ATTITUDES TOWARDS PROMOTIONAL ADVERTISING ON FACEBOOK AMONG USERS IN KOTA KINABALU, SABAH

LAURINCIA JOSEPH
2009155307

BACHELOR OF BUSINESS ADMINISTRATION (HONS) (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KOTA KINABALU SABAH

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ABSTRACT

This study is entitled "Attitudes towards Promotional Advertising on Facebook among Users in Kota Kinabalu, Sabah" with the objectives to: (i) measure the users' attitude towards advertising on Facebook; (ii) compare the users' attitude towards advertising on Facebook based on gender, age and level of education of the users; (iii) determine the perception of Facebook users about advertising constructs (entertainment, informativeness, irritation and credibility); and (iv) ascertain the relationships of the advertising constructs (entertainment, informativeness, irritation and credibility) with attitude towards advertising on Facebook. This study used a descriptive and quantitative research design using survey with self-administered questionnaire adapted from Altuna and Kanuk (2009), Haq (2009) and Mahmoud (2013). A total of 350 respondents selected using convenience sampling participated in the study. The study showed that respondents have high attitude towards advertising on Facebook and perceived the entertainment, informativeness and irritation constructs of advertising highly except credibility which is perceived moderately. The attitude of respondents towards advertising is different between male and female with a higher mean for males compared to females but there is no significant difference of attitude towards advertising on Facebook based on age and highest education level. The relationship between advertisement constructs and attitude towards advertising on Facebook were all significant, positive and moderate for entertainment, informativeness and irritation but weak for credibility. Overall the relationship between advertisement and attitude towards advertising on Facebook is high. It is recommended for future studies to explore the influencing factors that differentiate attitude between male and female users.

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CHAPTER ONE

INTRODUCTION

1.0   Introduction

In the recent decades, the growth of the Web or better known as the WWW (World Wide Web) has changed the business landscape. From WWW, electronic commerce has thrived and become one of the contemporary modes of marketing to outreach more customers at a global scale. Basically, electronic commerce or e-commerce is defined as the buying and selling of product, services or information using computer networks, mainly on the Internet. E-commerce offers functionality and new ways of doing business that has become the norms of almost all companies or individual entrepreneurs now. In fact, some companies have moved their entire business to the Web while others have established subsidiaries as a separate online business entities. Others are investing in or merging with online startups (Wen et al, 2001). It seems that the Internet has brought down the physical barriers to commerce and widens the markets to a global level. Through e-commerce, companies can create a virtual marketplace where they can sell their products or services 24/7 (Lee, 2001). The availability of the Internet has allowed many businesses and individuals to participate in e-commerce (Tangpong et al., 2008).

In the recent few years, the development of the WWW did not cede but continued to grow rapidly. One of the major changes is the merging of social media into one platform – the social network. The evolvement of WWW itself has resulted in a wider Web 2.0 technological context. O'Reilley (2007) stated that Web 2.0 is the

development of software that enabled the involvement of mass in social and collective activities. The social network exists due to the capability of the users to represent themselves and their interest in the social platform and enhanced their activities with others through social media channels.

The birth of the social network web started with SixDegree.com which was credited as the first social web in 1997 that provides characteristics such as profiles, friends and messaging. Other social networks started to grow as early as 2000 such as Ryze.com and LinkedIn.com. Eventually, more popular social network webs began to flow the cyber space such as Friendster, MySpace, Facebook and others. Other social network also developed rapidly with features such as blog, photo sharing and video sharing. This new media enabled people to connect, share information and meet on another on the cyber space. Safko and Brake (2009) stated that the social media has also becomes a communication means where it can be developed, promoted and made into profit. The social media is considered as a place, tool, service that enables self-expression as well as for meeting and sharing via Internet technology (Cavazza, 2008).

1.1 Background of the Study

The rapid development in information and communication technology has transformed the World Wide Web into a new technology called Web 2.0 which is more powerful and greater connectivity around the globe. Stemming from this technology is the mushrooming of social media. Consumers are accessing social media on their desktops, laptops, notebooks, tablets, and mobile phone with ease nowadays. This suggests that the social media will go a long way in enabling business