



**CONSUMERS' PERCEPTION AND ACCEPTANCE TOWARDS FACEBOOK  
ADVERTISING**

**JOANNA BADONG ANAK GILBERT**

**2008250238**

**BACHELOR IN BUSINESS MANAGEMENT (HONS) (MARKETING)**

**FACULTY OF BUSINESS MANAGEMENT**

**MARA UNIVERSITY OF TECHNOLOGY**

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## **1.0 INTRODUCTION**

Understanding consumer's attitudes toward advertising has always been one of the goals of advertisers. Advertisements that are successful in delivering its messages to its audiences can help to promote and build awareness on the company's offerings. With the rapid development of information technologies worldwide in the past decade, advertisers are increasingly relying on various modes of interactive technology to advertise and promote their products and services. Furthermore, the idea of executing a content that is current and entertaining could get consumers to interact electronically in an effective way. This powerful attribute can be seen as a future of advertising and may become more figurative in consumers' minds than television advertising as a marketing stimulus that stands out relative to others in the environment Yaakop, A and Hemsly Brown, J. (2001).

Social network sites such as Facebook, MySpace and others have become a medium for market practitioners to engage their marketing activities. However, research studies on these social network sites and how it is perceived by its users is relatively limited and unavailable. This statement is supported by Boyd and Ellison (2007) that stated that there is little research published in the area of consumer perceptions of advertising on social network sites although these sites faces rapid growth over a very short period of time. Besides that, although research exists in the area of online communications, not all of this work is easily transferable to the social media space (Bond, Ferraro, Luxton and Sands, 2010). Also, little is known about how online factors influence Internet users' attitudes toward online advertising (Campbell and Wright, 2008). Besides that, capitals investment in online advertising are often targeted wrongly due to lack of knowledge and limited research done on consumers' opinions of online advertising which caused advertisers chosen the wrong advertisement characteristics; sending unclear messages; and cannot clearly identify the target audience (Hadija, 2008). Hence, the aim of this study is to fulfil the gap by investigating the relationship between user perception and their attitude on online social networks advertising using the example of Facebook.

### 1.7.5 Perception

The ability to see, hear, or become aware of something through the senses.

### 1.7.6 Attitude

The way a person views something or tends to behave towards it, often in an evaluative way.

## **2.0 LITERATURE REVIEW**

Issues of credibility, privacy trust, advertising avoidance, gender difference and interactivity have been the highlights of previous research on online advertising. However, literature in consumer perception of online advertising via social media is limited (Bond. et. al 2010). A previous study by Zeng et. al (2009) found that responses to online advertising via social network heavily depended on perceptions of advertising relevance and value, as well as being influenced by social identity and group norms. Unlike, Hadija (2008) found perceived interactivity as an important influence in consumers' responses to the same subject. Other dimensions such as advertising avoidance, credibility and privacy were used in the past to measure consumers' perceptions towards online advertising (Kelly, 200; Roberts, 2010).

Therefore, in congruence with the previous literature, this research is proposing that consumers' attitudes towards advertising on Facebook is presented as two-level structure depicting generalized perception of advertising on Facebook and the individual's perceptions with advertising.