurements are made on the characteristic" (Malhorta, 2007). This was followed by the descriptive analyses which were carried out on the demographics of the respondents indicating the profile sample by gender.

The correlation analyses were carried out to demonstrate the influence and direction of the relationship between the variables which results were used for the hypothesis testing.   The regression analyses were run in order to determine the relative importance of the independent variable on attitudes towards Facebook advertising.

4.6   Validity and reliability of the measuring instrument

Cronbach's (alpha) as coefficient of internal consistency was used to estimate the reliability of the questionnaires' responses which shows the "extent to which a scale produces consistent results if repeated measurements are made on the characteristic" (Malhorta, 2007).

4.7   Conclusion

This chapter has describes the design and the methodology of the study undertaken. It explained how the research study was designed, and what methods were used in investigations as in data analysis. It further explained the measuring instrument, the sampling design and method used to check on the validity and the reliability of the measuring instrument. The next chapter will depict the results of the data analysis.

CHAPTER 5

DATA ANALYSIS AND FINDINGS

5.1 Introduction

This chapter describes the findings of the empirical investigations conducted among the students in the Faculty of Economics and Administrative Sciences of Near East University, Northern Cyprus, in order to find out the degree of correlation between the students' attitudes and emotional connectedness towards Facebook advertising.

Reliability analysis was carried out to determine the suitability and consistency of the study variables. A descriptive analysis was carried out on the demographic variables to distinguish the selected sample profile. Also a correlation analysis was conducted to test the hypotheses. Lastly a linear regression analysis was conducted to measure the usefulness of the variables and relevance to the model. The major findings of all the empirical investigations are listed in this chapter.

5.2 Realization rate

For the purpose of this study, a simple random sampling method was adopted. A total of 212 questionnaire forms were distributed to 212 different students within the premises of the faculty between April 2016 and May 2016. There were two (2) questionnaire forms screened out because they were students with no Facebook accounts. The total numbers of questionnaires realized were two hundred (210).

Table 5.1: Realization rate

Total questionnaires distributed	212
Questionnaires screened out	2
Questionnaires not returned	0
Total questionnaires realized	**210**

The data collected on the questionnaire forms were transferred to Statistical Package for Social Sciences (SPSS 21) software program and then analyzed.

5.2.1 Consistency of the measuring instrument

Cronbach's (alpha) as coefficient of internal consistency was used to estimate the reliability of the questionnaires' responses.

Table 5.2: Case-processing summary

Case Processing Summary

		N	%
	Valid	212	100.0
Cases	Excluded[a]	0	.0
	Total	212	100.0

a. Listwise deletion based on all variables in the procedure.

Table 5.3: Reliability Statistics

Reliability Statistics for attitudes towards Facebook advertising questionnaire

Cronbach's Alpha	N of Items
,841	8

Reliability   Statistics   for   emotional connectedness

Cronbach's Alpha	N of Items
,762	8

The Cronbach's coefficient alpha of the 8 items for the attitudes towards Facebook questionnaire was 0.841, and for the 8 items measuring the emotional connectedness to Facebook was 0.762. Both suggest that the items had optimal reliability and relatively high internal consistency. This is the most popular test for consistency reliability and a coefficient above 0.60 is sufficient for most social science studies (Sekaran and Bougie 2009).

5.3   Descriptive statistics

5.3.1   Demographic analysis of the respondents

Section I of the questionnaire comprised the information of the researcher, place and time of research, brief explanation on the study, the screening question in order to make sure only students with Facebook accounts completed the forms, the section also asked the gender of the respondents. The results are stated below:

5.3.1.1 Gender

Out of 212 valid respondents, a total of 85 were male which represents 40.1% while 127 were female which represents 59.9% as depicted in Table 5.4 below;

Table 5.4: Composition of gender

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	85	40.1	40.1	40.1
	Female	127	59.9	59.9	100.0
	Total	212	100.0	100.0	

Major finding: Majority of the respondents were female.

5.3.2   Attitudes towards Facebook advertising

Section II of the questionnaire contained 8 attitude statements that were diligently formulated and distributed to 212 students of the Faculty, out of which 210 were regarded as valid. The section comprised attitude statements towards Facebook advertising was adapted from Xhang (2005). The following depicted the average responses;

Table 5.5: Attitudes towards Facebook advertising

Descriptive Statistics

	N	Mean		Std. Deviation
	Statistic	Statistic	Std. Error	Statistic
I always pay attention to advertisements on Facebook	210	3.0714	.08267	1.19794
I fully ignore advertisements on Facebook	210	3.6143	.07544	1.09317
Advertisements make me less likely to use Facebook	210	3.5000	.07615	1.10350
Advertisements on Facebook are boring	210	3.2000	.07750	1.12305
Advertisements are necessary to fund Facebook	210	3.6619	.07348	1.06487
Advertisements make me more likely to use Facebook	210	2.5476	.07638	1.10679
I often click through Facebook advertisements and check out information	210	3.2190	.08321	1.20589
I would forward Facebook advertisements to my friends	210	2.7476	.08640	1.25203
Valid N (list wise)	210			
		3.1952		

The average response to the statement attitudes on Attitudes to Facebook Advertising was 3.1952, which indicated that on average respondents showed only a slightly positive attitude towards Facebook advertising. Respondents mostly said that they did not fully ignored advertising on Facebook (3.6143 – reverse logic). Respondents also

slightly agreed that advertisements are necessary to fund Facebook (3.6619). Finally, respondents slightly agreed that advertisements did not make them less likely to use Facebook (3.5000).

Major finding: Respondents do not necessarily ignore Facebook advertising and find Facebook advertising somehow necessary for funding Facebook activities.

5.3.3 Attitudes towards Facebook emotional connectedness

Section III of the questionnaire contained 6 attitude statements that were diligently formulated and distributed to 212 students of the Faculty, out of which 210 were regarded as valid. The section comprised attitude statements towards Facebook advertising was adapted from Facebook intensity scale (FBI) developed by Ellison at al (2007). The following depicted the average responses;

Table 5.6: Facebook emotional connectedness

Descriptive Statistics

	N	Mean		Std. Deviation
	Statistic	Statistic	Std. Error	Statistic
Facebook is part of my everyday activity	210	4.0381	.06745	.97749
I am proud to tell people that I am on Facebook	210	2.5429	.08906	1.29059
Facebook has become part of my daily routine	210	3.9905	.06614	.95842
I feel out of touch when I haven't logged onto Facebook for a while	210	3.7667	.07419	1.07509
I feel I am part of the Facebook community	210	3.7238	.06474	.93824
I would be sorry if Facebook shuts down	210	4.0333	.07468	1.08219
I have a lot of Facebook friends	210	3.7714	.06901	1.00007
In the past week, I have spent a lot of time per day on Facebook	210	2.5286	.07400	1.07233
Valid N (listwise)	210			
		3.5494		

The average response to the statement attitudes on emotional connectedness to Facebook was 3.5494, which indicated that respondents slightly agreed on their emotional connectedness towards Facebook. However, respondents disagreed on telling other people that they are proud to be on Facebook.

Major finding: On average respondents are emotionally connected to Facebook. They all strongly agree that Facebook is part of their daily activity. However, they disagree to tell others that they are proud to use Facebook.

5.4 The analysis of the proposed model of the study

A model was designed for this study as in Figure 5.1. This study aimed to examine two hypotheses designed regarding the relationship between the independent variable of Emotional connectedness and the dependent variable of attitudes to Facebook advertising. It also aimed to examine the gender of the respondents as a moderating variable between the independent and the dependent variable. Correlation and linear regression analysis were adopted to test the relationship between the variables.

In order to validate the hypotheses, a correlation and a linear regression analysis were run to uncover which of the independent variables account for the variance in the dependent variable and the effect of the moderating variable between the independent and the dependent variables.

Figure 5.1: The model of the study
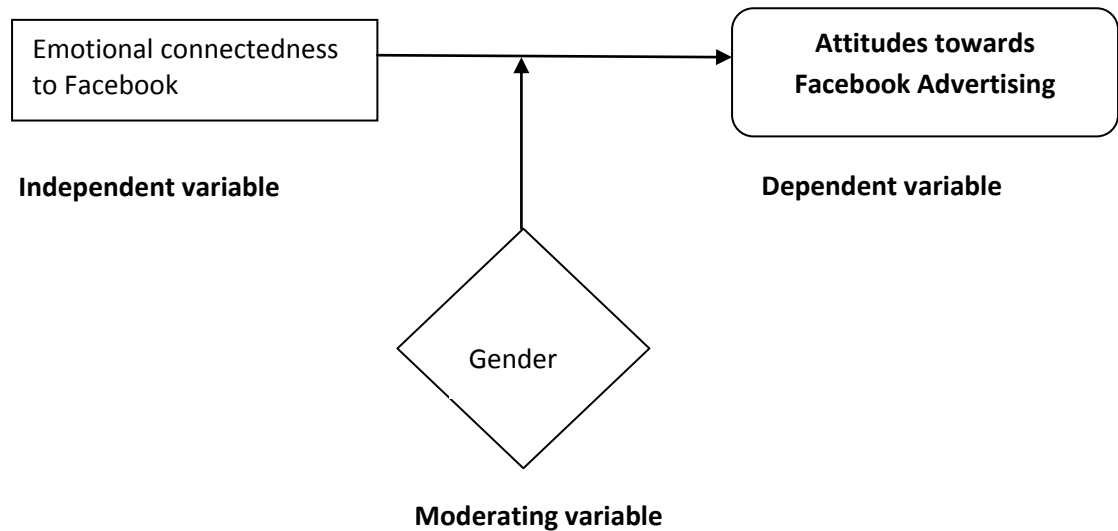
The following part indicates analysis of the proposed model tested using the correlation and line regression analysis on the SPSS version 21 software.

5.4.1   Correlations between Emotional connectedness to Facebook   (avg_econn) and to attitudes to Facebook advertising (avg_att)

Table 5.7:   Correlations between Emotional connectedness to Facebook (avg_econn) and to attitudes to Facebook advertising (avg_att)

Correlations

		avg_att	avg_econn
avg_att	Pearson Correlation	1	,288**
	Sig. (2-tailed)		,000
	N	210	210
avg_econn	Pearson Correlation	,288**	1
	Sig. (2-tailed)	,000	
	N	210	210

**. Correlation is significant at the 0.01 level (2-tailed).

The output of the 2-tailed bivariate Pearson Correlation test above yielded a correlation of 0.288, which indicates a somehow moderate correlation between the respondents' emotional connectedness to Facebook and their attitudes towards Facebook Advertising.
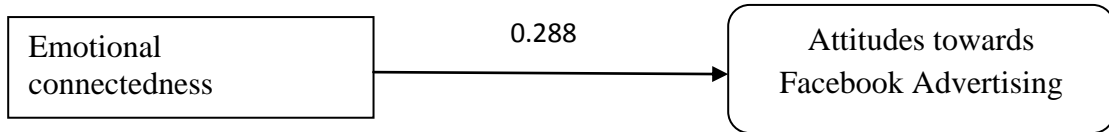
Major finding: There is a moderate association between respondents' emotional connectedness to Facebook and their attitudes towards Facebook advertising.

5.4.2   Gender Correlations between Emotional connectedness to   Facebook (avg_econn) and to attitudes to Facebook advertising (avg_att)   according to gender

Table 5.8: Gender Correlations between Emotional connectedness to Facebook (avg_econn) and to attitudes to Facebook advertising (avg_att) according to gender

Correlations

Gender			avg_att	avg_econn
0	avg_att	Pearson Correlation	.^{a}	.^{a}
		Sig. (2-tailed)		.
		N	0	0
	avg_econn	Pearson Correlation	.^{a}	.^{a}
		Sig. (2-tailed)	.	
		N	0	0
Female	avg_att	Pearson Correlation	1	,578**
		Sig. (2-tailed)		,000
		N	84	84
	avg_econn	Pearson Correlation	,578**	1
		Sig. (2-tailed)	,000	
		N	84	84
Male	avg_att	Pearson Correlation	1	,092
		Sig. (2-tailed)		,304
		N	126	126
	avg_econn	Pearson Correlation	,092	1
		Sig. (2-tailed)	,304	
		N	126	126

**. Correlation is significant at the 0.01 level (2-tailed).
a. Cannot be computed because at least one of the variables is constant.
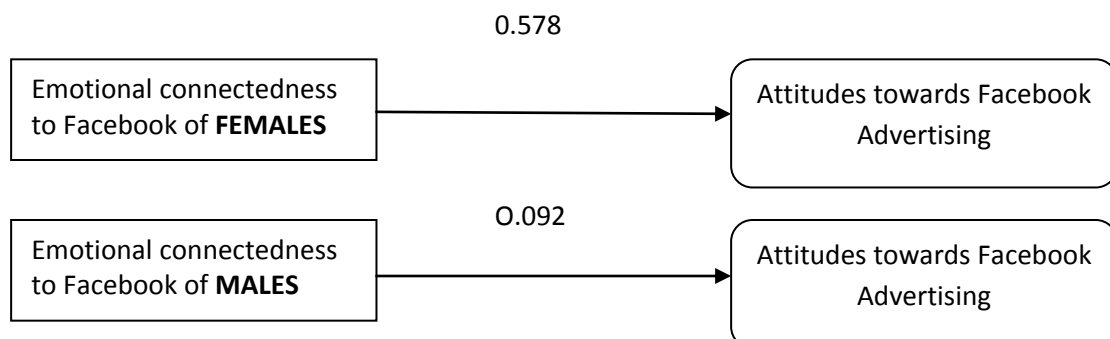
The output of the 2-tailed bivariate Pearson Correlation test above yielded a correlation of 0.578 which indicates a strong correlation between the female respondents emotional connectedness to Facebook and their attitudes to Facebook Advertising. The male rersondents' correlation of the same relationship indicated a week correlation at 0.092.

Major finding: Emotional connectedness of female respondents' to Facebook is more strongly associated towards attitudes on Facebook advertising than male respondents'.

5.5   Regression Analysis

A simple linear regression analysis was carried out to determine the degree of association between the independent variables, emotional connectiveness to Facebook and the dependent variable, attitudes towards Facebook advertising. The same degree of association was also tested by moderating the independent variable with gender; male and female.

5.5.1 Linear regression between Emotional connectedness to Facebook (avg_econn) and to attitudes to Facebook advertising (avg_att)

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
	Regression	12,578	1	12,578	18,850	,000[b]
1	Residual	138,787	208	,667		
	Total	151,365	209			

a. Dependent Variable: avg_att

b. Predictors: (Constant), avg_econn

The Anova table above indicates that the model predicts the data well. Significance is 0.000 which is less than 0.05 indicating that the overall regression model, statistically and significantly predicts the outcome variable. In other words, the average emotional

connectedness of the respondents to Facebook predicts their attitudes towards Facebook advertising.

Major finding: The average emotional connectedness of the respondents to Facebook predicts their attitudes towards Facebook advertising.

5.5.2 between Emotional connectedness to Facebook (avg_econn) and to attitudes to Facebook advertising (avg_att) acoording to gender

Two tables of Model Summary and ANOVA are worth mentionong here:

a.

Model Summary[a]

Gender	Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
Female	1	,578[b]	,334	,326	,61036
Male	1	,092[b]	,009	,001	,84776

a. There are no valid cases in one or more split files. Statistics cannot be computed.

b. Predictors: (Constant), avg_econn

Clearly, the female respondents' emotional connectedness to Facebook is more correlated to attitudes to Facebook advertising as similarly concluded before. Here, what's noticable is that the female emotional connectedness to Facebook explains 33.4% percent of the attitudes towards Facebook advertising while this is almost nil (0.092%) for males.

Major finding: The female emotional connectedness to Facebook explained 33.4% percent of the attitudes towards Facebook advertising while this was almost nil (0.092%) for males.

b.
ANOVA^{a,b}

Gender	Model		Sum of Squares	df	Mean Square	F	Sig.
Female	1	Regression	15,314	1	15,314	41,108	,000^c
		Residual	30,548	82	,373		
		Total	45,862	83			
Male	1	Regression	,767	1	,767	1,067	,304^c
		Residual	89,118	124	,719		
		Total	89,884	125			

a. There are no valid cases in one or more split files. Statistics cannot be computed.
b. Dependent Variable: avg_att
c. Predictors: (Constant), avg_econn

It appears from the ANOVA table that Female emotional connectedness towards Facebook at 0.000 which is less than 0.05, statistically and significantly predicts the outcome of the attitudes toward Facebook advertising. There is no statistical significance in the case of the male respondents.

Major finding: The female respondents' emotional connectedness to Facebook is more associated and predictive towards attitudes to Facebook advertising than the male respondents' emotional connectedness to Facebook.

5.6   Conclusion

This chapter presented a list of the major findings based on the empirical research of this study. The reliability tests on emotional connectiveness to Facebook and attitudes to Facebook advertising yielded 84.1 per cent and 76.2 per cent respectively, which suggested that the items had optimal reliability and relatively high internal consistency.

The correlation analysis showed the relationship between the independent variables (emotional connectedness to Facebook) and dependent variable (attitudes towards Facebook Advertising) and the moderated dependent variable with gender where all showed significant correlations except between the male emotional connectiveness to Facebook and male attitudes to Facebook advertising which show no statistical significance.

The regression analysis results showed that the average emotional connectedness of the respondents to Facebook predicts their attitudes towards Facebook advertising and the female respondents' emotional connectedness to Facebook is more associated and predictive towards attitudes to Facebook advertising than the male respondents' emotional connectedness to Facebook.

The next chapter will discuss the findings and offer answers to the questions formulated by this study with the conclusions on the research hypotheses.

CHAPTER 6

DISCUSSION

6.1 Introduction

This chapter presents a conclusion of the study. It starts with a discussion of the theoretical findings and empirical findings of the research. After that, there are other parts which include the limitations, hypotheses, research questions, conclusion of the study and finally there is a recommendation for future research.

6.2 Theoretical findings

6.2.1 The advertising is the most powerful factor for people to make a purchase decision.

6.2.2 The Effect Model shows the consumers' attitudes at each stage of the process and it is an important measure for investigating the effectiveness of marketing.

6.2.3 Attitudes towards advertising are very important in advertising effectiveness and it influences brand attitude both directly and indirectly through its effect on brand cognitions. This helps to catch consumers' attention to purchase the products.

6.2.4 Facebook usage has a big impact on individuals' social life by allowing interpersonal feedback and developing peer acceptance and fulfilling the users' needs and wants about information and finally providing applications for to find the users' needs.

6.2.5   The enjoyment is the most effective factor for people to continue to use of Facebook. It followed by number of peers who use this social networking site. Therefore, the advertising has a key role for the usage of Facebook because it has emotional impacts on people.

6.2.6   There is a scale which is called Facebook Intensity Scale and it measures the relationship of users with Facebook such as which individuals were emotionally connected to Facebook and how good Facebook become users' daily routine. Consequently, it measures frequency and duration.

6.2.7   There are strong relationships that found between Facebook use and different types of economic and social assets.

6.2.8   Facebook advertising provides easier communication for the companies with their consumers. Thereby, companies talk to customers on social media. Also, consumers can talk to each other and produce a magnified form of word-of-mouth.

6.2.9   Word of mouth has an impact on consumers' decisions because it provides information which is more reliable and impartial than other types of credible information such as advertising.

6.2.10   Social Networking Site is a powerful tool for eWOM, which has improved speed of information dissemination and it includes brand-related experiences, among peers.

6.2.11   People who have a strong personality and social-interactive engagement of Social Networking Site will also have more tendencies to share information about adverting with their friends.

6.2.12   Previous research shows that men and women have different motivations for Internet use. This influences their attitudes and behaviours.

6.2.13   Men generally like entertainment, leisure, and functional purposes on the internet but women have more tendency to use Internet for a different purpose such as communication and interaction.

6.2.14   The gender differences have a big impact on the advertisements' features and attitude toward advertising on social networks.

6.2.15   In the past years, findings indicated that the users were expected entertainment

or information from advertising on Social media websites. It has been found that there is a stronger effect on womens' attitudes towards advertising than men.

6.2.16   Another research finding, presented that the users have a negative attitude toward advertisements that using Social Networking Site as a way to improve quality of life and that negative relationship was stronger for men than women.

6.2.17   It was found that the use of Social Networking Site as a means of structuring time had a negative effect on attitudes towards advertising for men but a positive influence for women.

6.2.18   The previous studies were demonstrated that there are positive relationships between informativeness and entertainment on attitudes to advertising is stronger for women while the peer influence on attitude toward advertisements was stronger for men.

6.2.19   Such differences may result from the improvement and diversification of the user profile. This indicates that the previous research is no longer applicable.

6.3   Empirical findings

6.3.1   Majority of Facebook users are female.

6.3.2   Respondents do not ignore Facebook advertising and find Facebook advertising necessary for funding Facebook activities.

6.3.3   On average respondents are emotionally connected to Facebook. They all strongly agree that Facebook is part of their daily activity. However, they disagree to tell others that they are proud to use Facebook.

6.3.4   There is a moderate association between respondents' emotional connectedness to Facebook and their attitudes towards Facebook advertising.

6.3.5   Emotional connectedness of female respondents' to Facebook is more strongly associated towards attitudes on Facebook advertising than male respondents'.

6.3.6   The average emotional connectedness of the respondents to Facebook predicts their attitudes towards Facebook advertising.

6.3.7   The female emotional connectedness to Facebook explained 33.4% percent of

the attitudes towards Facebook advertising while this was almost nil (0.092%) for males.

6.3.8   The female respondents' emotional connectedness to Facebook is more associated and predictive towards attitudes to Facebook advertising than the male respondents' emotional connectedness to Facebook.

6.4 Research questions

6.4.1   How is the concept of "emotional connectedness to Facebook" described in literature?

In the literature, it was explained that Facebook usage has a big impact on individuals' social life by providing interaction and communication between users and it satisfies the users' informational needs. Also, it includes various types of application to provide users' needs and wants for entertainment. Researchers also discovered that the enjoyment is the most effective factor for people who use Facebook. In addition, people who have a strong personality and social-interactive engagement of Social Networking Site will also have more tendencies to share information about adverting with their friends.

6.4.2   How is the concept of "attitudes towards Facebook advertising" described in literature?

The advertising was described as a powerful force which influences people and making purchase decisions. Attitude mention to an individuals' internal evaluation of an advertisement, which is slightly stable and can show enduring predisposition to behaviour. The attitudes towards advertising are very important in advertising effectiveness and it influences brand attitude both directly and indirectly through its

effect on brand cognitions. This helps to catch consumers' attention to purchase the products. Men and women have different motivations for Internet use. This influences their attitudes and behaviours. Also, the users have a negative attitude toward advertisements that use Social Networking Site as a way to improve quality of life and that negative relationship was stronger for men than women.

6.4.3   Are the two concepts of "emotional connectedness to Facebook" and "attitudes towards Facebook advertising" are associated with each other?

The output of the 2-tailed bivariate Pearson Correlation test shows that there is a correlation of 0.288, which indicates a somehow moderate correlation between the respondents' emotional connectedness to Facebook and their attitudes towards Facebook Advertising.

6.4.4   Does the level of "emotional connectedness to Facebook" of users affect the level of their "attitudes towards Facebook advertising"?

According to the research findings, the average response to the statement attitudes on emotional connectedness to Facebook was 3.5494, which indicated that respondents slightly agreed on their emotional connectedness towards Facebook. However, respondents disagreed on telling other people that they are proud to be on Facebook. On average respondents are emotionally connected to Facebook. They all strongly agree that Facebook is a part of their daily activities. However, they disagree to tell

others that they are proud to use Facebook.

The average response to the statement attitudes on Attitudes to Facebook Advertising was 3.1952, which indicated that on average respondents showed only a slightly positive attitude towards Facebook advertising. The respondents mostly said that they did not fully ignored advertising on Facebook (3.6143 – reverse logic). Respondents also slightly agreed that advertisements are necessary to fund Facebook (3.6619). Finally, respondents slightly agreed that advertisements did not make them less likely to use Facebook (3.5000). This demonstrates that they do not necessarily ignore Facebook advertising and find Facebook advertising somehow necessary for funding Facebook activities. Thereby, the average emotional connectedness of the respondents to Facebook predicts their attitudes towards Facebook advertising. The levels of emotional connectedness to Facebook of users affect the level of their attitudes towards Facebook advertising.

6.4.5 Does the level of "emotional connectedness to Facebook" of female users affect the level of their "attitudes towards Facebook advertising" more than males?

The output of the 2-tailed bivariate Pearson Correlation presents that there is correlation of 0.578 which indicates a strong correlation between the female respondents' emotional connectedness to Facebook and their attitudes to Facebook Advertising. The male respondents' correlation of the same relationship indicated a weak correlation at 0.092. Emotional connectedness of female respondents' to Facebook is more strongly associated towards attitudes on Facebook advertising than male respondents'. The female emotional connectedness to Facebook explains 33.4% percent of the attitudes towards Facebook advertising while this is almost nil (0.092%) for males. The female emotional connectedness to Facebook explained 33.4% percent of the attitudes towards Facebook advertising while this was almost nil (0.092%) for males. These results indicate that the level of emotional connectedness to Facebook of female users affect the level of their attitudes towards

Facebook advertising more than males.

6.5 Hypotheses

H:1 Emotional connectedness to Facebook advertising is associated with attitudes towards Facebook advertising

There is a correlation of 0.288, which indicates a somehow moderate correlation between the respondents' emotional connectedness to Facebook and their attitudes towards Facebook Advertising. Moreover, there is a moderate association between respondents' emotional connectedness to Facebook and their attitudes towards Facebook advertising.

The regression analysis results showed that the average emotional connectedness of the respondents to Facebook predicts their attitudes towards Facebook advertising.

This hypothesis was supported

H:2 Emotional connectedness of females to Facebook is more associated with attitudes towards Facebook advertising than males

A strong correlation of 0.578 was found which shows that a strong correlation between the female respondents' emotional connectedness to Facebook and their attitudes to Facebook Advertising. The male respondents' correlation of the same relationship presents a weak correlation at 0.092.

The results show that the female respondents' emotional connectedness to Facebook is more associated and predictive towards attitudes to Facebook advertising than the male respondents' emotional connectedness to Facebook.

This can be explained as the female respondents' emotional connectedness to

Facebook is more correlated to attitudes to Facebook advertising. Also, the female emotional connectedness to Facebook explains 33.4% percent of the attitudes towards Facebook advertising while this is almost nil (0.092%) for males.

This hypothesis was supported

6.6   Limitations

This research was limited by its sample and sample population characteristics. The sampling design was convenience sampling which means that the representation of the sample of the general population is limited. In addition, the respondents were all university students and not from other occupations and age groups. Consequently, the findings are not to be generalised.

6.7   Recommendations for future research

This research has been done on only one faculty of the University. Thus, as a suggestion, it is better to conduct the same research for university students in different faculties for to get more accurate results and to generalize the findings.

In addition, the same research can be carried out in the future by choosing a bigger sample from different cities in Cyprus, age groups, social classes and variety of professions. After that, comparing and discovering the attitudes and emotional connectedness towards Facebook advertising due to these demographic variables.

6.8   Discussion

In this thesis, the main question is, "Does the level of "emotional connectedness to Facebook" of users affect the level of their "attitudes towards Facebook advertising?" Additionally, does the level of "emotional connectedness to Facebook" of female users affect the level of their "attitudes towards Facebook advertising" more than males?" and also trying to discover "Are the two concepts of "Emotional Connectedness to

Facebook" and "attitudes towards Facebook advertising" are associated with each other?" These research questions were prepared for the researcher to study in this specific area of study.

The main aim of this research was to investigate the relationship between the emotional connectedness to Facebook, a popular online social network site, and the users' attitudes towards Facebook advertising. Also Gender differences were used to moderate the users' emotional connectedness to Facebook as males and females. The focus of this research is on a specific faculty of the University which is the Economics and Administrative Sciences. The research has been done on University students. This can be possibly explained as the students follow the social media websites more and approximately they all have Facebook accounts.

As it was mentioned in Chapter two, advertising is a power that catches attention of people and then making purchase decisions. Nowadays, there are different types of advertisements. For example, television, online and print style. One of the most important advantages of online advertisements is easy accessibility by millions of people from all around the world. Additionally, it is low cost to share information online. People share or like those advertisements on their Facebook pages. After that, their Facebook friends can see the advertisements by this way. Moreover, Social networking sites allow and facilitate the creation of individuals' own profiles and sharing videos, images and texts including user-initiated marketing activities.

Nowadays, social media websites are very popular social platforms. They have become a part of daily routine. These social networking sites give opportunity for individuals to interact with other users. Also, they can share link with other members of the site. There are successful and popular social media websites such as Facebook, Myspace, Twitter and LinkedIn but the most popular one is Facebook. The online social media campaigns are very popular techniques for effecting people with creative advertisements. These social media websites are also perfect ground for advertisements build up in today's digital age and they have a key role for online advertisements to access by thousands of people in the world. Moreover, online advertisements are useful promotion tools for the

vast majority of companies. Therefore, marketers create their product's profile and share those advertisements on a different social media website such as Facebook.

The advertising is the key factor for people to purchase the products. The effect model was mentioned in Literature Review. This model presents the consumers' attitudes at different stage of the process. Also, it is an important measure for investigating the effectiveness of marketing as well. An attitude towards advertising is very important for the effectiveness of advertising. It also affects brand attitude both directly and indirectly about brand cognitions. This helps to pull potential consumers and their attention to purchase the products.

As it was mentioned in literature review part of the thesis, there is a Facebook Intensity Scale (FBI) which includes six attitude statements and two question statements. For example, 'In the past week, on average, approximately how much time per day have you spent actively using Facebook?' This question can measure the active engagement of users with Facebook. After that, it is easier to predict which gender is more emotionally connected to Facebook and how frequently Facebook was integrated into users' daily lives.

The different types of gender such as men and women have different motivations for the usage of internet. This difference has an impact on people's attitudes toward Facebook advertising as well. For example, men generally like entertainment, leisure, and functional part of the internet but women prefer to use Internet for communication and interaction. On the other hand, information of the advertisements on social media has stronger effect on women's attitudes towards advertising than men.

The correlation analysis results have been found for the relationship between the independent variables, emotional connectedness to Facebook and dependent variable, attitudes towards Facebook advertising and the last one was moderated dependent variable with gender. According to these results, the female emotional connectedness to Facebook explained 33.4% percent of the attitudes towards Facebook advertising while

this was almost nil (0.092%) for males. Consequently, it is perceptible that the female respondents' emotional connectedness to Facebook is more correlated to attitudes toward Facebook advertising than males.

The findings of the correlation have shown interesting results. Emotional connectedness to Facebook advertising related variables are supported. As it was mentioned in chapter two, previous research suggested that men and women have different motivations for Internet use. According to the research results, it has been found that the female respondents' emotional connectedness to Facebook is more associated and predictive towards attitudes to Facebook advertising than the male respondents' emotional connectedness to Facebook. This can be explained as the female respondents' emotional connectedness to Facebook is more correlated to attitudes toward Facebook advertising.

The hypotheses, a correlation and a linear regression analysis were run to uncover which of the independent variables account for the variance in the dependent variable and the effect of the moderating variable between the independent and the dependent variables. The first hypothesis was "Emotional connectedness to Facebook advertising is associated with attitudes towards Facebook advertising". This hypothesis was supported because according to the research findings, there is a correlation of 0.288, which indicates a somehow moderate correlation between the respondents' emotional connectedness to Facebook and their attitudes towards Facebook Advertising. Moreover, there is a moderate association between respondents' emotional connectedness to Facebook and their attitudes towards Facebook advertising.

The second hypothesis was "Emotional connectedness of females to Facebook is more associated with attitudes towards Facebook advertising than males". This hypothesis was supported as well because according to SPSS correlation test, there is a strong correlation of 0.578 and this result shows that a strong correlation between the female respondents' emotional connectedness to Facebook and their attitudes to Facebook Advertising. The male respondents' correlation of the same relationship presents a weak correlation at 0.092. The results show that the female respondents' emotional

connectedness to Facebook is more associated and predictive towards attitudes to Facebook advertising than the male respondents' emotional connectedness to Facebook. This can be explained as the female respondents' emotional connectedness to Facebook is more correlated to attitudes to Facebook advertising. Also, the female emotional connectedness to Facebook explains 33.4% percent of the attitudes towards Facebook advertising while this is almost nil (0.092%) for males.

To sum up, this study provides an empirical research for measuring the relationship between the emotional connectedness to Facebook, a popular online social network site, and the users' attitudes towards Facebook advertising. Gender differences were used to moderate the users' emotional connectedness to Facebook as males and females. Also, this study includes theoretical research for dependent variable (attitudes towards Facebook Advertising), independent variable (emotional connectedness to Facebook) and moderating variable (gender).

As a conclusion, this study shows that female Facebook users are more attracted by the advertisements and willing to share them but the male users do not tend to share or read the facebook advertisements as much as females. Therefore, the main target audiences should be males for the marketers. We can conclude that it is necessary to specify different marketing strategies on female and male users on a different approaches.

Suggestions:

The area of interest for the male users can be analysed by their videos and links that they shared on social media websites. After that, these factors can be targeted according to their social behaviour rather than concentrating on a specific promotional strategies or discounts of the products on advertisements. It can be also concentrated on enjoyment fact shares and advertisements which links to the marketing goals. It should not be

underestimated that any shared content by the male users on a specific area will also boost other users to trigger share rates.

The Promotional campaigns could be used to attract people for economical reasons. This approach can be maintained by including quote codes such as "Question of the day" , which will attract the male users and they will click on the advertisement / promotion and comment, thus it enables to gain more audiences for the market.

Another approach would be remarketing strategy. Firstly, analysing male users' behaviour to see If any website attracting them and this can be advertised on facebook, which has a potential to be shared among male users. This website will boost the remarketing strategy for the company and it will bring the user back to the facebook page or the website of the company.

6.5 Conclusion

This chapter depicted the conclusion of the study report. It provided a discussion of the theoretical findings and empirical findings of the research. It also included the limitations, research questions, hypotheses and finally there was a recommendation for future research.

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Near East University
Faculty of Economics and Administrative Sciences
Marketing Masters Programme

May 2016

The University Students' Attitudes Toward Facebook Advertising

Dear participant,

The questionnaire below is designed as part of my masters' thesis study that focuses on exploring the University students' attitudes toward Facebook advertising. Information that will be obtained as a result of the completed questionnaires will be used for scientific purposes only. Under no circumstances will your contributions other than general findings be shared with other persons or organizations.

Your kind assistance on the completion of the questionnaire is needed which will directly affect the outcome of my thesis.

Thank you for your time.

Yours faithfully,

Selen Özdalili

Section I

Personal details

Tick as you see appropriate (√).

1.   Do you currently have a Facebook account?

Yes ☐ No ☐   If no, please hand back the form as you do not need to carry on.

2.   Your gender

Female ☐   Male ☐

Section II

Attitudes towards Facebook advertising
Tick as you see appropriate (√).

Strongly disagree	Disagree	neither agree nor disagree	Agree	Strongly agree
1	2	3	4	5

		1	2	3	4	5
1	I always pay attention to advertisements on Facebook					
2	I fully ignore advertisements on Facebook					
3	Advertisements make me less likely to use Facebook					
4	Advertisements on Facebook are boring					
5	Advertisements are necessary to fund Facebook					
6	Advertisements make me more likely to use Facebook					
7	I often click through Facebook advertisements and check out information					
8	I would forward Facebook advertisements to my friends					

Section III

Facebook emotional connectedness

Tick as you see appropriate (√).

Strongly disagree	Disagree	neither agree nor disagree	Agree	Strongly agree
1	2	3	4	5

		1	2	3	4	5
1	Facebook is part of my everyday activity					
2	I am proud to tell people that I am on Facebook					
3	Facebook has become part of my daily routine					
4	I feel out of touch when I haven't logged onto Facebook for a while					
5	I feel I am part of the Facebook community					
6	I would be sorry if Facebook shuts down					

Tick as you see appropriate (√).

7   I have a lot of Facebook friends

Strongly disagree	Disagree	neither agree nor disagree	Agree	Strongly agree
1	2	3	4	5
(10 or less)	(11-100)	(101-500)	(501-1000)	(1000 or more)

8   In the past week, I have spent a lot of time per day on Facebook

Strongly disagree	Disagree	neither agree nor disagree	Agree	Strongly agree
1	2	3	4	5
(1 hour or less)	(1-2 hours)	(2-5 hours)	(5-8 hours)	(8 hours or more)

Thank you for your time....