



How do motives affect attitudes and behaviors toward internet advertising and Facebook advertising?



Serra Inci Celebi*

Yasar University, Universite Cad., Agacli Yol, No. 35-37, Bornova, Izmir, Turkey

ARTICLE INFO

Article history:

Keywords:

Internet advertising
Facebook advertising
Motives
Attitudes
Behaviors

ABSTRACT

Survey research conducted to learn young individuals' motivations toward Internet, Facebook, and their attitudes and behaviors toward Internet advertising (Study 1) and Facebook advertising in addition to Facebook feature use (Study 2). Interpersonal utility was the most prominent motivation that affected participants' all attitudinal and behavioral process in study 1. So, participating in discussions, belonging to a group, meeting new people, in other words activities associated with using social media influenced consumers' attitudes and behaviors toward Internet advertising favorably. In study 2, the participants whose opinions and attitudes are positive toward Facebook use tended to use all Facebook features. Results show that quality of life, peer influence, & structure time significantly predicts use of both one-to-many communication features (such as status updates and Groups) and one-to-one communication features (such as private messaging and chat). Facebook Groups are used more by those who are motivated by quality of life, peer influence, & structure time. Security in privacy concern had an effect on comments. In other words, the more users felt secure and less privacy concern, the more they wrote comments on Facebook.

© 2015 Elsevier Ltd. All rights reserved.

Introduction

Turkey is the 5th biggest Internet user country among Europe's top 10 Internet countries according to Internet World Stats based on data gathered on 30th of June 2014 with its 46.3 million users ("Internet top", 2014). There are two important reasons that make Internet the world's most powerful media advertising. The first reason is the majority of people have Internet access. The second reason is Internet audience has been much more than traditional media audience throughout media history (Taylor, Lewin, & Stratton, 2011).

Compared to traditional media, Internet has offered more interaction among people which has generated a new and transparent environment where there is democratic and participatory communication (Demirtas, 2012). Thus, creating, organizing, sharing, and spreading information have not been easy in the history of human beings up until the invention and the use of Internet and social media. This new trend of communication turned word of mouth into word of mouse where electronic communication comes in and it is a fun and easy way to spread brand related information (Dryer, n.d.).

Almost a decade ago, some leading companies (e.g., P&G) suspected the performance of Internet advertising which raised a question about the effectiveness of this new medium (as cited in Joines, Scherer, & Scheufele, 2003). However, today, there are some cross cultural studies about the Web advertising attitudes in which results are favorable. Bevan-Dye (2013), for example, investigated attitudes of black Generation Y students toward Web advertising in South Africa and found positive attitudes. For creating positive attitudes toward Web advertising, there are certain considerations that give an idea to marketers and advertisers. Those considerations enhance marketing campaign plans, such as what kind of content shall be put in the advertisement or in what way of advertisements shall be used (Yaakop, 2013).

Companies use the Internet to attract consumers to both offline and online shopping (Sanje & Senol, 2012). Some scholars (e.g., Sanje & Senol, 2012) studied online behavioral advertising; however, consumers who are affected by Internet advertising do not only involve in online shopping but also involve in offline shopping. Many Internet related studies are directed to online shopping, but not much is known about what fosters purchasing behavior in general (both online and offline).

To learn whether or not the related findings can be generalized to other countries, it is important to conduct research in those countries too. Turkey has a young population and one of main

* Tel.: +90 546 792 17 16, +90 545 737 5554.

E-mail address: serracelebi@hotmail.com

target markets of Internet and Facebook. Thus, conducting such studies especially in Turkey is important to guide marketers and advertisers. One possible way to get a clear understanding of Internet advertising highly depends on the reason why consumers use the Internet (Joines et al., 2003). Learning what drives and motivates consumers to use the Internet is important and helps to understand who may be highly likely to see the Internet advertising. That is the reason why in this study 1, Internet usage motivations and which Internet usage motivations have effects on users' attitudes and behaviors toward Internet advertising have been investigated.

After general examination of Internet advertising in study-1, Facebook was selected to be investigated in study-2. Facebook was created as a communication platform between students by Mark Zuckerberg and his friends while they were students at Harvard University in 2004. Since then, Facebook became a very successful social network and by 2006 it spread in the US and by 2011 it started to be used in all around the world (Greerand & Yan, 2011). In January 2009, there used to be over 175 million Facebook users all around the world which displays the popularity and worldwide engagement of Facebook. The 175 million Facebook users represent 15 million less than Brazil's population (190 million) and 15 million more than double of Germany's population (80 million) (Kaplan & Haenlein, 2010).

According to Internet World Stats based on data gathered on 31st of December 2012, there were 32.131.260 Facebook users in Turkey (Internet stats, 2014) and Facebook users represented approximately half of the Turkish population, as it was approximately 74.9 million in 2012 (Turkey: Total population from 2004 to, 2014). Turkey is a very convenient target market for Facebook with its young population. In 2014, Facebook was still the most popular and engaging social network site in Turkey with its 26% penetration rate (Penetration of leading social networks in Turkey as of 4th quarter, 2014).

There is gender and age difference regarding the number of average friends among Turkish Facebook users. Male Facebook users have more friends (162 friends) than female Facebook users (156 friends). For the numbers of friends, more efficient users are 15–24 years (almost 178 friends) and it is followed by Facebook users 25–34 years (almost 158 friends). In addition to demographic profile of the users, geographic place (the city) is important in terms of the number of friends. The city of İzmir (where the current studies were conducted) is notably superior to any other cities of Turkey, with about 180 friends per Facebook users in İzmir (Demirtas, 2012).

Facebook is one of social networking sites that enable people to stay connected and chat with other people who share the same online communities (Rohani & Hock, 2010). "Facebook currently derives 82 percent of its revenue from advertising" (Wolff, 2012, p. 70). The effectiveness of Facebook advertising, like any other advertisements on the Web, is evaluated by either CPM (cost per thousand ad impression) or CPC (cost per click). So, sharing a particular type of ad or video ad with friends or clicking the like button or surfing on the Facebook pages even without clicking is valuable (Wolff, 2012). However, some authors (e.g., Wolff, 2012) argue that there is a decline in the effectiveness of digital advertising, because of the inability of digital advertisements on attracting attention of users. They also claim that their ineffectiveness continues and so the value of digital advertisements decreases. A terminology called "banner blindness" has recently become a nightmare of advertisers and companies; as it refers to the tendency to ignorance or avoidance of banner ads especially by heavy Internet users (Cho, 2003). This phenomenon may turn into a more serious issue when it is not limited with banner ads and starts to include other types of digital ads.

Kazançoğlu, Üstündağlı, and Baybars (2012) found consumers' negative attitudes toward Facebook advertising affects their purchasing behaviors in an unfavorable way. They question the importance and use of Facebook advertising in the promotional mix of companies. They also found that consumer attitudes were formed by the time spent with Facebook instead of Facebook visit frequency. Ulusu (2010) examined the motivations for Facebook use in Turkey and found that the people who wanted to escape from their daily routines used Facebook more than other individuals.

There are important reasons why in study-2 Facebook was selected to be examined and why it is investigated in Turkey:

First, Facebook was selected to be studied, as it is the most splendid (Demirtas, 2012) as well as the most used social network in Turkey and across the world (İşbulan, 2011).

Secondly, university students are selected to be examined since "most of the social network users are young individuals, many of them university students" (Bozkır, Mazman, & Sezer, 2010, p. 145-146).

Thirdly, there is an explosive increase in the number of Facebook users, while research investigating Facebook remains steady and has not increased proportionally (İşbulan, 2011)

Fourthly, Alhabash, Park, Kononova, Chiang, and Wise (2012) explain the importance of investigating Facebook in countries other than the US. Alhabash et al's state of line is: "Despite the fact that the majority of Facebook users come from countries other than the United States, the extreme majority of Facebook research is U.S. centric. Therefore, it becomes important to explore this social phenomenon in other countries and cultures" (p. 304).

Finally, there is a growing interest in researching the uses and effects (Akyıldız & Argan, 2011), and motivations of Facebook, but there is not enough research in the field of the motivations of Facebook advertising.

The identical types of advertising are used in both social media (e.g., banner ads, video ads, and polling ads) (Weinberg, 2009), and Internet. Therefore, individuals' attitudes toward them were examined in study-1 as general attitudes (Internet) and in study-2 as specific attitudes (Facebook).

1. Study 1

1.1. Conceptual rationale and hypotheses

With the invention of the World Wide Web (WWW), in addition to traditional media studies, online consumers' needs and motivations have been started to be studied in the uses and gratifications theory (U&G). The main difference between traditional media studies and the U&G is that the decision is controlled by the media users (Lee & Lee, 2012); so the audiences are not passive but active decision makers.

Gratification refers to needs which is obtained as a result of using media. People have social and psychological needs and those needs drive them to evaluate the benefits of using media; and as a result of this assessment they choose certain media over others (Lee & Ma, 2012). People use the Internet to satisfy their social needs which can be considered as the most crucial and impacted driver that motivate individuals to belong to social media (Wang, Tchernev, & Solloway, 2012). Cha (2010) found that interpersonal utility predicted both the frequency of using social network sites (SNSs) and the time spent on SNSs (Cha, 2010). Lee and Lee (2012) investigated consumer's motivations for watching online video ads and found five motivations, including social interaction, relaxation, information, escapism-pass time, and entertainment.

Papacharissi and Rubin (2000) researched the motives of using the Internet and found five motives, namely interpersonal utility,

Download English Version:

<https://daneshyari.com/en/article/10312567>

Download Persian Version:

<https://daneshyari.com/article/10312567>

[Daneshyari.com](https://daneshyari.com)