



NEAR EAST UNIVERSITY
GRADUATE SCHOOL OF SOCIAL SCIENCES
BUSINESS ADMINISTRATION PROGRAM

**UNIVERSITY STUDENTS' ATTITUDE TOWARDS
FACEBOOK ADVERTISEMENT**

LUCKIE MUSYIMI

MASTER'S THESIS

NICOSIA
2019

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SUPERVISOR

Asst. Prof. Dr. Ahmet ERTUGAN

NICOSIA

2019

ACCEPTANCE/APPROVAL

We as the jury members certify the “Üniversity students’ attitude towards facebook advertisements” prepared by Luckie Musyimi, defended on/...../..... has been found satisfactory for the award of degree of Master.

JURY MEMBERS

.....
Asst. Prof. Dr. Ahmet ERTUGAN
Near East University Department of Marketing

.....
Dr. Karen HOWELLS
Near East University Department of Marketing

.....
Assoc. Prof. Dr. Mustafa MENEKAY
Near East University Department of International Business

.....
Prof. Dr. Mustafa SAĞSAN
Graduate School of Social Sciences Director

DECLARATION

I Luckie Musyimi, hereby declare that this dissertation entitled “university students’ attitude towards facebook advertisements” has been prepared myself under the guidance and supervision of ‘Asst. Prof. Dr. Ahmet Ertugan’ in partial fulfillment of the Near East University, Graduate School of Social Sciences regulations and does not to the best of my knowledge breach any Law of Copyrights and has been tested for plagiarism and a copy of the result can be found in the Thesis.

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Date

Signature

Name Surname: Luckie Musyimi

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ABSTRACT

UNIVERSITY STUDENT'S ATTITUDE TOWARDS FACEBOOK ADVERTISEMENT

This study examines the relationship between the emotional connectedness to Facebook, a popular online social network site, the students' attitudes towards Facebook advertising in relation to empathy service feature online. A linear regression analyses was conducted using results from a survey of undergraduate students which suggested a strong association between the emotional connectedness to Facebook and the users' attitudes towards Facebook advertising. It also shows that there is no correlation between the independent variables (emotional connectedness to Facebook and empathy service features online) and dependent variable (attitude towards Facebook advertising).

Key words: Emotional connectedness; Advertising; Empathy; University students; North Cyprus.

ÖZ

UNIVERSITY STUDENTS ATTITUDE TOWARDS FACEBOOK ADVERTISEMENT

Bu araştırma, günümüzde kullanılan en popüler sosyal medya sitelerinden birine dayanmaktadır.

Facebook'a olan duygusal bağlılığı ve Facebook'ta reklam vermeye yönelik tutumu inceler. Ayrıca, facebook'a duygusal bağlanma ile facebook reklamlarına karşı tutum ve çevrimiçi empati hizmeti arasındaki ilişkiye de bakar. Doğrusal regresyon analizi yapıldı ve araştırma sonuçları Facebook'un

Duygusal bağlanma, kullanıcıların Facebook reklamlarına karşı tutumu ile pozitif bir bağıntıya sahiptir ve yukarıdakiler, çevrimiçi olarak empati hizmeti özellikleriyle orta derecede bir bağıntıya sahiptir.

Anahtar kelimeler: duygusal bağlılık; reklam; empati; üniversite öğrencileri; Kuzey Kıbrıs.

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INTRODUCTION

The observing section sets out the direction of this research paper by presenting a discussion of the problem, the research purpose, the contribution of the research to literature and lastly outlining the chapters to be discussed in the whole report.

Problem Discussion

Social media has contributed in the change of the way the humanity interconnects and looks at the world. It has brought influence in consumers' attitudes towards advertising. The development of Facebook and alike SNSs has introduced research on considering customers' approaches towards Facebook marketing.

Facebook is considered one of the fastest and biggest developing cultural networking web sites, that has become an international system. Facebook's aim is to grow in to the operating system of the internet and also for the entire world to become a lot more transparent as well as open through providing different people with the power to connect as well as share. (Facebook, 2010; Traver & Laudon, 2008). The marketing and advertising method of Facebook is created on 3 components as well as on the thought of a receptive customer as businesses are able to get access to users' posted private info to bull's eye precisely the appropriate audience (Blech et al., 2009; Tapscott & Williams, 2008).

This research of mine is concentrated on the aspect of adverts, that typically takes into account users' very own info and also web based conduct. There's a limitation in size and length when it comes to the adverts written text line, picture and title. When using the established spending plan, commercials are often placed forth within the media feed, that happen to be more beneficial, or even within the marketing and advertising spot of each and every internet site.

As soon as a computer user clicks over the advert, the individual is guided to an internet site or even to a website inside Facebook. The advert process of Facebook is founded on being equipped to concentrate on the precise target market which online marketers prefer to address. The filters that could be

employed for targeting are "country, status, locale, gender, years, virtually any fascination keyword phrases, academic status, work environment, relationship status and whatever you are interested in (Facebook, 2008). Facebook describes preferences and interests on the profile as search phrases, which are usually recommended for identical public commercials with the community activities of the people. Oddly enough, advertisers are unable to indicate particular keywords and phrases though they have to select from the alternatives offered by Facebook. It is of crucial importance to keep in mind that the majority of the keywords and phrases supplied by Facebook aim for the future set of individuals (millennial). (Facebook, 2008; Holzner, 2009).

The second element that my study will focus on is the users' emotional connectedness to facebook. As mentioned earlier, keywords used by users' on facebook could help the advertisers' have an understanding of what users need and want. This goes a long way in bringing out how connected users are to facebook emotionally. This occurs especially when people on facebook post statuses or stories showing or talking about what they are doing, who they are doing it with and where they are. Could also share what they are feeling at a certain time which could go a long way in bringing people going through the same thing together.

An example of how this connects to attitude towards facebook advertising is a scenario where there exists an online therapist who puts out an ad about what services he/she offers. Once one user sees this ad and could use a little bit of therapy, reaches out, likes the services being offered and then posts about how good they were. This gives others the courage to reach out too for help. In the end this shows a positive attitude towards ads on facebook. The reverse could happen too.

The third element that my study focuses on is empathy service features online. This is on the side of both the sellers (people that pay to have the ads on facebook) and the buyers (users' of facebook). Empathy is the ability to be able to put yourself in someone else's shoes and actually go through what they are going through together with them. Once this is enforced on both sides then it becomes easier for sellers to provide exactly what buyers need and easier for

buyers to express what they need too. This study will be conducted to show the kind of relationship that exists among the above mentioned elements.

Research Purpose

The study intention is to study the rapport concerning the emotionally charged connectedness to Facebook as well as consumer attitudes towards internet marketing along with the moderating function of web-based empathy towards the consumers.

Contribution to literature

The goal of this is to add understanding on to the industry via a thorough overview of the essential info as well as a quantitative survey among the faculty student population right before describing the outcomes of the research project along with drawing conclusions on users' engagement with commercials on Facebook.

Chapter Outlines

Chapter 1

Chapter 1 touches on theories that have been applied to the research of how users respond to advertisements online.

Chapter 2

This chapter represents the problem situation, the problem statement, study queries and a sketch of the model of the research which will further formulate the hypotheses of the study to be conducted.

Chapter 3

The above chapter reveals the plan and practice of the reading undertaken. Enlightens on how the investigation reading was intended and what approaches were used in market research, these are; facts breakdown, the gauging gadget, the selection design and the method applied in authenticating the validity and the reliability of the gauging gadget.

Chapter 4

The following section defines the results of the empirical examinations led within the faculty of social sciences of near East University, Northern Cyprus, so as to understand the scholars' approach towards Facebook advertising.

Chapter 5

The above section lists the main theoretical and empirical results of the study. It gives responses to the study questions and reports on the hypotheses tested. A final dialogue will be brought forth as well as limitations and finally recommendations for future research will be touched on.

Conclusion

This section sets out the orientation of this study by offering a dialog of the problem, the research purpose, the contribution of the study to the literature and finally what the other chapters will touch on.

CHAPTER 1

LITERATURE REVIEW

1.1 Consumers' Attitude towards Advertising

The marketing industry is internationally undergoing inconceivable modifications. Wong and Munusamy (2007) claim that promotion is now essentially the most crucial aspect in the modern life of ours. The reality that the governing administration has intervened in advertising to some degree has controlled what is in existence in terms of adverts by corporations, institutions etc. and this produced impact on the development of consumers' perceptions towards advertising (Ringold & Calfee, 1998; Mittal & Pollay, 1993; Rotzoll, Sandage & Haefner, 1986; Ryans & Wills, 1982).

Attitude can be said to be an acquired penchant of persons. Fishbein (1967, p.53). Within a learned predilection male and female conduct, Kotler (2000) additionally portrays assertiveness as an individual assessment, psychological emotions affixed as well as behavior inclination towards several opinions or objects. In relation to the advertisement sector, Greyser and Bauer (1968) assume that assertiveness to marketing stands out as the viewer's demeanor to the marketing itself. The conduct of the audience towards advertising is observed through consumers' unfavorable or favorable reactions to a specific advert (Lutz & MacKenzie, 1989). In accordance with Mehta (2000), the perception of consumers to promotion remains considered as one of the dominant signals of marketing productivity since shopper's reasoning ability towards the ads (advertisements) are mirrored in their judgments, moods and consequently resolve to have an influence on their assertiveness to marketing (Mackenzie & Lutz, 1989).

Advertising has a legitimate and important function in bringing across info (Rotzoll, Sandage & Haefner, 1989). It is stated that essentially the most crucial features of promotion is delivering info Rubin (2002). Lei, Sun, Wang and Toncar (2009) argue that the fact-finding module functions as an optimistic predictor for the development of consumers' attitude to internet marketing. Information is thus deemed as an extremely priceless inducement in marketing since recipients respond quite favorably to adverts which transfer rewards (Varshney, 2003). Men and women often times are inclined to assume that advertising is able to offer information to the audience thus the fundamental reason behind acknowledging the marketing itself (Geysler & Bauer, 1968). Customers will invariably prefer to possess swift access to information that they are hunting for and it is feasible that the info is instantly distributed to the purchasers' (Kaasinen, 2003). Research by Thurwanger and Ramaprasad (1998); Madlberger and Haghirian (2005); and Ducoffe (1996), provide structure and sustenance on the reality that there is a positive and strong rapport between information and shoppers' approach towards promotion.

Geysler's and Bauer's (1968) exploration instructs that satisfaction is among the experiences of adverts, which they are able to touch on consumers' sentimentality noticing as they are pleasant to see (aesthetic). What they are expressing is the fact that adverts have the power to be regarded as a source of entertainment and pleasure (Prabhaker & Alwitt 1992; Mittal & Pollay 1993). Geysler and Bauer (1968) additionally claim that the purchasers' reactions to the adverts are provisioned by the pleasantness of theirs. Adverts which tend to be more enjoyable are almost certainly desired by prospective customers. Raman & Laeekenby (1998) additionally illustrate that entertainment is able to act as an assessment of the entertainment importance of an advert as the fascination is thought of as an appraisal of curiosity. The study carried out by Geysler and Bauer (1968) implies that the adverts which often involve substantial hedonic quality, shape consumers' impulse towards the ad. Likewise Prabhaker and Alwitt (1992) and Mittal and Pollay (1993) discovered how the hedonic element can generate substantial promising assertiveness towards marketing. This merely signifies that the higher the perception in

satisfaction on adverts is the better is the viewer's assertiveness towards promotion.

1.2 Defining users' emotional connectedness to facebook

A web-based display place that men and women utilize to create communal networks and communal relations or communal networks with additional folks that share equivalent private or profession pursuits, tasks, upbringings or genuine contacts is called a social networking site. One can easily classify communal-network services into 4 categories, but we will focus on only one: Mingling communal system services utilized principally for mingling with current contacts (e.g., Facebook) and others. The focal point of the research is going to be Facebook.

The dependence on humans to associate continues to be realized via social psychology. Among the most essential motives of social behavior is most likely the quest for connectedness. (Mackie & Smith, 2007). Connectedness can be demarcated as that sensation which you actually belong to a social group and that you could develop bonding associations. It is safe to say that the "ideal connectedness could be referred to as an optimistic psychological uplifting that comes together with the sensation of being within the intrinsic circle". (Van Baren et al., 2002). Connectedness is consistent with principles such as for instance "social presence which in turn are also examined in preceding studies (Rettie, 2003). This exploration aims at comprehending whether asynchronous talks are associated with connectedness and if so, the way the sensitivity of connectedness is induced. "The idea of society is at the center of the Internet". (Hagel & Armstrong, 1996). In addition, Schkade and Stafford, Stafford (2004) dug up proof that social gratifications do indeed rise from the use of internet and that is why we should explore this. The fact that human beings want to be connected to something explains why social networks like facebook are so popular.

Facebook was initiated as a ' university oriented communal broadcasting platform' in 2004 and was developed by a student working on attaining a degree at Harvard referred to as Mark Zuckerberg (w/o author, 2010). Recently, Facebook elevated the restraint on US-based university relationship

and unbolted itself to a global market. The platform currently combines social networking apps which enable the individual have numerous possibilities such as; capability to facilitate sharing user-generated information (videos or pictures), commenting on what others upload on the statuses of theirs, conversing with various other users as well as creating networks of friends.

An essential component of this research was creating a gauge to determine the lively commitment of consumers with Facebook actions including adverts, the degree to which users had been sentimentally associated with Facebook and just how effectively empathy service functions are incorporated into Facebook.

1.3 Defining empathy service features online

Empathy can be defined as ‘a non- immediate human component interaction as described that works with the provision of compassionate as well as individualized focus on customers for instance e-mail communication’. This means that the companies give attention to individual customers who bring concerns and requests to them. (Madu & Madu, 2002). Others would say that empathy is associated with ‘personalization’ which consists of comprehending the precise necessities of clientele as well as offering service associated ease of access (Nusair & Kandampully, 2008). Personalization does not exist in numerous social sites which is the reason it is so distinctive. Personalized services to clients genuinely assist to improve value (Nusair & Kandampully, 2008).

Thus, it is hypothesized that, Empathy options that come with web based service is favorably linked to the consumer’s intent to purchase goods and services online. How empathy impacts trust in online texting has not been explored in studies yet. Empathy can be categorized into two elements. The first is empathic accuracy, which can be defined as being able to accurately deduce the thoughts and feelings of others. The second element is supportive response, which means being able to respond compassionately to another person’s distress. Research from the past shows that empathy does exist in the online environment.

Theory of Planned Behavior (TPB) conveys to us that, a person's functionality of a specific demeanor is driven by his or perhaps the intent of her to carry out that demeanor. Intent is itself educated by attitudes towards the demeanor, subjective norms regarding partaking in the behavior, as well as perceptions regarding if the person will have the ability to efficiently participate in the target demeanor (George, 2004). Preceding study indicates that generally there prevails several primary dimensions to online service quality, this includes; navigability, confidence, responsiveness and personalization (Kandampully & Nusair, 2008). Procedure, controllability, simplicity of use, info value, and site plan (Su et al., 2008). Appearance, specific info, content worth, and technical adequacy (Chen & Chang, 2008). Punctual replies, accessibility, attentiveness, safety measures, trustworthiness (Jun et al., 2004), convenience, pleasure (Monuwe et al., 2004). Etc.

1.3 Conclusion

This chapter has explored past theories useful to the learning of response to adverts in various mass media most specifically on Facebook as an SNS.

CHAPTER 2

PROBLEM FORMULATION

2.1 Introduction

The rapid development of Social media Systems has provided rise to the large eagerness of making it a marketing and advertising resource, which includes turning it into the spot to shop though on the web and at the same time an ideal location for marketing and advertising. However, there have been concerns on both. Social networking is basically: Social; Interactions among participants and Media; Monetization of a huge audience.

The original press design seizes attention and also offers them to promoters. There aren't any exchanges between consumers in old-fashioned press (magazine articles or blog posts, television set etc.), for this reason this specific design displays it extremely well. Social networking, in contrast, has a lot more than ogles. The specific exchanges tend to be the all new context invented. The issue with Facebook's promotions is the fact that it still strives to profit from the old-fashioned mass media way: by figuring out exactly how much every single individual who looks at the internet site may be worth or is costing you.

Making money from each individual click or visit to the site is fine when your customers are unrelated single silos and are interrelating merely with provided info but when consumers are allied and frequently interrelating in an ever-changing way, the process of making profit should target collaborations. Collaborations set the actual period context of all the money taken in and most of the individuals. The real time context of all the money taken in and most of

the individuals is determined by interactions. To Facebook's acknowledgement, it's producing marketing and promotion is more 'individualized' by turning it into a great deal more granular as compared to on any other mass media type, although it continues to be out of context on a web page of discussions where the information found in the discussion could possibly have absolutely nothing to do with the advert.

The need for researching on marketing and advertising on SNSs like Facebook is clear, specifically because SNS users' info is not really easily available to advertisers. Far more empirical investigation is required to sooth the anxieties of analysts or investors that happen to be focusing on Facebook as a marketing and advertising wedge with huge marketing and advertising possibilities.

2.2 Problem Statement

The objective of this particular research project is finding out if there's a connection between Facebook emotionally charged connectedness as well as the users' perceptions towards Facebook marketing and advertising. It shall even further look for to determine if empathy service characteristics on the internet made any kind of impact on the users' mental connectedness to Facebook along with their perceptions or opinions towards Facebook ads.

Down below are the research questions:

2.2.1 How's the idea of "emotional connectedness to Facebook" discussed within literature?

2.2.2 How's the idea of "attitudes towards Facebook advertising" described in literature?

2.2.3 How's the idea of "empathy service features online" described in literature?

2.2.4 Are the 2 ideas of "emotional connectedness to Facebook" and also "attitudes towards Facebook advertising" linked to one another?

2.2.5 Does the degree of mental connectedness to Facebook of consumers

and empathy service features online impact the degree of their attitudes towards Facebook advertising and marketing?

2.3 Description of the conceptual model

The conceptual model is made of three variables derived from the literature review discussed in Chapter 1, as illustrated in Figure 2.1 below. The main assumption is that the Emotional Connectedness to Facebook and empathy service features online as independent variables are correlated and affect the users' Attitudes to Facebook Advertising.

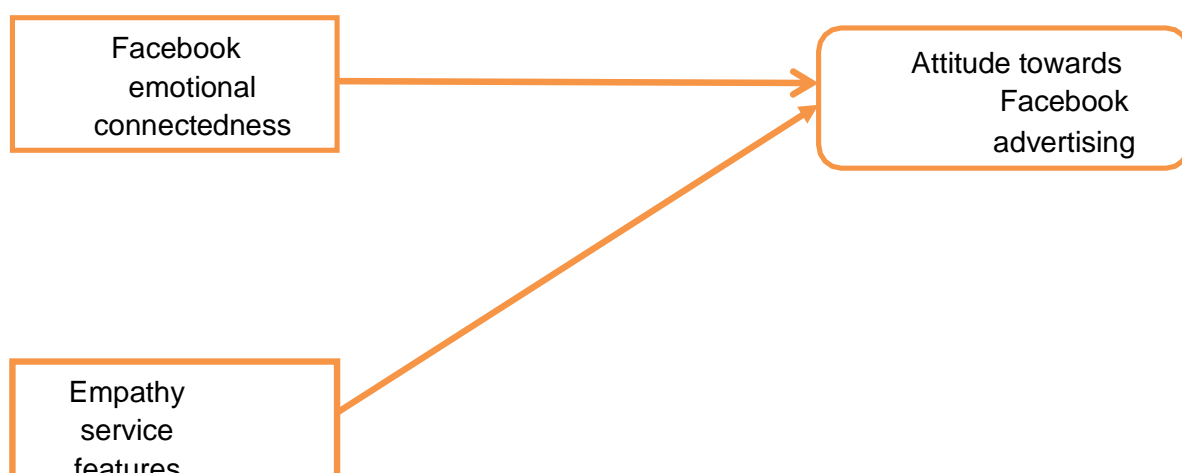


Figure 2.1: The model of the study

(Source: Author)

2.4 Hypotheses

Within the literature evaluation, users' mental connectedness, advertising and marketing on Facebook and also empathy program functions on the internet are talked about. This particular analysis switched to using initial survey information to check users' Facebook encounter as well as their attitude towards ads on Facebook. This particular analysis was exploring the connection between users' mental connectedness to Facebook as well as their

attitude towards ads on Facebook. In accordance with previous investigation, the present analysis suggested that the users' mental connectedness to Facebook encounter is favorably associated with their attitude towards Facebook ads. The empathy program functions on the web are additionally of attention within the present analysis. Therefore, the current study proposes two research hypotheses regarding users' emotional connectedness to Facebook and their attitude towards Facebook advertising:

H1: Emotional connectedness to Facebook marketing is related with perceptions towards Facebook advertising and marketing.

H2: Psychological connectedness to Facebook and perceptions towards Facebook advertising is related with empathy program functions on the internet.

2.5 Conclusion

The issue circumstance, the research questions and Problem statement is depicted by this chapter. Additionally, it illustrates the product on the research as well as the developed hypotheses of the research being tested.

CHAPTER 3

METHODOLOGY

3.1 Introduction

The above mentioned chapter exhibits the methodology and the design on the analysis getting completed. Sets over to display the way the analysis was created, the techniques employed within the investigations which is; information evaluation, the measuring instrument, the sampling style as well as technique utilized to evaluate the reliability and the validity of measuring instrument.

3.2 Research Design

A research design and style is described as the set of approaches along with processes used in gathering and also examining procedures of the variables specified within the issue analysis. The style and design of research specifies the research project style (descriptive, correlation etc.), research issue, hypotheses, dependent and independent variables, experimental style and design, and also information compilation techniques along with a statistical examination program. A study design and style is an outline that appears to have been produced to uncover solutions to analysis queries.

This specific research is keen on describing the connection among variables that illustrate mental connectedness to Facebook as well as the perceptions toward Facebook promotions. It's descriptive in intention as well as correlational in the type of investigation. There was clearly minimal to zero

interference throughout the study. It's an area research carried out at a university campus during the regular flow of occasions. The research project was undertaken over a period of time and therefore a cross sectional research.

3.3 Data collection method and the measuring instrument

A survey process was used-to obtain quantitative information. Fink (2003) details the survey process as establishing goals for information compilation, developing the analysis, setting up a dependable along with a legitimate instrument, administering the survey, analyzing and managing information as well as reporting the outcomes. The survey instrument made up of a questionnaire created as a result of the literature evaluation and also the conceptual model created is shown in Figure 3.1 below:

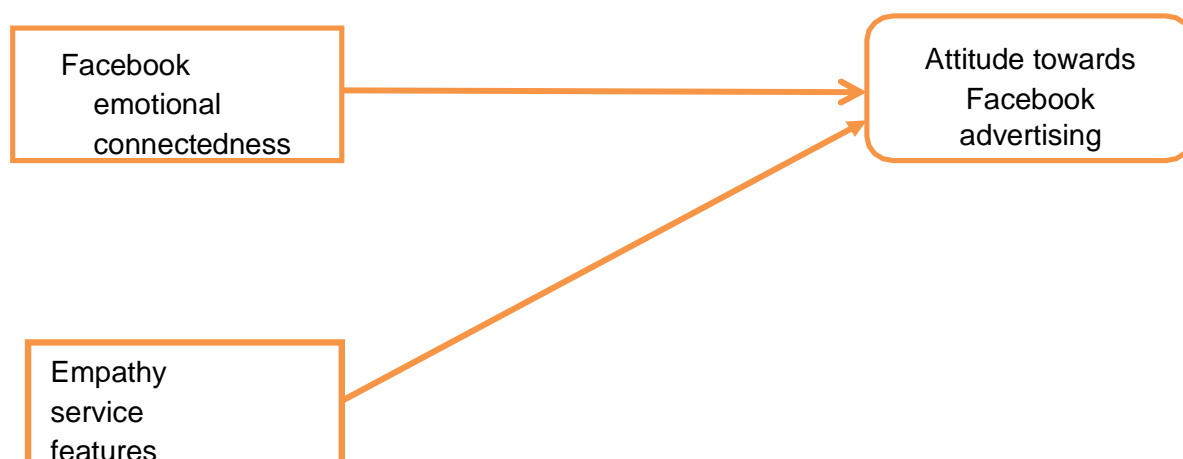


Figure 3.1: The model of the study

(Source: Author)

The questionnaire made up of 2 areas made to suit only one A4 sizing paper. The Section I was comprised of 1 screening issue to help keep away all those without Facebook accounts out of the survey as well as 1 on the gender of all of the respondents. Aisle II composed 8 (eight) mindset claims towards Facebook advertising and marketing used from Xhang (2005), additionally of 7 (seven) attitude claims on Emotional Connectedness to Facebook that was

used from Facebook severeness scope (FBI) created by Ellison et al (2007) and also four(4) empathy program attributes internet claims created by my thesis supervisor Asst. Prof. Dr. Ertugan.

A pilot check was for starters done in which questionnaires were sent out to a preliminary test of ten students through the school of Social Sciences, Near East Faculty, along with Northern Cyprus. The questionnaires had been ready within the right English words. The pilot examination was making certain the questionnaires had been blunder free of charge, clear, understandable, as well as constant and also might be very easily performed by the respondents. In line with the responses gotten as a result of the pilot check, the questionnaires had been made better as well as finalized.

3.4 Sampling design and size

A convenience random sampling strategy was used to carry out the survey. The handy sampling was used since the respondents (students of the school of Social Sciences, Near East University) were present at the faculty building during the distribution and was qualified as a target population. Most respondents had been requested to voluntarily top off the questionnaires according to their knowledge on adverts on Facebook as well as their mental connectedness to Facebook. Faculty students have been focused for that survey since many literature defined the small public, particularly the college aged owners as the biggest market class utilizing social networking websites (Chu, 2011; Haris & amp; amp; Dennis, 2011).

A sample size is elements of the public picked for a survey or even try things out. The test dimensions are a crucial thing about just about any empirical research whereby the aim is making inferences regarding a sector originating from a test. Malhorta (2010) implies that test dimensions for the research of advertising and marketing, the bare minimum ought to be just 150 and also the common variety of about 200 to 300. Whereas, Sekaran (2003) implies that test dimensions that are bigger than 30 (thirty) as well as under 300 are usually relevant for many investigation, as well as suggests the test dimensions ought to be 10 (ten) occasions the lots of variables within the research. Therefore,

the test sizing established because of this analysis was 200 people.

3.5 Data analysis

Statistical Package for Social Science 21® (SPSS) was used to evaluate the information from the questionnaire styles. Each and every questionnaire was coded as well as moved into the SPSS information perspective. The very first survey instrument utilized was the dependability evaluation, and that reveals the "extent to that a weighing machine creates results that are consistent whenever repeated dimensions are designed on the characteristic" (Malhorta, 2007). This was when the descriptive analyses that had been carried through on the adjustable questions' replies provided by the respondents. The correlation analyses have been completed to exhibit the impact and also guidance of the connection in between the variables that outcome was employed for the theory tests. The regression analyses have been operated to be able to figure out the distant relative value of impartial adjustable on perceptions towards Facebook advertising and marketing.

3.6 Validity and reliability of the measuring instrument

Cronbach's (alpha) as coefficient of inner consistency was used to calculate the dependability of the questionnaires' replies that displays the "extent to that a weighing machine creates results that are consistent whenever repeated dimensions are designed on the characteristic" (Malhorta, 2007).

3.7 Conclusion

This particular chapter details the methodology and the design on the research performed. It describes the way the analysis was created, as well as what options have been worn in investigations as within information evaluation. It further defined the computing instrument, the sampling style as well as technique utilized to evaluate the reliability and the validity of measuring instrument. The outcomes of the information evaluation will be depicted by another chapter.

CHAPTER 4

DATA ANALYSIS AND FINDINGS

4.1 Introduction

This particular chapter details the results of empirical investigations done of all the students within the Faculty of Social Sciences in Near East University, Northern Cyprus, so as to discover the level of correlation with Facebook psychological connectedness, Students' approach towards Facebook marketing as well as Empathy program functions on the internet.

Dependability evaluation was completed to figure out the suitability and also consistency of the research variables. A descriptive evaluation had also been performed on the variables talked about previously. Additionally, a correlation was done testing the hypotheses. Finally linear regression evaluation was carried out to determine the practical use of the variables as well as importance of the model. The main results of all of the empirical investigations are mentioned within this specific chapter.

4.2 Realization Rate

The method known as simple random sampling was used. A complete 200 forms were disseminated to scholars within the faculty.

Table 4.1*Realization Rate*

Total questionnaires distributed	200
Questionnaires screened out	1
Questionnaires not returned	0
Total questionnaires Realized	200

The data gotten from the distributed surveys was then transferred to Statistical Package for Social Sciences (SPSS 21) software program and later analyzed.

4.1.1 Consistency of the measuring instrument

Cronbach's alpha as coefficient of inner consistency was used to calculate the dependability of the questionnaires' responses.

Table 4.2*Reliability Statistics*

Variables	Cronbach's Alpha	N. of items
Facebook emotional connectedness(FEC)	.747	7
Attitude towards facebook advertising(ATFA)	.872	8
Empathy service features online(ESFO)	.845	4
Over all percentage	.879	19

According to Hair 2006 the reliability (overall consistency of a measure) must be more than 0.60 hence we can find the reliability for Facebook emotional connectedness (FEC) is 0.747, Attitude towards facebook advertising (ATFA) is 0.872, Empathy service features online (ESFO) is 0.845, and for all of questions is 0.879. This shows a lot of inner consistency for the scale due to this particular test.

4.3 Descriptive Statistics

4.3.1 Facebook emotional connectedness

Area I of the questionnaire contained seven mindset claims which were faithfully developed as well as sent out to 200 pupils on the school, out of that the complete 200 have been viewed as legitimate. The aisle made up of mindset claims towards Facebook advertising and marketing that was used of Facebook severeness scope (FBI) created by Ellison at al (2007). The following depicts the average responses;

Table 4.3

Facebook emotional connectedness

Facebook is part of my everyday Activity	200	1.00	5.00	3.0750	1.19015
i am proud to tell people that i am on facebook	200	1.00	5.00	3.5650	2.43421
facebook has become part of my daily routine	200	1.00	5.00	3.2450	1.11858
i feel out of touch when i haven't logged onto facebook for a while	200	1.00	5.00	3.3050	1.20384
i feel i am part of the facebook	200	1.00	5.00	3.5100	1.18190

community					
i feel sorry if facebook is shut down	200	1.00	5.00	3.4700	1.18156
i have a lot of facebook friends	200	1.00	5.00	3.7800	1.05221
Facebook emotional connectedness	200	1.00	5.00	3.4214	.88895

The typical reaction to the declaration perceptions on mental connectedness to facebook was 3.4214, that shows that respondents somewhat agreed of their mental connectedness to facebook.

Major finding; typically, respondents are psychologically associated with facebook. They each clearly agreed that facebook is an element of their daily activities.

4.3.2 Attitude towards facebook advertising

Eight mindset claims which were faithfully developed as well as sent out to 200 pupils in the school, from which 200 have been viewed as legitimate were contained by area II of the questionnaire. The section comprised mindset claims towards facebook marketing was taken from Xang (2005). The following depicts the average response;

Table 4.4*Attitude towards facebook advertising*

	N	Minimum	Maximum	Mean	Std.Deviation
i always pay attention to advertisements on facebook	200	1.00	5.00	3.0800	1.14900
i fully ignore advertisements on facebook	200	1.00	5.00	3.2200	1.27267
advertisements make me less likely to use facebook	200	1.00	5.00	3.3200	1.15075
advertisements on facebook are boring	200	1.00	5.00	3.3850	1.16773
advertisements are necessary to fund facebook	200	1.00	5.00	3.5350	1.16428
advertisements make me like to use facebook	200	1.00	5.00	3.2700	1.24291
i often click through facebook advertisements and check out information	200	1.00	5.00	3.3250	1.27574

i would forward facebook advertisements to my friends Total	200	1.00	5.00	3.3300	1.31901
Attitude towards facebook advertising	200	1.00	5.00	3.3081	.88556

The typical reaction to this particular was 3.3081 which suggested that on typical respondents exhibited a somewhat beneficial frame of mind towards Facebook advertising and marketing. Respondents largely believed they didn't completely dismiss advertising on facebook (3.2200). Respondents in addition agreed that ads are required to fund facebook (3.5350). Last but not least, respondents agreed that ads didn't cause them to become more unlikely to make use of Facebook (3.3200).

Major Finding: Respondents don't always dismiss facebook ads as well as realize the facebook marketing is essential to fund facebook pursuits.

4.3.3 Empathy Service Features Online

Eight mindset claims which were faithfully developed as well as sent out to 200 pupils in the school, from what 200 have been viewed as legitimate were contained by area III on the questionnaire. The section comprised mindset claims towards empathy program functions on the internet. The following depicts the average responses;

Table 4.5*Empathy Service Features Online*

	N	Minimum	Maximum	Mean	Std. Deviation
i welcome provision of customized information online	200	1.00	5.00	3.4500	1.03579
i prefer user friendly selecting method of product dispatch	200	1.00	5.00	3.6100	.96569
i prefer user friendly methods of payment	200	1.00	5.00	3.7250	1.09332
i like to see more personalization when buying online	200	1.00	5.00	3.8550	1.05810
Total					
Empathy service features Online	200	1.00	5.00	3.6600	.85876

The typical reaction to the declaration on mindset towards empathy program functions on the internet was 3.6600, which suggested that on typical respondents exhibited a good frame of mind towards empathy service features

on the internet. Respondents largely declared they completely agreed on planning to experience additional customization when purchasing on the internet (3.8550).

Major Finding: Respondents completely agreed on getting easy ways to settle a fee. This implies that for this to occur sellers should have empathy towards their customers in order to provide them the things they request.

4.4 The analysis of the proposed model of the study

A unit was created for this particular research as seen on figure 5.1. This particular analysis is designed to look at 2 hypotheses created about the connection between the impartial varying Facebook mental connectedness as well as reliant adjustable approach towards Facebook advertising and marketing. It's additionally targeted at evaluating the empathic words and phrases of the respondents as an independent variable. Regression evaluation as well as correlation had been used to check the connection in between the variables. To be able to confirm the hypotheses, a Correlation and also regression evaluation had been operated to uncover exactly how or even to what degree variables are connected with one another.

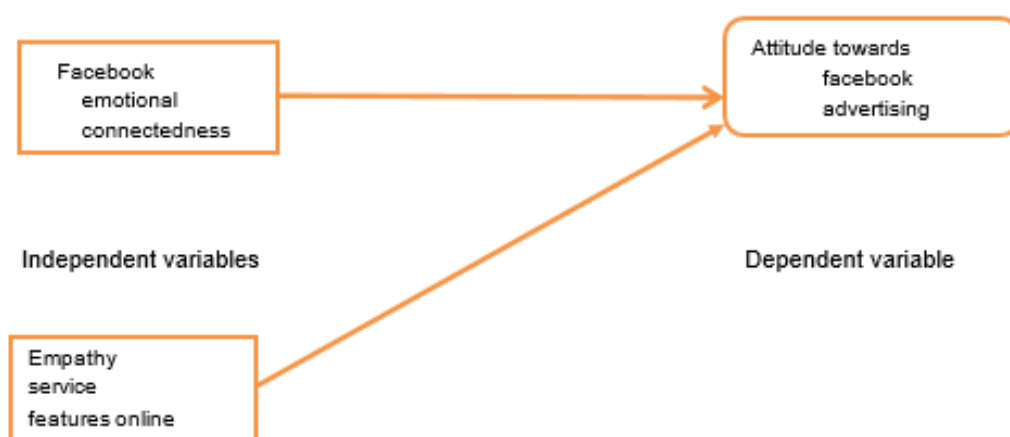


Figure 5.1: Model of the study

(Source: Author)

4.4.1 Correlation between Facebook psychological connectedness (avg_econn) attitude and towards facebook advertising and marketing (avg_att)

Table 4.6

Correlation between Facebook emotional connectedness and attitude towards Facebook advertising.

Variable	Facebook emotional connectedness	Attitude towards facebook advertising	Empathy service features online
Facebook emotional connectedness	1:00		
Attitude towards facebook advertising	0.520**	1:00	
Total			
Empathy service features online	0.349**	0.376**	1:00

** . Correlation is significant at the 0.01 level (2-tailed). N=200

The yield of 2 tailed bivariate Pearson correlation evaluations directly above yielded a correlation of 0.520, which sets a confident correlation in between the respondents' mental connectedness to facebook as well as their attitude towards facebook advertising and marketing.

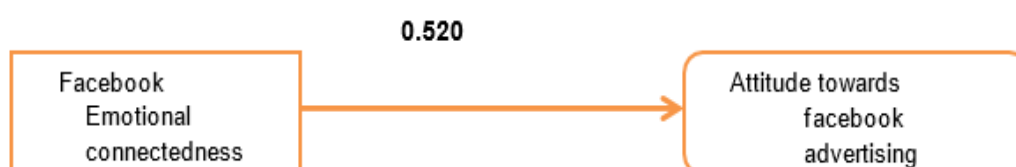


Figure 5.2 Model of the study

(Source: Author)

Major Finding: There's a confident correlation in between the respondents' mental connectedness to Facebook as well as their attitude towards Facebook advertising.

4.5 Regression Analysis

A fairly easy linear regression evaluation was completed to figure out the level of connection between the impartial adjustable facebook mental connectedness along with reliant adjustable approach towards facebook advertising and marketing. Precisely the same level of connection was furthermore analyzed by moderating the variables with empathy program functions on the internet.

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	22.029	1	22.029	32.544	.000 ^b
	Residual	134.029	198	.677		
	Total	156.059	199			

a. Dependent Variable: ATFA

b. Predictors: (Constant), ESFO

The Anova table above suggests the unit predicts the information effectively. Significance is .000 that is under 0.05 indicating the general regression version, significantly and statistically predicts the end result as adjustable. Meaning, the average facebook emotional connectedness of the respondents predicts their attitude towards facebook advertising.

Major Finding: Their attitude towards facebook advertising and marketing is predicted by the facebook mental connectedness of the respondents.

4.5.1 Between facebook psychological connectedness (avg_econn) attitude towards facebook advertising and marketing (avg_att) and also to empathy program functions on the internet.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.560 ^a	.314	.307	.73736	1.277

a. Predictors: (Constant), FEC, ESFO

b. Dependent Variable: ATFA

R indicates that there is no correlation because of how small the value is.

The Durbin Watson is 1.277 which shows that there exists a positive auto correlation between the variables. This is as a result of the Durbin Watson rule which states that values from 0 to less than 2 indicate positive auto correlation.

The Adjusted R² of 30.7 % indicates that there's absolutely no connection between the impartial adjustable (facebook psychological connectedness), Dependent varying (attitude towards facebook advertising) as well as Moderating adjustable (empathy program attributes online).

Furthermore, with these results it signifies the rejection of the alternative hypothesis which claims a positive relationship should exist, the acceptance of the null hypothesis which claims that there is relationship at all.

ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	48.949	2	24.475	45.015	.000 ^b
1 Residual	107.109	197	.544		
Total	156.059	199			

a. Dependent Variable: ATFA

b. Predictors: (Constant), FEC, ESFO

The above mentioned table implies that the f test is forty five (45%) therefore the unit is statistically considerable since the p value is under 0.05.

Coefficients^a

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta		
1 (Constant)	.964	.264		3.652	.000
1 ESFO	.228	.065	.221	3.505	.001
1 FEC	.442	.063	.443	7.036	.000

a. Dependent Variable: ATFA

T-test explains if the hypothesis is statistically significant or not. This is shown by looking to the p-value, if the p-value is less than 0.05 which it is. It will be accepted.

4.6 Conclusion

A summary of main results depending on the empirical exploration on this research were presented by this particular chapter. The dependability

assessments on Facebook psychological attitude and connectedness towards Facebook advertising and marketing yielded 74.7 % as well as 87.2 % respectively, that proposed that optimal reliability was had by the items as well as fairly tall inner consistency.

The correlation evaluation exhibits the connection between the impartial adjustable (Facebook psychological connectedness) along with reliant varying (attitude to Facebook advertising) and also the other independent variable (empathy program attributes online) in which the very first theory displays considerable correlation. The regression evaluation benefits demonstrated that on typical, mental connectedness of the respondents to Facebook predicts their attitude towards Facebook advertising and marketing. On the flip side the regression evaluation benefits present absolutely no correlation in between the impartial adjustable, reliant adjustable with the other impartial adjustable.

CHAPTER 5

DISCUSSION

5.1 Introduction

A realization on the research is provided by this chapter. It begins with a dialogue of the theoretical results as well as empirical results of the study. Thereafter, one can find other facets that include the limitations, research questions, hypotheses, conclusions from other research and lastly there is a recommendation for succeeding studies.

5.2 Theoretical findings

- The advertising is the most powerful factor for people to make a purchase decision.
- The Effect Model shows the consumers' perceptions within every phase of the process and it is an important measure for investigating the effectiveness of marketing.
- 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.
- The entertainment is the most effective factor for people to continue using Facebook. Therefore, advertisements play a key role in the usage of Facebook because it has an emotional effect on people.
- Facebook Intensity Scale incorporates emotional connectedness to Facebook and its integration into individuals' daily activities while measuring the frequency and duration on the site.
- Facebook advertising makes communication between the consumers and

companies easier. Therefore, companies talk to customers on the site leading to empathy from the companies and customers are able to speak with one another to develop an amplified style of word-of mouth.

- Word of mouth has an influence on consumers' selections since it offers information that is impartial and reliable more than other sorts of reputable information such as advertising.
- Social networking Site is an effective instrument for eWOM, that has enhanced swiftness of information dissemination and it includes brand-related experiences, amid peers.
- People who have a strong bearing on Social Networking Sites are more inclined to sharing information about ads with their friends.

5.3 Empirical findings

- Respondents do not neglect Facebook advertising and discover Facebook advertising essential for funding Facebook pursuits.
- Averagely respondents are sentimentally associated with Facebook. They firmly concur that Facebook is an element of the daily activity of theirs.
- They consent that they happily inform others that they are on Facebook.
- There is modest connection involving respondents' emotional connectedness to Facebook and the attitudes of theirs towards Facebook advertising.
- The typical emotional connectedness of the respondents to Facebook predicts the attitudes of theirs towards Facebook advertising.
- Facebook emotional connectedness and attitude towards facebook advertising do not predict empathy towards the consumers from companies.
- T-test explains if the hypothesis is statistically significant or not. This is shown by looking to the p-value, if the p-value is less than 0.05 which it is.

5.4 Research questions

- **How is the notion of "attitudes towards Facebook advertising" outlined within the literature?**

The advertising industry is globally experiencing incredible changes. Munusamy & Wong (2007) argue that advertising is now probably the most essential components in the modern life of ours. The reality that the authorities has intervened in advertising to some degree has governed what is set out there in terms of adverts by corporations, institutions etc. and this made impacts on the development of consumers' perceptions towards advertising (Calfee & Ringold, 1998; Pollay & Mittal, 1993; Rotzoll, Haefner & Sandage, 1986; Wills & Ryans, 1982).

- **How is the notion of "emotional connectedness to Facebook" outlined within the literature?**

The need for human beings to connect has been recognized through social psychology. (Smith & Mackie, 2007; Adler & Kwon, 2002). One of the most basic motivations of social behavior is the pursuit of connectedness. (Smith & Mackie, 2007). Connectedness can be defined as that feeling that you actually belong to a social group and that you can create bonding relationships. It is safe to say that the "ideal connectedness can be described as a positive emotional uplifting which comes with the feeling of being within the inner circle". (Van Baren et al., 2002). Connectedness is consistent with principles including social awareness and presence which in turn are also examined in preceding studies (Rettie, 2003). This study was written at grasping whether asynchronous communications are regarding connectedness and if so, the way the feeling of connectedness is evoked. The belief of society is at the center of the Internet".

- **How is the concept of "empathy" described in literature?**

Empathy can be defined as 'a non- immediate human component interaction as described which relates to the provision of compassionate as well as individualized focus on clients particularly e-mail communication'. This means that the companies give attention to individual customers who bring concerns and requests to them. (Madu & Madu, 2002). Others would say that empathy is associated with 'personalization' which consists of understanding the

specific needs of clienteles and providing service related accessibility (Nusair & Kandampully, 2008). Personalization does not exist in many social sites that is why it is so unique.

- **Are the 2 principles of emotional connectedness to Attitudes and Facebook towards Facebook advertising connected with one another?**

The result of the 2-tailed bivariate Pearson Correlation test implies that there is a correlation of 0.520, which in turn suggests a reasonable correlation involving the respondents' emotional connectedness to Facebook and the attitudes of theirs towards Facebook Advertising.

- **Does the degree of emotional connectedness to Facebook of consumers impact the quality of the attitudes of theirs towards Facebook advertising?**

The study implies that the typical reaction to the declaration attitudes on emotional connectedness to facebook was 3.4214, which signals that respondents marginally agreed on their emotional connectedness to facebook. Respondents likewise agreed that they are satisfied to inform others that they are on Facebook. They each firmly agreed that Facebook is a component of the daily activities of theirs. The typical reaction to the proclamation attitudes on Attitude towards Facebook Advertising was 3.3081, which in turn suggested that on average respondents exhibited an optimistic outlook towards Facebook advertising. Respondents largely reported that they did not entirely overlook advertisements on facebook (3.2200). Respondents additionally agreed that adverts are essential to fund facebook (3.5350). Ultimately, respondents agreed that adverts did not cause them to become more unlikely to utilize Facebook (3.3200).

5.5 Hypotheses

H:1 Emotional connectedness to Facebook marketing is related with perceptions towards Facebook advertising and marketing

There is a correlation (statistical rapport involving 2 variables) of 0.520, which in turn signals an optimistic correlation involving the respondents' emotional connectedness to Facebook as well as their attitude towards Facebook Advertising. There's additionally an optimistic relationship involving respondents' emotional connectedness to Facebook as well as their attitudes towards Facebook advertising and marketing. The regression assessment outcomes indicated that the typical emotional connectedness of the respondents to Facebook predicts their attitude towards Facebook advertising and marketing.

This hypothesis was supported

H:2 Psychological connectedness to Facebook and Attitudes towards Facebook advertising is related with empathy program functions on the internet.

There is an adjusted R2 of 0.307, and that signifies virtually no correlation involving the respondents' psychological connectedness to Facebook as well as the attitudes of theirs towards Facebook Advertising in associations to empathy program features online".

This hypothesis was not supported.

5.6 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. Therefore, the findings are not to be generalized.

5.7 Recommendations for future research

This research was done on one faculty of the University. My recommendation would be, to better understand the relationship among the variables above, that further research be conducted for students in other faculties so as get additional precise outcomes and to generalize the conclusions. Moreover, precisely the same study could be performed in the potential future by utilizing a larger sample size from various metropolises in Cyprus, age groups, social classes and a variety of professions.

5.8 Discussion

For this specific paper, the principal query is, does the degree of psychological connectedness to Facebook of users impact the level of their attitudes towards Facebook advertising? As well as the rapport involving facebook psychological connectedness and attitude towards facebook marketing and empathy program functions on the internet.

The chief objective of this exploration was investigating the rapport involving the psychological connectedness to Facebook; a well-known web based social network website, and the users' perceptions towards Facebook advertising. Also the above mentioned and their association with other independent variable empathy service features online. The focus of this research was on a specific faculty of the University which is the Social sciences. The data acquired and used on this research was from Near East University students.

Today, there is an increase in the popularity of social media websites. They have become a part of daily lives. These social networking sites give opportunities for persons to interact with other users. Sharing of links with people present on the sites is also possible. The online social media campaigns are very popular techniques for equipping people with creative advertisements. Marketers create their products' profile and share those advertisements on different social media websites such as Facebook which is the main focus of my study.

The correlation analysis results for the relationship involving the independent variable, emotional connectedness to Facebook and dependent variable, attitudes towards Facebook advertising showed moderate association between them. The second hypothesis which is if the independent and dependent variables share any correlation with empathy service features online could not be supported.

A correlation and a linear regression analysis were run to understand the relationship among the 3 variables. The first hypothesis was Psychological connectedness to Facebook advertising is related with attitudes towards Facebook advertising. This specific hypothesis was backed since in accordance with the study conclusions, there is a correlation of 0.520, which in turn indicated an optimistic correlation involving the respondents' psychological connectedness to Facebook as well as their attitudes towards Facebook Advertising. There is simply no relationship involving respondents' psychological connectedness to Facebook and their attitudes towards Facebook advertising and empathy program functions on the internet.

This research offers an empirical exploration for computing the rapport involving the psychological connectedness to Facebook (a well-known web based social networking site) and the users' attitude towards Facebook advertising. Empathy program functions on the internet had been accustomed to moderate the users' psychological connectedness to Facebook and their attitude towards facebook advertising. Additionally, it features theoretical investigation for dependent variable (attitudes towards Facebook Advertising) and independent variables (emotional connectedness to Facebook & empathy program features online).

To summarize, this research exhibits an empirical exploration for computing the rapport involving the psychological connectedness to Facebook (a widely used web based social networking site) and the users' attitude towards Facebook advertising. Empathy program functions on the internet had been employed to moderate the users' psychological connectedness to Facebook and their attitude towards facebook advertising. Additionally, it features theoretical exploration for dependent variable (attitudes towards Facebook

Advertising) and independent variables (emotional connectedness to Facebook & empathy service features online).

5.9 Conclusion

This particular chapter depicts the discussion of the entire research paper, the limitations and the recommendations for future research. It further shows the theoretical and empirical findings of the research as well as the hypotheses. Lastly, it gives answers to the research questions.

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APPENDIX

Near East University Faculty of Social sciences

Master's in Business Administration

March 2019

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,

Luckie Musyimi

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 further

2. Your Gender

Male Female

Section II

Tick as you see appropriate (✓).

Strongly disagree	Disagree	Neither agree nor disagree	Agree	Fully agree
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	Facebook emotional connectedness	1	2	3	4	5
E1	Facebook is part of my everyday activity					
E2	I am proud to tell people that I am on Facebook					
E3	Facebook has become part of my daily routine					
E4	I feel out of touch when I haven't logged on to Facebook for a while					
E5	I feel I am part of the Facebook community					
E6	I feel sorry if Facebook shut down					
E7	I have a lot of Facebook friends					
E8	I feel out of touch if I am not logged on to Facebook for a while					

	Attitude towards Facebook advertising	1	2	3	4	5
A1	I always pay attention to advertisements on Facebook					
A2	I fully ignore advertisements on Facebook					
A3	Advertisements make me less likely to use Facebook					
A4	Advertisements on Facebook are boring					
A5	Advertisements are necessary to fund Facebook					
A6	Advertisements make me like to use Facebook					
A7	I often click through Facebook advertisements and check out information					
A8	I would forward Facebook advertisements to my friends					

	Empathy service features online	1	2	3	4	5
P1	I welcome provision of customized information online					
P2	I prefer user friendly selecting method of product dispatch					
P3	I prefer user friendly method of payment					
P4	I like to see more personalization when buying online					

Thank you for your time.....

PLAGIARISM REPORT

University students' attitude towards Facebook advertising.

ORIGINALITY REPORT

13%

SIMILARITY INDEX

10%

INTERNET SOURCES

5%

PUBLICATIONS

7%

STUDENT PAPERS

PRIMARY SOURCES

1	ajit-e.org Internet Source	8%
2	Submitted to Laureate Higher Education Group Student Paper	2%
3	Ahmet Ertugan. "Using Statistical Reasoning Techniques for Measuring Users' Emotional Connectedness to Facebook and their Attitudes Towards Facebook Advertising", Procedia Computer Science, 2016 Publication	1%
4	www.cscanada.net Internet Source	<1%
5	Submitted to Georgia College & State University Student Paper	<1%
6	Submitted to Postgraduate Schools - Limkokwing University of Creative Technology Student Paper	<1%
7	www.slideshare.net Internet Source	<1%

ETHICS COMMITTEE REPORT


12.07.2019

Dear Luckie Musyimi

Your application titled “**The University Students’ Attitudes toward Facebook Advertising**” with the application number YDÜ/SB/2019/462 has been evaluated by the Scientific Research Ethics Committee and granted approval. You can start your research on the condition that you will abide by the information provided in your application form.

Assoc. Prof. Dr. Direnç Kanol

Rapporteur of the Scientific Research Ethics Committee



Note: If you need to provide an official letter to an institution with the signature of the Head of NEU Scientific Research Ethics Committee, please apply to the secretariat of the ethics committee by showing this document.