



**ST. MARY'S UNIVERSITY,
SCHOOL OF GRADUATE STUDIES**

**DETERMINANTS OF USERS ATTITUDES AND BEHAVIOUR
TOWARD ONLINE SOCIAL NETWORK ADVERTISING (A
CASE OF PRIVATE UNIVERSITY STUDENTS IN ADDIS
ABABA)**

By ->

Name: Bethlehem Mikru

ID.No. SGS/0139/2007B

FEBRUARY, 2018

ADDIS ABABA, ETHIOPIA

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**A THESIS SUBMITTED TO ST.MARY'S UNIVERSITY COLLEGE,
SCHOOL OF GRADUATE STUDIES IN PARTIAL FULFILLMENT OF
THE REQUIREMENTS FOR THE DEGREE OF MASTER OF
BUSINESS ADMINISTRATION (GENERAL MBA)**

FEBRUARY, 2018

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ST.MARY'S UNIVERSITY
SCHOOL OF GRADUATE STUDIES
FACULTY OF BUSINESS

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Declaration

I, Bethlehem Mikru, hereby declare that the thesis entitled *determinants of users attitudes and behavior toward online social network advertising (a case of private university students in Addis Ababa)* is the outcome of my own effort and study and that all sources of materials used for the study have been duly acknowledged. This study has not been submitted for any degree in this University or any other University. It is offered for the partial fulfillment of the requirement for the Master of business administration (MBA) program.

Name: **Bethlehem Mikru**

Signature _____

St. Mary's University , Addis Ababa

FEBRUARY, 2018

ENDORSEMENT

This thesis has been submitted to St. Mary's University, School of Graduate Studies for examination with my approval as a university advisor.

Tesfaye Wolde (Dr.)

Advisor

Signature

St. Mary's University , Addis Ababa

FEBRUARY, 2018

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ACKNOWLEDGEMENTS

I would like to take this opportunity to show my sincere gratitude and appreciation to all people that helped in this thesis work. First and foremost, I would like to thank my advisor **Tesfaye Wolde (Dr.)** for all his advice towards better improvement of research project. Secondly, My sincere appreciation also goes to all those who have been involved in this study; specifically the respondents in making this study come true mainly *St. Marry university, Admas university, Micro link information technology college, Unity university , and Hope Science, business and technology college* and staffs in order to collect the appropriate data and I am deeply grateful to all. Lastly, I offer my regards and blessings to all of those who supported me in any respect during the completion of my research project.

Bethlehem Mikru

LIST OF ABBREVIATIONS AND ACRONYMS USED

SNSs-social network sites

SNA-social network advertising

ITU- International Telecommunications Union

B2E -business-to-employee

B2B- business-to business

P2P- people-to-people

B2C- business to Customer

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ABSTRACT

Social network sites (SNSs) have rapidly grown in popularity and user acceptance globally since last few years. They have become the main place for social interaction, discussion and communication. Today, many businesses advertise their products on social network sites. The current study aims to assess the effects of social network sites on Ethiopian university students beliefs and concerns of social network advertising (SNA) on their attitudes toward social network advertising and social network sites banner ad-clicking behavior. Data was collected from a sample of 337 university students of Five private universities in Addis Ababa Ethiopia. Results show the beliefs of social network advertising as informative and entertaining have positive effects on user attitudes toward social network advertising and their ad-clicking behavior. Similarly, user concern of social network advertising as irritating has a positive effects on both their attitudes toward social network advertising and ad-clicking behavior. Good for economy is an important socioeconomic belief which affects user attitudes toward social network advertising positively.

Further irritation and intrusively were found to be positively impacting ad clicking behavior of Ethiopian higher institution students. The overall results indicate that useful and interesting aspects of social network advertising in Ethiopian perspective were indicated to make social network sites banner ads effective.

Keywords: Social network sites; Social network advertising; Beliefs; Concerns; Attitudes; Ad-clicking behavior, University students, Addis Ababa, Ethiopia

CHAPTER ONE

INTRODUCTION

1. Background of the Study

Since last few years, social media particularly online social network sites (social network sites) have rapidly grown in popularity and user acceptance (Mir,2012; Taylor,*et.al.*2011). Recent estimates of e-marketer's show that by 2017 social network sites users will be 2.55 billion globally (e-marketer,2016). Social network sites are web based applications which allow users to connect with other online users by creating personal profiles and inviting other users to visit those profiles. Other users can be friends, colleagues, relatives and strangers. User profiles contain the descriptive information (e.g. age, gender, location and interests) of users. They can also include photos, videos, audio files and blogs (Boyd & Ellison,2007). social network sites not only facilitated user to user connectivity but also enabled businesses to market their products to their customers in an effective way. Today many businesses advertise their products on social network sites (Constantinides & Fountain ,2008; Kaplan & Haenlein,2010;Saeedi,2012).

Advancements in internet based technologies profoundly affected the ways of communication. Recently, social media remarkably changed the communication landscape (Edwards, 2011). It has become the main channel for social interaction and communication (Eagleman, 2013). Social media are internet based applications that empower users to interact with other users online. They also allow users to generate and exchange content online (Kaplan and Haenlein, 2010). Social media represents various online social communication platforms (e.g. social network sites, multimedia sharing sites, bookmarking sites, wikies etc.). Relatively, the popularity and user adoption of Social Network Sites are promptly growing worldwide (Demerling, 2010; Kozel *et al.*, 2013; Taylor,*et.al.*2011; Vasalou,*et.al.*, 2010).

Several past studies (Diffley,*et.al.*2011;Hadija,*et.al.*2012;Kelly,*et.al.*2010;Sim & Habel,2011; Roberts2010) examined the effects of factors such as irrelevant ads, lack of trust, and intrusiveness on social network sites users' behaviors toward social network advertising (SNA).

Nonetheless, least studies assessed the effects of user beliefs and concerns of SNA on their attitudes toward SNA as well as on their social network sites banner ad-clicking behavior. Importantly, so far the effects of user beliefs and concerns of SNA have not been theorized together in a single model in African perspective. Understanding consumer beliefs of advertising is important as they affect their attitudes toward advertising (Pollay & Mittal,1993). Similarly, consumer concerns of advertising as intrusive and irritating affect their attitudes toward online advertising (Baek &,Morimoto 2012;Ducoffe,1996) User attitudes toward online advertising affect their ad-clicking behavior (Wang & Sun,2010). The current study aims to identify the effects of users' beliefs and concerns on their attitudes toward SNA and social network sites banner ad-clicking behavior. The current study applies Pollay and Mitall's (1993) belief framework to assess the effects of users' beliefs and concerns of SNA on their attitudes and behaviors toward SNA. Various past studies(Wang & Sun,2010; Korgaonkar P.*et.al.*2001) found Pollay and Mittal's belief framework effective in measuring consumer attitudes and behaviors toward online advertising.

2 Statement of the Problem

At the present time, we all are witnessing a revolution regarding wireless technology and mobile communication which are emerging information technologies that make "anytime-to any place"communication possible. As a result, in order to exploit these opportunities, companies in various industries have rapidly begun to integrate the mobile communication technologies into their business models (Yen and Chou, 2000).

Consumers' desire to make a quality purchase decision is their main motivation for information search (Engel,*et.al.*,1995). They use media such as internet to fulfill their pre-purchase information needs (Cui and Roto, 2008; Goldsmith and Horowitz, 2006; Ha, 2002). Pre-purchase information seeking is one of the key motivations for consumers to use the media (Punj and Staelin, 1983). Pre-purchase search is information seeking and processing activities in which consumers engage to simplify their purchase decisions Kelly (1968). Consumers read, watch or observe product related information on different media to produce a well-considered purchase decision (Muntinga,*et.al.*2011). Pre-purchase information gathering helps consumers in reducing the perceived risk involved in a purchase. It also helps them in making a sensible brand choice (Ha, 2002)

Consumers use internet and social network sites (SNAs) to find the information helpful in purchase decision making and in making right and risk free product choices (Cui and Roto, 2008 ;Park *et al.*, 2009). Consumers seek other consumers' comments and recommendations on the internet to averse the perceived risk involved in a buying decision (Goldsmith and Horowitz, 2006). Likewise, they gather other consumers' comments and suggestions on social network sites s useful in gratifying informational deficit (Karlíček *et al.*, 2012; Valenzuela *et al.*, 2009). Consumers also attend the advertising appearing on media (e.g. on social network sites) to gather the information useful in making risk free and better purchase decisions (Esfahani *et al.*, 2012; O'Donohoe, 1994) however, advertising is a dominant commercial source of product information (Goldsmith, 2005).

Today, almost all sizes of businesses are advertising their products on social network sites s (neti,*et.al.* 2011;, 2008; kaplan and haenlein, 2010). Firms which advertise their products on social network sites s to ethiopian young can benefit from the findings of the current study particularly, these findings will be helpful in determining the result oriented social network sites banner ad content. In 2015, mobile smartphones and tablets are major access points to the internet and online commerce and about 2.25 billion people, i.e. 72% of all internet users worldwide, access the internet using a mobile phone. In the same way, in ethiopia as of june 2016 ,internet penetration rate from the total population is 11.1 % and accordingly the users grew fast from 10,000 users as of December 2000, to 11,538,000 on march 31,2017 of which majority accessing the internet using a mobile phone, furthermore according to ITU (2017) as of June 2016 there are 4,500,000 Ethiopians are users of Facebook.

Therefore, modelling the relationships among views about, attitudes and behaviors towards social network sites s advertising, through the results of the current study, could help advertisers produce conveniently advertising messages that reach audience more effectively in the Ethiopian context. Yet while research and practice have identified the promise of social network sites s advertising, little is known about the impact of social network sites s advertising in the Ethiopian context as the literature has largely focused on developed nations (sun, wang 2010; wang, sun 2010a, 2010b; kamal, chu 2012). Consequently, the aim of the present study is to measure views and attitudes towards social network sites s advertising with respect to the Ethiopian cultural context and test a model which is proposed on the basis of previous researches made (see Figure 5) linking views, attitudes, and behaviors related to social network sites s advertising.

3 Basic Research Questions

Following the problem of the study, the research questions under this study is as follows;

- ✓ How does Users' attitudes toward online advertising affect their ad-clicking behavior among university students' in Addis Ababa?
- ✓ How do the following variables (Personal utility Views, Socioeconomic belief, users' attitudes, consumers concern) influence users' attitudes toward social network advertising and social network sites banner ad-clicking behavior ?

4 Objectives of the Study

4.1 General Objectives

The general objectives of the study is to identify the determinants of users attitudes toward social network advertising and social network sites banner ad-clicking behavior among university students in Addis Ababa, Ethiopia.

4.2 Specific Objectives

On the basis of the literature review, the specific objectives of the study is to:

- To examine users attitudes toward online advertising affect their ad-clicking behavior among university students' in Addis Ababa
- Study the factors (Personal utility Views of SNA, Socioeconomic belief of SNA and Consumer Concerns of SNA) that affect users ad-clicking behavior among university students' in Addis Ababa
- Identify if personal utility Views, Socioeconomic belief, users' attitudes, consumers concern influence users' attitudes toward social network advertising and social network sites banner ad-clicking behavior among university students' in Addis Ababa .

5 Research Hypothesis

The study hypothesizes the following, which are derived from the specific objectives and will be tested in this study;

H1a. Personal utility Views of social network advertising have a positive effect on social network sites users' attitudes toward social network advertising .

H1b. Personal utility Views of social network advertising have a positive effect on social network sites users' ad-clicking behavior.

H2a. Socioeconomic belief of social network advertising as good for the economy has a positive effect on social network sites users' attitudes toward social network advertising .

H2b. Socioeconomic Views of social network advertising as deceptive, materialism and value corruption have negative effects on social network sites users' attitudes toward social network advertising .

H3a. Intrusiveness and irritation have a negative effect on social network sites users' attitudes toward social network advertising .

H3b. Intrusiveness and irritation have a negative effect on social network sites users' ad-clicking behavior.

H4. Social network sites users' attitudes toward social network advertising have a positive effect on their ad-clicking behavior.

6 Definition of Terms

6.1 Conceptual Definition Of Terms

Socioeconomic Views: Despite the controversial nature of advertising consumers perceive it good for the economy . Advertising provides product information, leads to lower prices, and promotes healthy competition between companies which ultimately benefit the consumers

Consumer concerns: Advertisements are designed to produce positive effects of value to both advertiser and consumer. However, they may also produce negative effects and such negative effect is consumers may perceive the advertisement as intrusive

Online marketing ;has many similarities to, and differences from, ordinary marketing. the objective of online marketing as in all marketing is to build customer relationships so that the firm can achieve above-average returns (both by offering superior products or services and by communicating the brand's features to the consumer).

Social Marketing and Advertising; Social marketing/advertising involves the use of online social networks and communities to build brands and drive sales revenues. There are several kinds of social networks, from Facebook, Twitter, Pinterest, and Instagram, to social apps, social games, blogs, and forums (Web sites that attract people who share a community of interests or skills).

Consumer Views and concerns - Views are descriptive thoughts that people hold about other people, events, things etc.

Personal utility Views: The primary function of advertising is providing product information to consumers. Advertising provides consumers information about the nature, features, functions, and availability of the products

7 Significance of Study

Social marketing differs markedly from traditional online marketing. The objectives of traditional online marketing are to put business's message in front of as many visitors as possible and hopefully encourage them to come to the company Web site to buy products and services, or to find out more information. Therefore the more "impressions" (ad views) the company's get, and the more unique visitors to the site, the better. Traditional online marketing never expected to listen to customers, much less have a conversation with them, any more than TV advertisers expected to hear from viewers (Laudon,*et.al.*2016).

Therefore, the study will be able to assist companies and online advertising agencies in Addis Ababa ,Ethiopia how they can encourage their potential customers to become fans of a specific company's products and services, and engage with the company's business by entering into a conversation with it. Furthermore it is expected to shed some light companies and online advertising agencies in Addis Ababa ,Ethiopia companies and online advertising agencies in Addis Ababa ,Ethiopia can encourage their business's fans to share their enthusiasm with their friends, and in so doing create a community of fans online. Ultimately, they can be able to strengthen the brand and drive sales, and to do this by increasing their "share of online conversation." There is some reason to believe that social marketing is more cost effective than traditional marketing although this is still being explored.

8 Delimitation/Scope of the Study

Every piece of research has its limitations, and the limitations of this study arise from its relatively narrow research focus. It does not attempt to propose a model that would be fully comprehensive or universally applicable. Rather, it should be viewed to some extent as a preliminary insight into the relatively unexamined and unknown territory of Views and concerns of users attitudes toward social network advertising and social network sites and their ad clicking behavior. The research focus will be almost entirely on users. It should also be noted that the study examined Views and concerns of users attitudes toward social network advertising and social network sites and their ad clicking behavior only in Ethiopia, Addis Ababa city in selected private universities as a result caution must be considered in regard to the generalize ability of this study to the application of results across the country.

Another point to take into consideration will be methodologically speaking; the present research will apply a cross-sectional descriptive research: to examine the Views and concerns of users attitudes toward social network advertising and social network sites and their ad clicking behavior in Addis Ababa Ethiopia. Moreover, it assesses the issue among students of selected private universities/colleges in Addis Ababa . No doubt a better understanding may be gained concerning the strength of association between the variables if the study sample includes more number of campuses in both government and private universities/colleges across the country using more rigorous statistical analysis, for example, structural equation modeling.

9 Organization of the Research Report

The study is organized in to five chapters. Chapter one is introductory part that covers background of the study, statement of the problem, research question, objective of the study, significance of the study, Delimitation (Scope) of the study, Research Design and Methodology, Limitation and organization of the study. The second chapter is review of related literature, enabling to develop the document and logically sequenced rational of problem. Chapter three includes the type and design of the study; the participant of the study; the sources of data; the data collection tools/instruments employed; the procedures of data collection; and the methods of data analysis to be used. Chapter four provides results and discussion, which summarize the

results/findings of the study, and interpret and/or discuss the findings while the last chapter, chapter five provides the summary, conclusions and recommendations of the study.

CHAPTER -TWO

LITERATURE REVIEW

To gain a better understanding the basic terminology related with the effects of beliefs and concerns on user attitudes toward online social network advertising, this chapter presents a theoretical review with an aim to provide relevant literature in the subject area. Furthermore, the chosen theory, factors influencing usage private manufacturing firms in less developed countries are assessed and used to develop the framework of the study.

2.1 Theoretical Literature

2.1.1 Introduction

Since last few years, social media particularly online social network sites (social network sites) have rapidly grown in popularity and user acceptance (mir, 2012; taylor.et.al.,2011) . Recent estimates of e-marketer's show that by 2017 social network sites users will be 2.55 billion globally (emarketer,2013). Social network sites are web based applications which allow users to connect with other online users by creating personal profiles and inviting other users to visit those profiles. Other users can be friends, colleagues, relatives and strangers. User profiles contain the descriptive information (e.g. Age, gender, location and interests) of users. They can also include photos, videos, audio files and blogs (boyd,2007). Social network sites not only facilitated user to user connectivity but also enabled businesses to market their products to their customers in an effective way. Today many businesses advertise their products on social network sites (constantinides,et.al.,2008; kaplan & haenlein ,2010; saeedi ,2012).

Several past studies (Diffley *et.al.*,2011; Hadija,*et.al.*,2012; Kelly,*et.al.*,2010; Sim & Habel ,2011; Roberts,2010) examined the effects of factors such as irrelevant ads, lack of trust, and intrusiveness on social network sites users' behaviors toward social network advertising (SNA). Nonetheless, least studies assessed the effects of user beliefs and concerns of SNA on their attitudes toward SNA as well as on their social network sites banner ad-clicking behavior. Importantly, so far the effects of user beliefs and concerns of SNA have not been theorized together in a single model. Understanding consumer beliefs of advertising is important as they affect their attitudes toward advertising (Pollay & Mittal ,1993). Similarly, consumer concerns of advertising as intrusive and irritating affect their attitudes toward online advertising (Baek &

Morimoto,2012;Ducoffe,1996). User attitudes toward online advertising affect their ad-clicking behavior (Ducoffe ,1996; Wang & Sun,2010). The current study aims to identify the effects of users' beliefs and concerns on their attitudes toward SNA and social network sites banner ad-clicking behavior. The current study applies Pollay And Mitall's (1993) belief framework to assess the effects of users' beliefs and concerns of SNA on their attitudes and behaviors toward SNA. Various past studies (Pollay & Mittal,1993; Wang & Sun ,2010; Korgaonkar ,2001) found Pollay And Mittal's belief framework effective in measuring consumer attitudes and behaviors toward online advertising.

2.2 Social Networks And Online Communities

The Internet was designed originally as a communications medium to connect scientists in computer science departments around the continental United States. From the beginning, the Internet was intended, in part, as a community-building technology that would allow scientists to share data, knowledge, and opinions in a real-time online environment (Hiltzik, 1999). The result of this early Internet was the first "virtual communities" (Rheingold, 1993). As the Internet grew in the late 1980s to include scientists from many disciplines and university campuses, thousands of virtual communities sprang up among small groups of scientists in very different disciplines that communicated regularly using Internet e-mail, listservs, and bulletin boards. The first articles and books on the new electronic communities began appearing in the mid- to late 1980s (Kiesler et al., 1984; Kiesler, 1986). One of the earliest online communities, The Well (Whole Earth 'Lectronic Link), was formed in San Francisco in 1985 by a small group of people who once shared an 1,800-acre commune in Tennessee.

The Well continues to have thousands of members devoted to discussion, debate, advice, and help (Hafner, 1997; Rheingold, 1998). With the development of the Web in the early 1990s, millions of people began obtaining Internet accounts and Web e-mail, and the community-building impact of the Internet strengthened. By the late 1990s, the commercial value of online communities was recognized as a potential new business model (Hagel and Armstrong, 1997).

The early online communities involved a relatively small number of Web aficionados, and users with intense interests in technology, politics, literature, and ideas. The technology was largely limited to posting text messages on bulletin boards sponsored by the community, and one-to-one or one-to-many e-mails. In addition to The Well, early networks included GeoCities, a Web site

hosting service based on neighborhoods. By 2002, however, the nature of online communities had begun to change. User-created Web sites called blogs became inexpensive and easy to set up without any technical expertise. Photo sites enabled convenient sharing of photos. Beginning in 2007, the growth of mobile devices like smartphones, tablet computers, digital cameras, and portable media devices enabled sharing of rich media such as photos, music, and videos. Suddenly there was a much wider audience for sharing interests and activities, and much more to share.

A new culture emerged as well. The broad democratization of the technology and its spread to the larger population meant that online social networks were no longer limited to a small group but instead broadened to include a much wider set of people and tastes, especially pre-teens, teens, and college students who were the fastest to adopt many of these new technologies. Entire families and friendship networks soon joined. The new social network culture is very personal and “me” centered, displaying photos and broadcasting personal activities, interests, hobbies, and relationships on social network profiles. In an online social network, the “news” is not something that happened somewhere else to other people; instead, the news is what happened to you today, and what’s going on with your friends and colleagues.

Today’s social networks are as much a sociological phenomenon as they are a technology phenomenon. Currently, social network participation is one of the most common usages of the Internet. Almost two-thirds of all Internet users worldwide use social networks (eMarketer, Inc., 2015a). Facebook has over 1.5 billion active users of its Web site and a little over 1.3 billion mobile monthly users (Facebook, 2015). There is obviously an overlap between these two sets of users. Google+ is included here as a social network, but in 2015, Google has been downplaying Google+, and cutting the link between Google+ and its other services such as YouTube. In the past, a Google+ account was required in order to be able to fully use any of Google’s other services as a subscriber.

As a result, Google+ subscriber numbers included many people who were using some other Google service. Google+ has never achieved the success of other social networks such as Facebook or Instagram (Miners, 2015d). Other large social networks include LinkedIn (profiled in the opening case), Twitter, Pinterest, Instagram, and Tumblr. While Facebook is the most popular social network, it is also the slowest growing, up just a few percentage points since

2012. Facebook appears to have hit a plateau in the United States, and its real hope for growth is offshore, where it is pushing to create basic Internet access so more people will join the network. Newer social networks, such as Pinterest and Instagram, have doubled in the past three years to 31% and 28% of Internet users (Pew Research, 2015).

Worldwide, the social network phenomena is even stronger with more than 2 billion users worldwide, 28% of the world's population, and still growing at 9% annually. Social networks are a top online destination in every country, accounting for the majority of time spent online, and reaching over 60% of active Internet users. Asia-Pacific has the largest social network audience (1.1 billion), followed by the Middle East and Africa (256 million), and Latin America (238 million), while North America has the highest penetration of social network usage among the general population (56%) (eMarketer, Inc., 2015a). Although Facebook dominates the global social network marketplace, in some countries, localized social networks are significant, such as Orkut (owned by Google) in Brazil, Mixi and social messaging app LINE in Japan, Qzone, QQ, Sina Weibo, and RenRen in China, XING in Germany, Tuenti in Spain, and VK in Russia. There is an online social network for you to join almost anywhere you go! Unfortunately, there's very little, if any, communication across social networks.

2.3 What is an Online Social Network?

So exactly how do we define an online social network, and how is it any different from, say, an offline social network? Sociologists, who frequently criticize modern society for having destroyed traditional communities, unfortunately have not given us very good definitions of social networks and community. One study examined 94 different sociological definitions of community and found four areas of agreement.

Social networks involve (a) a group of people, (b) shared social interaction, (c) common ties among members, and (d) people who share an area for some period of time (Hillery, 1955). This will be our working definition of a social network. Social networks do not necessarily have shared goals, purposes, or intentions. Indeed, social networks can be places where people just "hang out," share space, and communicate.

It's a short step to defining an online social network as an area online where people who share common ties can interact with one another. This definition is very close to that of Howard

Rheingold's one of The Well's early participants who coined the term virtual communities as "cultural aggregations that emerge when enough people bump into each other often enough in cyberspace." It is a group of people who may or may not meet one another face to face, and who exchange words and ideas through the mediation of an online social meeting space. The Internet removes the geographic and time limitations of offline social networks. To be in an online network, you don't need to meet face to face, in a common room, at a common time.

2.4 The growth of Social Networks and Online Communities

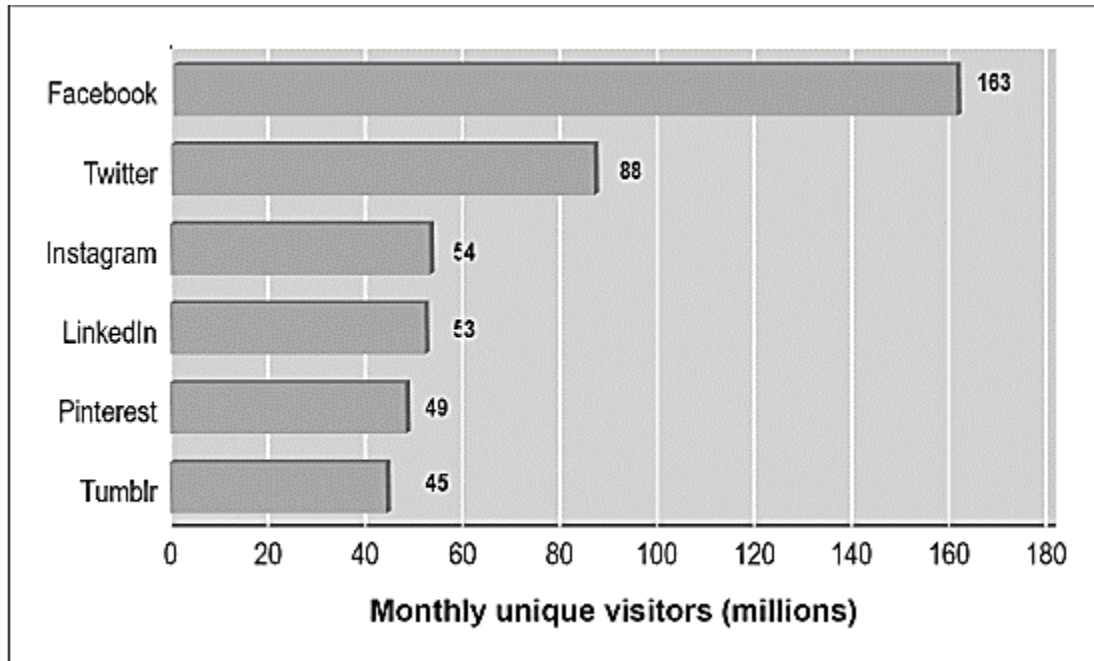
Figure 1 shows the top social networks in the United States, which together account for well over 90% of the Internet's social network activity. While those between the ages of 12 and 34 still have the highest rates of Facebook usage, ranging from 78% to 88%, two-thirds of those between 35 and 44 use Facebook, as do half of 45- to 64-year-olds. Surprisingly, adults over 65 comprise the fastest growing group on Facebook. Similar patterns are observed worldwide as older populations use social networks to stay in touch with children and relatives (eMarketer, Inc., 2015a). Facebook is the most popular social network among teens (71% use Facebook), with Instagram and Snapchat not far behind (Miners, 2015a).

More so than Facebook, Twitter is predominantly used by young adults (18–34). Only about 16% of 35- to 44-year-olds report using Twitter. Newer social networks tend to follow this same pattern, with young people being the first adopters. While Facebook and Twitter still tend to dominate the news, a new kind of social network is appearing and growing much faster than Facebook with respect to unique visitors and subscribers.

These new social networks are attracting marketers and advertisers as well. For instance, Pinterest is a visually oriented site that allows users to curate their tastes and preferences, expressed in visual arts and it can be taken as Pinterest as a visual blog. Users post images to an online "pinboard." The images can come from any source. Users can also "re-pin" images they see on Pinterest. Pinterest's membership has skyrocketed since its launch, accumulating more than 100 million active members worldwide as of September 2015. Instagram is another social network that focuses on video and photo sharing. A mobile app that enables a user to easily share images to social networks, Instagram was acquired by Facebook for \$1 billion in 2012 and has over 400 million members in September 2015. Tumblr is an easy-to-use blogging site with tools for visual and text curating, sharing with others, and re-blogging contents. Tumblr started in

2007, was acquired by Yahoo in 2013, and has around 20 million users in 2015 (Lauon and Guercio ,2016).

Chapter 2-Figure 1 shows the top social networks



Sources: Based on data from Compete, Inc., 2015.

Other social networks are not necessarily competing with Facebook, but adding to the social network mix and enlarging the total social network audience. Table 2 describes some other popular social networks. Contributing to the continued growth and commercial success of networks is the rapid adoption and intense use of mobile devices. About 82% of Facebook’s users are mobile users although not exclusively. Several of the largest newer social networks like Instagram, Snapchat, and Vine are almost entirely mobile. In 2015, over 76% of Facebook’s revenue comes from mobile users.

A new crop of social networks launched since 2008 focuses on messaging, either sending of text or photos. Snapchat (2009) lets users send photos to friends that self -extinguish in ten seconds. Slingshot (2014) lets Facebook users instant message photos and video to their Facebook friends. WhatsApp (2009; acquired by Facebook in 2014) is a messaging service that, for \$1, lets users send text, photos, and videos to their friends’ cellphones using the Internet and without having to pay telecommunications companies for cellphone SMS messaging services. Six of the world’s most-used apps are messaging services.

Chapter 2-Figure 2 popular social networks

SOCIAL NETWORK	DESCRIPTION
Myspace	Early leader in social networking was overtaken by Facebook; being reinvented as a music-oriented social network by pop star Justin Timberlake.
Meetup	Helps groups of people with shared interests plan events and meet offline.
Tagged	A network aimed at introducing members to one another through games, shared interests, friend suggestions, and browsing profiles.
MeetMe	Another social network aimed at meeting new people.
Polyvore	Topic-focused social network (fashion).
deviantART	Web site focused on art, sharing of images.
Vevo	Video and music sharing site.

. Source; Lauon and Guercio ,2016 ,E-commerce: business. technology.12th edition (p.690)

At Facebook, users reportedly use WhatsApp and Messenger over 25 times a day but visit their Facebook News Feed only fifteen times a day (Seetharaman, 2015). It is unclear if these social networks based on messaging are economically viable on their own or if they will only flourish as within more successful social networks like Facebook.

The number of unique visitors is just one way to measure the influence of a site. Time on site is another important metric. The more time people spend on a site, called engagement, the more time to display ads and generate revenue. In this sense, Facebook is much more addictive and immersive than the other top social networks. Over time, Facebook has tweaked its content and algorithms in order to keep users on the site longer. In 2014, Facebook added videos (both ads and user-contributed), and in 2015 is now displaying around 4 billion videos a day. It tries to show videos that reflect the user's interests and friends and also plays them automatically in the News Feed, forcing users to turn them off but also ensuring that they are seen for at least a few moments (Miner, 2015). Facebook also made three changes to its News Feed algorithm in 2015 to capture more user attention: increasing content from users' favorite friends; decreasing content from friends of users' friends; and showing multiple posts in a row from the same source for users with few friends (Gaudin, 2015).

Chapter 2-Table 1 different levels of engagement with the top social networks

WEB SITE	MINUTES/MONTH (IN BILLIONS)
Facebook	230
Instagram	12.2
Twitter	6.6
Pinterest	6.5
Snapchat	6.4
Tumblr	5.0
LinkedIn	1.7
Vine	1.5

sources: Based on data from comScore, 2015b.

The amount of revenue generated is the ultimate metric for measuring a company's business potential. The top three search engine companies (Google, Yahoo, and Microsoft) are expected to generate about €54.5 billion in search and display advertising revenue in 2015 (eMarketer, Inc., 2015b). In contrast, social networks are expected to generate about €23 billion in advertising revenue in 2015. Social networks are the fastest growing form of Internet usage and advertising revenue, but they are not yet as lucrative as traditional search engines/portals in terms of ad dollars generated. A part of the problem is that subscribers do not go to social networks to seek ads for relevant products, nor pay attention to the ads that are flashed before their eyes. In addition, the small screen of the smartphone, the dominant social network platform, is not ideal for display advertising.

2.5 Social Networking Services and Communities

Online or **virtual communities** parallel typical physical communities, such as neighborhoods, clubs, and associations, except that they are not bound by political or geographic boundaries. These communities offer several ways for members to interact, collaborate, and trade. Virtual or online communities have been around for a long time and pre-date the World Wide Web. The **Usenet** provided the initial platform for online communities by making it possible for users to exchange messages on various topics in public **newsgroups**, which are similar in many ways to online bulletin board systems. While the Usenet is technically not part of the Internet much of its

content can be accessed from Internet sites like Google Groups or subscription-based news server services like Giganews and Astraweb (Leiner et al., 2009.)

Online communities can take a number of forms. For instance, some people view the blogosphere (all the blogs on the Web) as a community. YouTube is a community of people who post, view, and comment on videos. Epinions is a community of people who share their experiences and opinions about products and companies. Flickr, Photobucket, Webshots, and similar sites are photo-sharing communities. Wikipedia is a community of people who create, edit, and maintain an online knowledge base. Twitter is a community, or perhaps several communities, of people who frequently share short, 140-character messages with one another about a variety of topics. Obviously, social networking sites like Facebook and LinkedIn are communities and have seen tremendous growth in recent years. The mass adoption of social networking websites points to an evolution in human social interaction (Weaver & Morrison, 2008).

Social network analysis (SNA) is the mapping and measuring of relationships and flows between people, groups, organizations, computers, or other information or knowledge-processing entities. The nodes in the network are the people and the groups, whereas the links show relationships or flows between the nodes. SNA provides both a visual and a mathematical analysis of relationships. In its corporate communications, Facebook has begun using the term social graph to refer to the global social network reflecting how we are all connected to one another through relationships (Figure 4). Facebook users can access a social graph application that visually represents the connections among all the people in their network. Berners- Lee (2007) extended this concept even further when he coined the term giant global graph. This concept is intended to illustrate the connections between people and/or documents and pages online. Online communities have received increasing attention from the business community and can be used as a platform for:

- Selling goods and services
- Promoting products to prospective customers; for example, advertising
- Prospecting for customers
- Building relationships with customers and prospective customers
- Identifying customer perceptions by “listening” to conversations

Chapter 2-Figure 3 A social graph uses nodes and ties to illustrate relationships between individuals and groups of people



Source ; Efraim turban,linda volonino, gregory r. Wood, 2015 , *Technology for Management, Digital Strategies for Insight, Action, and Sustainable Performance*,10th edition (236)

Soliciting ideas for new products and services from customers

- Providing support services to customers by answering questions, providing information, and so on
- Encouraging customers to share their positive perceptions with others; for example, via word of mouth
- Gathering information about competitors and marketplace perceptions of competitors
- Identifying and interacting with prospective suppliers, partners, and collaborators

2.6 Social Marketing and Advertising

Social marketing/advertising involves the use of online social networks and communities to build brands and drive sales revenues. There are several kinds of social networks, from Facebook, Twitter, Pinterest, and Instagram, to social apps, social games, blogs, and forums (Web sites that attract people who share a community of interests or skills). In 2015, companies are expected to spend about €23 billion on social network marketing and advertising. Next to mobile marketing, it is the fastest growing type of online marketing. Nevertheless, in 2015, it represents only about 15% of all online marketing and is still dwarfed by the amount spent on search engine advertising and display advertising (eMarketer, Inc., 2015).

Marketers cannot ignore the huge audiences that social networks such as Facebook, Twitter, Pinterest, and Instagram are gathering, which rival television and radio in size. In 2015, there were about 1.5 billion Facebook members, 320 million active Twitter users, around 400 million Instagram users, and around 100 million Pinterest members worldwide. It's little wonder that marketers and advertisers are joyous at the prospect of connecting with this large audience. Research has found that social network users are more likely to talk about and recommend a company or product they follow on Facebook or Twitter (Lauon and Guercio ,2016).

Social networks offer advertisers all the main advertising formats, including banner ads (the most common), short pre-roll and post-roll ads associated with videos, and sponsorship of content. Having a corporate Facebook page is in itself a marketing tool for brands just like a Web page. Many firms, such as Coca-Cola, have shut down product-specific Web pages and instead use Facebook pages.

Blogs and online games can also be used for social marketing. Blogs have been around for a decade and are a part of the mainstream online culture. Around 28 million people write blogs, and around 79 million read blogs in the United States. Blogs play a vital role in online marketing. Although more firms use Twitter and Facebook, these sites have not replaced blogs, and in fact often point to blogs for long-form content. Because blog readers and creators tend to be more educated, have higher incomes, and be opinion leaders, blogs are ideal platforms for ads for many products and services that cater to this kind of audience (Lauon and Guercio ,2016).

Because blogs are based on the personal opinions of the writers, they are also an ideal platform to start a viral marketing campaign. Advertising networks that specialize in blogs provide some efficiency in placing ads, as do blog networks, which are collections of a small number of popular blogs, coordinated by a central management team, and which can deliver a larger audience to advertisers.

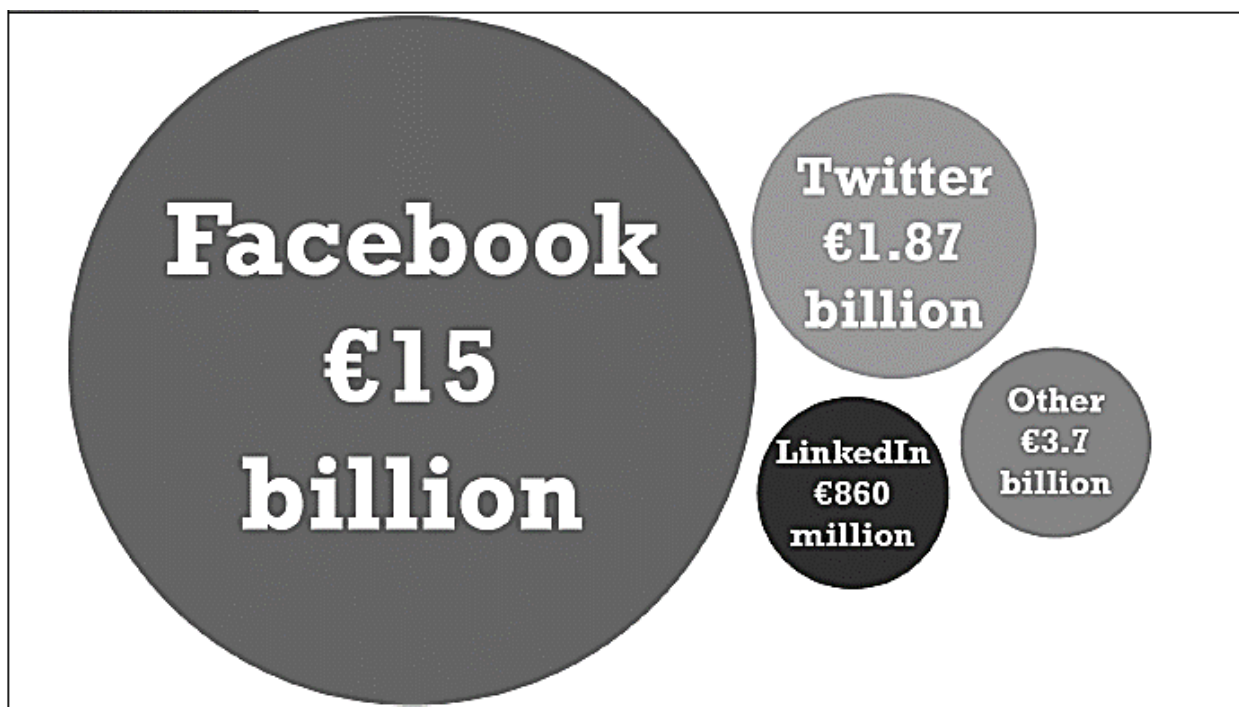
The online gaming marketplace continues to expand rapidly as users increasingly play games on smartphones and tablets, as well as PCs and consoles. The story of game advertising in 2015 is social, mobile, and local: social games are ascendant, mobile devices are the high-growth platform, and location-based advertising is starting to show real traction. The objective of game advertising is both branding and driving customers to purchase moments at restaurants and retail stores. In 2015, around 165 million Americans play games on their mobile phones, about 49

million play on consoles, while about 116 million play on tablets. Of the online gamers, about 86 million play social games, such as Jackbox Games' You Don't Know Jack. Advertisers are expected to spend about \$310 million on in-game social game advertising in 2015 (eMarketer, Inc., 2015)

2.7 Turning Social Networks into Businesses

While the early social networks had a difficult time raising capital and revenues, today's top social networks are now monetizing their huge audiences. Early social networks relied on subscriptions, but today, most social networks rely on advertising or the investments of venture capitalists. Users of portals and search engines have come to accept advertising as the preferred means of supporting Web experiences rather than paying for it. One important exception is LinkedIn, which offers basic free memberships for individuals but charges for premium services. Figure 5 shows the comparative amount of ad spending on various social networks. Facebook, with almost €15 billion in ad revenue, towers over the other sites.

Chapter 2-Figure 4 comparative amount of ad spending on various social networks



Source: Based on data from eMarketer, 2015b.

The rapid adoption of mobile devices initially posed a challenge to social networks like Facebook, as well as Google's search engine, because they were largely based on the desktop

platform. Google dominated mobile ad revenues up until 2013 because its search engine and Google Maps were among the most popular apps. Facebook quickly developed its own mobile app, and purchased others, and within the space of four years has been able to capture a significant part of the mobile ad market, using its mobile News Feed to provide users a continual stream of ads. The top six apps, and eight of the top nine, are owned by either Google or Facebook. For Facebook, that includes the main Facebook app, Facebook Messenger, Instagram, and WhatsApp. Today, over 75% of Facebook's revenue (\$2.2 billion) comes from mobile advertising. For Google, 20% of its ad revenue comes from mobile, a whopping \$12 billion in mobile ads. Together, Facebook and Google command about one-half of the global mobile ad market (Seetharaman, 2015).

Social networks have had an important impact on how businesses operate, communicate, and serve their customers. A 2015 survey of Fortune 500 firms found that 93% used LinkedIn, 78% used Twitter, and 74% used Facebook (Barnes et al., 2015). The most visible business firm use of social networks is as a marketing and branding tool. A less visible marketing use of networks is as a powerful listening tool that has strengthened the role of customers and customer feedback systems inside a business. Public social networks like Facebook have not been used extensively in firms as collaboration tools thus far. However, in 2015, Facebook began rolling out its Facebook at Work app, designed to spur collaboration and networking inside large firms. The new app faces stiff competition from a wide array of collaboration tools provided by Cisco, Microsoft, IBM, and along with other technologies like instant messaging and teleconferencing (Gaudin, 2015).

Social networks are where corporate brands and reputations are formed, and firms today take very seriously the topic of "online reputation," as evidenced by social network posts, commentary, chat sessions, and Likes. In this sense, social networks become an extension of corporate customer relationship management systems and extend existing market research programs. Beyond branding, social networks are being used increasingly as advertising platforms to contact a younger audience than Web sites and e-mail, and as customers increasingly shift their eyeballs to social networks. Rosetta Stone, for instance, uses its Facebook page to display videos of its learning technology, encourage discussions and reviews, and post changes in its

learning tools. Yet the business use of social networks does not always go well (Lauon and Guercio ,2016).

2.8 Types of Social Networks and Their Business Models

There are many types and many ways of classifying social networks and online communities. While the most popular general social networks have adopted an advertising model, other kinds of networks have different revenue sources. Social networks have different types of sponsors and different kinds of members. For instance, some are created by firms such as IBM for the exclusive use of their sales force or other employees (intra-firm communities or B2E [business-to-employee] communities); others are built for suppliers and resellers (inter-organizational or B2B communities); and others are built by dedicated individuals for other similar persons with shared interests (P2P [people-to-people] communities) (Lauon and Guercio ,2016).Table 2 describes in greater detail the five generic types of social networks and online communities: general, practice, interest, affinity, and sponsored. Each type of community can have a commercial intent or commercial consequence. We use this schema to explore the business models of commercial communities.

- General communities offer members opportunities to interact with a general audience organized into general topics. Within the topics, members can find hundreds of specific discussion groups attended by thousands of like-minded members who share an interest in that topic. The purpose of the general community is to attract enough members to populate a wide range of topics and discussion groups. The Business ness model of general communities is typically advertising supported by selling ad space on pages and videos.

Chapter 2-Table 2 types of social networks and online communities

TYPE OF SOCIAL NETWORK / COMMUNITY	DESCRIPTION
General	Online social gathering place to meet and socialize with friends, share content, schedules, and interests. Examples: Facebook, Pinterest, Instagram, Tumblr, and Twitter.
Practice	Social network of professionals and practitioners, creators of artifacts such as computer code or music. Examples: Just Plain Folks (musicians' community), LinkedIn (business), and Doximity (physicians and health care professionals).
Interest	Community built around a common interest, such as games, sports, music, stock markets, politics, health, finance, foreign affairs, or lifestyle. Examples: Debatepolitics.com (political discussion group) and PredictWallStreet (stock market site).
Affinity	Community of members who self-identify with a demographic or geographic category, such as women, African Americans, or Arab Americans. Examples: BlackPlanet (African American community and social network site) and Healthboards.com (focusing on women's health issues).
Sponsored	Network created by commercial, government, and nonprofit organizations for a variety of purposes. Examples: Nike, IBM, Cisco, and political candidates.

Source; Lauon and Guercio ,2016 ,E-commerce: business. technology.12th edition (p.700)

- Practice networks offer members focused discussion groups, help, information, and knowledge relating to an area of shared practice. For instance, Linux.org is a nonprofit community for the open source movement, a worldwide global effort involving thousands of programmers who develop computer code for the Linux operating system and share the results freely with all. Other online communities involve artists, educators, art dealers, photographers, and nurses. Practice networks can be either profit-based or nonprofit, and support themselves by advertising or user donations.
- Interest-based social networks offer members focused discussion groups based on a shared interest in some specific subject, such as business careers, boats, horses, health, skiing, and thousands of other topics. Because the audience for interest communities is necessarily much smaller and more targeted, these communities have usually relied on advertising and tenancy/sponsorship deals. Social networks such as Fool.com, Military.com, Sailing Anarchy, and Chronicle Forums all are examples of social networks that attract people who share a common pursuit. Job markets and forums such as LinkedIn can be considered interest-based social networks as well.
- Affinity communities offer members focused discussions and interaction with other people who share the same affinity. “Affinity” refers to self- and group identification. For instance, people can self-identify themselves on the basis of religion, ethnicity, gender, sexual

orientation, political beliefs, geographical location, and hundreds of other categories. For instance, Oxygen and Naturally curly are affinity communities designed to attract women by offering discussion and services that focus on topics such as babies, beauty, books, diet and fitness, entertainment, health, and home and garden. These social networks are supported by advertising along with revenues from sales of products.

- Sponsored communities are online communities created by government, nonprofit, or for-profit organizations for the purpose of pursuing organizational goals. These goals can be diverse, from increasing the information available to citizens; for instance, a local county government site such as Westchestergov.com, the Web site for Westchester County (New York) government; to an online auction site such as eBay; to a product site such as Tide.com, which is sponsored by an offline branded product company (Procter & Gamble). Cisco, IBM, HP, and hundreds of other companies have developed their internal corporate social networks as a way of sharing knowledge.

Chapter 2-Table 3 Social Network Features And Technologies

FEATURE	DESCRIPTION
Profiles	User-created Web pages that describe the owner on a variety of dimensions
Newsfeed	A listing of updates from friends, advertisements, and notifications in chronological order
Timeline	A history of updates, posts from friends, photos, and other objects in chronological order
Friends networks	Ability to create a linked group of friends, a social community
Network discovery	Ability to find other social networks, find new groups and friends, and discover friends of friends
Favorites (Like)	Ability to communicate favorite sites, bookmarks, content, and destinations
Games and apps	Games developed for the social network, and apps that extend its functionality
Instant messaging	Instant messaging, chat
Storage	Storage for photos, videos, text
Message boards	Ability to post updates to friends, e.g. Wall
Groups	Discussion groups, forums, and consumer groups organized by interest, e.g., For Sale Groups

Source; Lauon and Guercio ,2016 ,E-commerce: business. technology.12th edition (p.701)

2.9 Empirical Literature

2.9.1 Consumer Beliefs and Concerns

Beliefs are descriptive thoughts that people hold about other people, events, things etc. (Kotler & Keller, 2006). Pollay and Mittal (1993) classified consumer beliefs of advertising into two categories: Personal utility and socioeconomic beliefs. Consumers' personal utility beliefs of advertising consist of three dimensions i.e. informative, entertaining, social role and image. Socioeconomic beliefs contain four dimension i.e. deceptive, spreading materialism, value corruption and good for the economy. Similarly, consumer concerns of advertising are classified into two dimensions i.e. intrusiveness and irritation (Edwards *et.al.*, 2002).

2.9.2 Personal Utility Beliefs

The primary function of advertising is providing product information to consumers (Ackerberg, 2003; Alwitt, 1992). Advertising provides consumers information about the nature, features, functions, and availability of the products (Bucklin LP., 1965). This information enables consumers to make the rational product choices (Norris VP., 1984). However, an advertisement cannot be informational unless consumers perceive it as such (Puto CP. & Wells WD., 1984). Several past studies (Wang & Sun, 2010; Ling KC *et.al.*, 2010; Nan X., 2006) related to traditional and online advertising identified that consumers perceive advertising as a valuable source of information. They also found that consumer beliefs of advertising as informative influence their attitudes toward advertising positively.

Besides belief of advertising as informative, consumers perceive it as a source of hedonic value or entertainment (Ducoffe, 1995). Hedonic values (e.g. feeling of fun, pleasure etc.) are psychological in nature (Srinivasan, 1987). Exposure to advertising can entertain consumers by gratifying their emotions (Jones, 1999). Consumers perceive traditional (Tan & Chia, 2007) and online advertising (Pollay & Mittal, 1993; Wolin & Korgaonkar, 2005) as entertaining. Perceived entertainment has a positive effect on consumer attitudes toward advertising (Pollay & Mittal, 1993; Tan & Chia, 2007; Jamalzadeh, 2012).

Some past studies (Mahmoud, 2012; Petrovici & Marinov, 2007; Yaakop, *et.al.* 2011) identified that consumers perceive advertising helpful in improving their social roles and image. Advertising often presents the imaginary situation showing how consumer will feel and look after using the

advertised brand. This motivates consumers to buy the advertised brands to support their actual and ideal social images (Pollay & Mittal,1993). Conversely, some past studies (Tan & Chia,2007; Mittal,1994) identified that consumers do not perceive advertising helpful in improving their social role and image.

2.9.3 Socioeconomic Beliefs

Despite the controversial nature of advertising consumers perceive it good for the economy (Pollay & Mittal,1993; Wang & Sun ,2010). Advertising provides product information, leads to lower prices, and promotes healthy competition between companies which ultimately benefit the consumers. It is the wise use of national resources(Pollay & Mittal,1993). Advertising inspires the consumers to improve their standard of living (Wang & Sun ,2010).Furthermore, advertising information reduces the consumers search cost. Wang and Sun (Wang & Sun ,2010) identified that good for the economy belief has a positive effect on consumer attitudes toward online advertising.

Advertising is alleged for spreading materialism and greed in a society. It creates such needs and desires that consumers may never recognize on their own (Wang & Sun ,2010) . Materialism is defined as the importance which consumers attach to worldly possessions. Materialists perceive the worldly possessions as the greatest sources of satisfaction and dissatisfaction. Consumers believe that through products, themes and execution techniques advertising makes them materialistic (Aziz & Ariffin ,2010;Petrovici & Paliwoda,2007;Polak & Mccullough ,2006). This belief influences consumer attitudes toward traditional (Tan & Chia,2007) and online advertising negatively (Aziz & Ariffin ,2010).

Advertising is often criticized for corrupting social values. It attempts to compromise the social values (Wang & Sun ,2010) by constantly reinforcing the values damaging themes to influence consumer behavior. Advertisers often use sexual stimuli in ads which promote vulgarity in a society. Advertising affects interpersonal relationships and the family values. Especially, it affects the role of women and children in a society (Pollay,1986). Social values are centrally held cognitive elements which guide people how to behave in a society . Change in the social values can lead to social disorder and chaos (Pollay RW.,1983). Consumers believe that online advertising corrupts their social values. This belief influences their attitudes toward online advertising negatively (Wang & Sun ,2010;Wolin ,*et.al.*,2002).

It is a general perception that advertising deceives consumers. Consumers believe that advertising does not portray a true picture of the product. It insults the intelligence of the average consumer (Yang,2000). Darke and Ritchie(2007) stated that consumers do not need to know exactly how advertising claims mislead them. They only need to perceive a discrepancy between the advertising claim and the actual performance of the advertised product to detect that they have been deceived. Deceptiveness has significantly a negative influence on consumer attitudes toward advertising (Eze & Lee,2012).

2.9.4 Consumer Concerns

Advertisements are designed to produce positive effects of value to both advertiser and consumer. However, they may also produce negative effects. One such negative effect is consumers may perceive the advertisement as intrusive (Ying,*et.al.*,2009) .Truonga and Simmons (2010) identified that consumers perceive internet advertising as intrusive. Similarly, Sim and Habel (2010) found that users perceive social media advertising as intrusive. Advertisements by design produce interruption but users may consider this interruption as intrusion when it disrupts their train of thought (McCoy,*et.al.*,2008). Edwards *et al.*(2002) defined intrusiveness as “the degree to which a person deems the presentation of information as contrary to his or her goals”. Perception of intrusiveness ultimately affects consumer attitudes and behaviors toward advertising (Nan,2006;Ying,*et.al.*,2009).

Previous researchers (Baek & Morimoto,2012; Ducoffe,1996) identified that users perceive advertising on web as well as on social media irritating. Irritating ads infuriate viewers, cause displeasure and momentary impatience. Irritation produces the negative effect and the worst thing is that it could diminish the credibility of all advertising. Perceptions of irritation influence consumer attitudes toward web advertising negatively (Ducoffe,1996). Baek and Morimoto (2012) identified that perceived irritation leads to ad avoidance. Conversely, some past studies (Edwards *et.al.*,2002) found no significant correlation between the perceived irritation and ad avoidance on the web. MySpace and Facebook users expressed that SNA does not irritate them or slow down their activities on these web sites (Kelly,2010).

2.10 Attitudes and Ad-Clicking Behavior

Understanding a person’s attitude is important as it influences his/her intentions. Attitude is an individual’s positive or negative feelings and evaluations about performing a particular behavior

(Fishbein & Ajzen,1975). Korgaonkar and Wolin (2005) and Wang and Sun (2010) found that consumer attitudes toward online advertising affect their ad- clicking behavior. Click on the banner ad is a user initiated action which takes him/her from the current web page to the advertiser's home page where he is exposed to further information and where he can purchase a product or service (Chatterjee P.*et.al.*,2003;Hofacker & Murphy,1998) Click though rates are considered important measures of banner advertising effectiveness (Chandon JL.*et.al.*,2003;Cho CH,1999) they indicate whether the consumer visited the advertiser's site and completed a product purchase. Click on the ads makes it easy for advertiser to track and measure the effects of online advertising (Pavlou &Stewart,2000). It is the direct and immediate response of users to online ad exposure ((Chatterjee P.*et.al.*,2003).

2.11 Theoretical Foundations and Conceptual Model

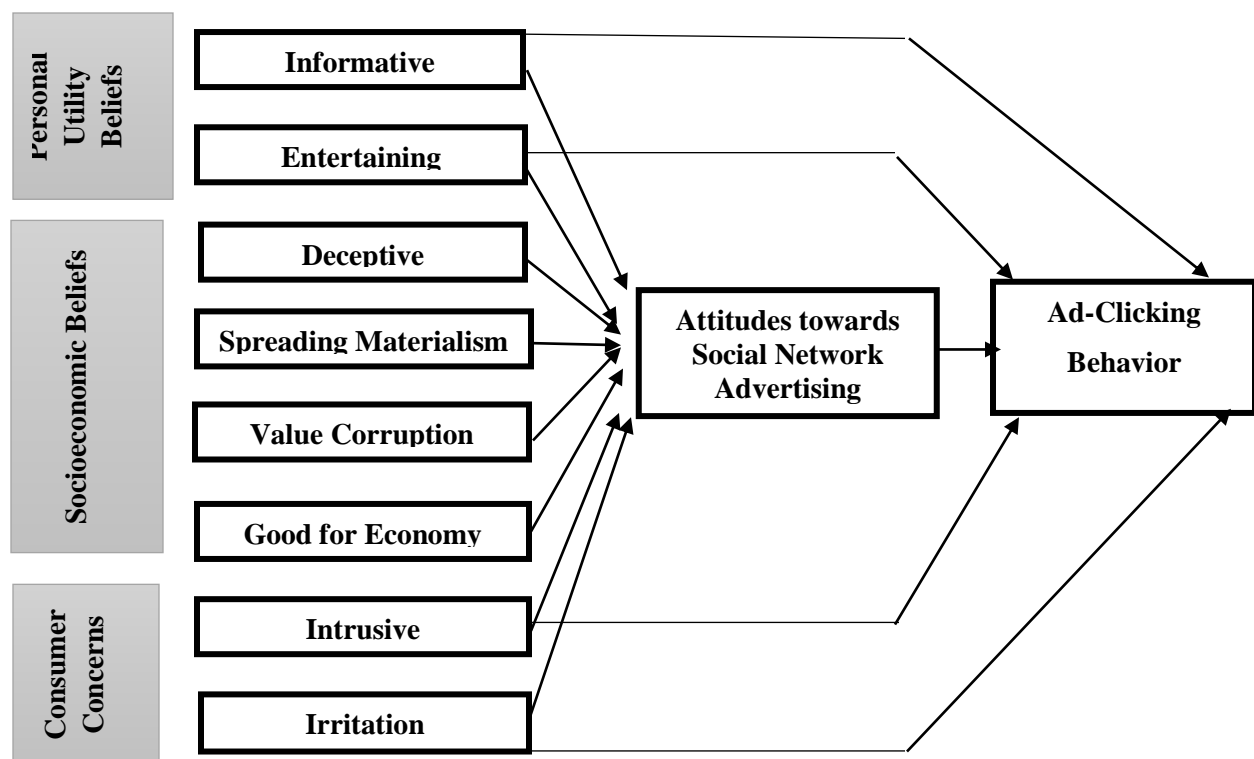
The current study applies Pollay and Mittal's (1993) belief framework to rationalize the effects of user beliefs and concerns of SNA on their attitudes and behavior toward SNA. Pollay and Mittal's (1993) belief framework explains what personal utility and socioeconomic advertising beliefs are associated with consumers' overall attitude towards advertising. Personal utility beliefs explain how an individual perceives the advertising at personal level. At personal level consumers perceive advertising as informative, entertaining and helpful in improving social role and image (Nan X.,2006; Yaakop,*et.al.*2011;Petrovici & Marinov,2007;Eze & Lee,2012).

Socioeconomic beliefs explain consumers' macro perceptions of advertising. For example, good for the economy, deceiving consumers, spreading materialism and corrupting social values (Pollay & Mittal,1993; Wang & Sun ,2010). Several past studies (Tan & Chia,2007; (McCoy,*et.al.*,2008;Bamoriya & Singh ,2011) found Pollay and Mittal's (1993) belief framework effective in measuring consumer attitudes toward traditional advertising (e.g. Television advertising). Similarly, previous researchers (Wang Y, Sun S.,2010; Korgaonkar P.,2001) found Pollay and Mittal (1993) belief framework effective in measuring consumer attitudes toward online advertising.

The current study postulates that personal utility and socioeconomic beliefs about SNA affect social network sites s users' attitudes toward SNA which in turn affect their social network sites banner ad-clicking behavior (figure 5). wolin and korgaonkar (Wolin,*et.al.*,2002) and Wang and Sun (2010) found that beliefs about advertising affect consumer attitudes toward online

advertising which in turn affect their ad-clicking behavior. Rosenberg (1956) and Ahtola (1985) proposed that beliefs can directly affect behaviors. Therefore, the current study postulates that personal utility beliefs about SNA have a direct effect on users' social network sites banner ad-clicking behavior (Figure 5).

In addition, the current study postulates that consumer concerns (i.e. intrusiveness and irritation) both indirectly and directly affect users' social network sites banner ad-clicking behavior (Figure 1). Past studies by Baek and Morimoto (2012), Ducoffe (1996), Li et al. (2002), Sim and Habel (2011), Truonga and Simmons (2010) Ying et al.(2009) particularly in online and social media contexts identified intrusiveness and irritation critical concerns affecting user attitudes toward advertising negatively. Furthermore, perceived intrusiveness and irritation affect users' response to online advertising such as ad-clicking behavior .



Chapter 2-Figure 5 The Research Framework

Source ; Attitudinal and Behavioral Model of social network advertising. Adopted from Imran Mir,(2015) study.

CHAPTER THREE

RESEARCH DESIGN AND METHODOLOGY

This chapter discusses the processes and techniques used in carrying out the study. It also gives a description of the respondents including information on the study population, the number of respondents and how they were selected. It also provides an outline of research design and the instruments for data collection. The methods adopted in the administration of the research instrument, data collection procedure, data analysis and measures used to ensure validity of the instrument used.

3.1 Research Design

As Burns & Bush (2002) stated, research can be used for three Purposes. These are descriptive, exploratory, and explanatory. Causal research primarily explains why events occur by defining the cause-and-effect relationships amongst variables and suitable when the research problem is already well documented (Zikmund 2003). Descriptive research ‘paint a picture’ using words or numbers and present a profile, a classification of types, or an outline of steps to answer questions such as who, when, where and how (Neuman 2006). While exploratory studies are common in the initial stages to gain a better understanding of the problem with in-depth investigation by breaking down a broad problem into smaller and well-defined sub-problems (Wong 1999).

Consequently, exploratory research with a quantitative design is adopted under this study; where survey research approach is followed since it provides a quantitative or numeric description of trends, attitudes, or opinions of a population by studying a sample of that population that includes a cross-sectional study using questionnaires for data collection with the intent of generalizing from a sample to a population (Cooper & Donald, 2014) consequently, *a cross-sectional descriptive research* is selected since this enables the researcher to compare two or more groups in terms of a cause (or independent variable) that has already happened (Assessing the Effects of Beliefs and Concerns on User Attitudes toward Online Social Network Advertising, a case of University Students in Addis Ababa) (Creswell, 2014).

A survey questionnaire is also be adopted (self-administered questionnaire) to obtain primary data that enables the researcher to measure the relevant constructs in a quantitative manner

through the use of statistical techniques to analyze the respondents' level of agreement or disagreement in the differences between factors implemented in the study.

3.2 Population and Sampling Techniques

Subsequent to the justification of the research methodology, a sample design is chosen to collect relevant information for the research problem. In selecting a valid sample Students of private universities in Addis Ababa, definition of the target population, selection of sampling method, and determination of sample size is essential.

3.2.1 Population

Population is described as a group of elements or cases, whether individuals, objects, or events, that conform to specific criteria and to which we intend to generalize the result of the research (Cooper & Donald, 2014). For the present research, the target population comprises of Students of five major private universities in Addis Ababa

The universities *St. Marry university, Admas university, Micro link information technology college, Unity university, and Hope Science, business and technology college* are chosen considering the fact that the student researcher is being a current student in one of the university and have points of contact with faculty members in the remaining universities/colleges that can easily help in distributing and collecting the research instrument. The study takes place in Addis Ababa, which is the most populous in the country furthermore; where a large number of universities and colleges are available compared to other parts of the country. In a similar manner the selected university students are targeted to Identify if personal utility beliefs, Socioeconomic belief, users' attitudes, consumers concern influence users' attitudes affects toward social network advertising and social network sites banner ad-clicking behavior among university students' in Addis Ababa

3.2.2 Sampling Frame

The ideal sampling frame as in many research methodology literatures is based on the notion of its accessibility to the researcher so, in the case of this research, since there is no readily available sampling list (frame) for the target population a non-probability sampling method in

the form of convenience sampling is used to select the five universities/colleges further more respondent university students from the population are selected using stratified random sampling where a population is divided into the appropriate strata, and a simple random sample is taken within each stratum. The results from the study then weighted (based on the proportion of the strata to the population size) and combined into appropriate population estimates. There are three main reasons as to why the researcher chooses a stratified random sample: (1) to increase a sample's statistical efficiency, (2) to provide adequate data for analyzing the various subpopulations or strata, and (3) to enable different research methods and procedures to be used in different strata. In a similar manner the simple random sampling procedure is applied for each stratum since probability sampling method is less costly and saves time. Moreover, it is also the only feasible alternative sampling method as a result that the total population may not be available for this study.

3.2.3 Sample Size

A survey cannot be implemented properly without knowing the sample size (Aaker et al., 1997). Gay (1996, p.125) stated that selecting a sample size for small population ($N < 100$), there is little point in sampling and surveying the entire population appropriate. If the population size is around 500, 50% of the population should be sampled. If the population size is 1,500, 20% should be sampled. Beyond a certain point (at approximately $N = 5,000$), the population size is almost irrelevant, and a sample size of 400 will be adequate. The total population for this study is estimated to be around **35,270** and taking the rational discussed earlier the sample size for the study is 384. Following With, 95% confidence interval and 0.05 the confidence interval (also called margin of error) sample determination of calculation done as follows

$$\text{Sample size} = \frac{Z^2 * (p) * (1-p)}{c^2} \quad \frac{1.962 \times 0.5 \times (1-0.5)}{0.0025} = 384$$

Where:

Z = Z value (1.96 for 95% confidence level)

p = percentage picking a choice, expressed as decimal (.5 used for sample size needed)

c = confidence interval, expressed as decimal (.05 = ±5%)

S. no	Universities	No of campuses in Addis Ababa (2017)	No of students (as of Aril 2017)	Proportion	Samples reuired for the study	Samples taken
1	St. Marry university	2	7,518	0.21	384	82
2	Admas university	4	13,436	0.38	384	146
3	Micro link information technology college	1	1,237	0.04	384	13
	Unity university	1	12,345	0.35	384	134
4	Hope Science, business and technology college	1	734	0.02	384	8
Total		9	35,270	1.00		384

Source; from respective Universities /Colleges registrar office compiled by the researcher,2017

3.3 Types of Data and Tools/instruments of Data collection

Data collection is the process of gathering and measuring information on variables of interest, in an established systematic fashion that enables one to answer the stated research questions, test hypotheses, and evaluate out comes. Both qualitative and quantitative data will be collected. The qualitative data is obtained from a review of relevant literature (secondary sources), whereas the study uses a self-administered paper-based questionnaire (the survey method) which is designed according to the aims of the research will be employed to obtain quantitative data.

The questionnaire used in the study uses a five-point Likert scale to measure the variables. Scales to measure each variables is developed based on prior related studies. To measure social network sites users' personal utility beliefs about SNA a pool of 18 items were generated from Mir (2011), Petrovici and Marinov (2007); Pollay and Mittal(1993), Tan and Chia(2007), Taylor et al.(2011) and Wang and Sun(2010). To measure social network sites s users' socioeconomic beliefs of SNA an inventory of 20 items is generated from from Mir (2011), Tan and Chia(2007), Wolin et al.(2005). To measure user concerns of SNA an inventory of 12 items were generated from Edwards et al.(2011) and Li et al.(2002). To measure consumer attitudes toward SNA 7

items were generated from Pollay and Mittal(1993), Tan and Chia(2007), Taylor et al.(2011) and Wang and Sun,(2010) ,Mir, (2011). To measure users' social network sites banner ad-clicking behavior 3 items were adapted from Mir (2011).

The survey questionnaire have two parts; the first part of the questionnaire is used to identify prospective of respondents interest of social network service media . This section also asks the respondents for their demographic information (gender, and age).

The second part of the questionnaire measures the relevant constructs of interest to this study that includes series of 40 statements that covered related construct dimensions (personal utility beliefs, Socioeconomic belief, users' attitudes, consumers concern) influence users' attitudes affects toward social network advertising and social network sites banner ad-clicking behavior. The constructs are measured on a five point Likert-type scale ranging from 1 (strongly disagree) to 5 (strongly agree). The questionnaire items are directed to selected university students' in Addis Ababa ,since they are the main focus of this study. The responses from this section are measured using nominal and ordinal scales .The questionnaire is first pilot tested with sample of 10 random participant students from saint Marry University main campus encouraging participants to make useful suggestions concerning ambiguous question items for clarity and ease of understanding. After pilot testing, the suggestions and corrections from the participants are incorporated into the final questionnaire and the participants for the pilot testing are excluded from the final sample.

3.3.1 Scale purification and dimensions

Exploratory factor analysis is a general term for a class of multivariate analysis techniques whose goal is to decrease the size of a dataset, and to reduce it to an actual underlying dimensionality. This means that a large quantity of variables will be reduced to a smaller amount of previously unknown dimensions which are also referred to as factors.

In performing a factor analysis, the following steps has been taken, which is important ;

- It was identified whether it is meaningful to perform a factor analysis on the variables chosen ; Given the fact that factor analysis is focused on finding a number of underlying dimensions on the basis of the correlation between the variables, for the factor analysis to make sense. Consequently indications were obtained by examining the anti-image correlation

matrix, such as , ‘Bartlett’s test of sphericity’ and ‘Kaiser-Meyer-Olkin measure of sampling adequacy’ (MSA).

- A method to extract factors was chosen; The factor analysis techniques chosen In the case is the principal components analysis, this calculation will lead to factor scores which explain a maximum possible share of the variance. This means that the first factor explains the largest possible part of the total variance, the second factor explains the largest possible portion of the remaining variance. Moreover, the factors obtained will not be correlated (orthogonal), and in terms of the number, equal to no more than the number of original variables.
- The number of factors were Determined; Given the fact that, in addition, an increasingly smaller portion of the variance in the original data is explained as more factors are extracted, the researcher may limit the number of relevant factors, at the expense of the smallest possible loss of explanatory .This limitation of the number of factors is a subjective procedure and consequently the researcher uses two criteria’s to determine this number: (1) the ‘Kaiser criterion’, which will only retain those factors for which the Eigenvalue is greater than one, and thus only those factors which explain a minimal portion of the variance and ; (2) the ‘Scree plot’, which shows the evolution of the Eigenvalue for successive factors, and recommends retaining that amount of factors which corresponds to the ‘elbow’ in the curve.
- An oblique rotation was chosen ; An ideal factor structure would involve a situation in which every factor has a strong correlation to a number of original variables, and correlates either insignificantly or not at all with all of the others. In this way, a meaningful interpretation may be given to every factor and every underlying dimension of the data set. This means that the goal must be to ensure that the factor loadings for some of the variables are as close as possible to 1 for some of the factors, and as close as possible to 0 for the other factors. A rotation of the factors is thus recommended. As a result an oblique rotation (the factors are correlated after rotation, and thus no longer independent from one another). was selected under this study Furthermore, the varimax rotation is used, whereby the number of variables which have high loads on each of the factors is minimized, thus simplifying the interpretation of the factors.

3.4 Procedures of Data Collection

Data used to test the research model is gathered from a sample of respondents who are students of the selected universities and colleges under this study in Addis Ababa. Three trained fieldworkers and assistants are used to approach prospective respondents using a branch intercept technique during working hours (9:00 AM-4:00 PM) of the week days (Mondays-Fridays) making sure that only students of the selected five Universities and colleges participated in the study while the filled questioners are collected by hand right after the respondents done filling.

3.5 Methods of Data Analysis

Data analysis was carried out using the Statistical Package for Social Science (SPSS) version 23. The methods of statistical analysis will include descriptive statistics, such as frequency, mean and percentages while exploratory analysis includes factor analysis, reliability analysis and multiple regression analysis.

CHAPTER FOUR

RESULTS & DISCUSSION

This chapter discusses the results of the findings of the data analyzed from the questionnaires. The data was analyzed based on the research objectives and questionnaire items using a statistical tool, to generate frequency distribution tables, reliability and validity tests results of analysis presented.

4.1 Presentation of Results

4.1.1 Response Rate

A total of 389 surveys were conducted, 350 were collected for a recovery rate of 91 percent. By deducting 13 incomplete surveys due to incomplete and ambiguous replies, 337 qualified surveys remained for an effective collection rate of 88 percent.

Chapter 4-Table 4 Response Rate

Sample Frame	Category	Sample size	Percentage
Selected Private University students in Addis Ababa, Ethiopia	No. Distributed	384	100%
	No. Response	350	91%
	No. Discarded due to Incompetence	13	3%
	Qualified surveys remained	337	88%

Source: own compilation of Survey data 2017

4.1.2 Sample Characteristics

Demographic data shown in table 5 showed that majority of respondents were male: (224) constitute 73.7 percent and the respondents' age group 47 % is between 18 to 35 years old followed by 45 % from 36 to 55 years old. Similarly the table shows that 58.2% of the respondents are a private company employees while 14.8 % are engaged in a Professional/Private business.

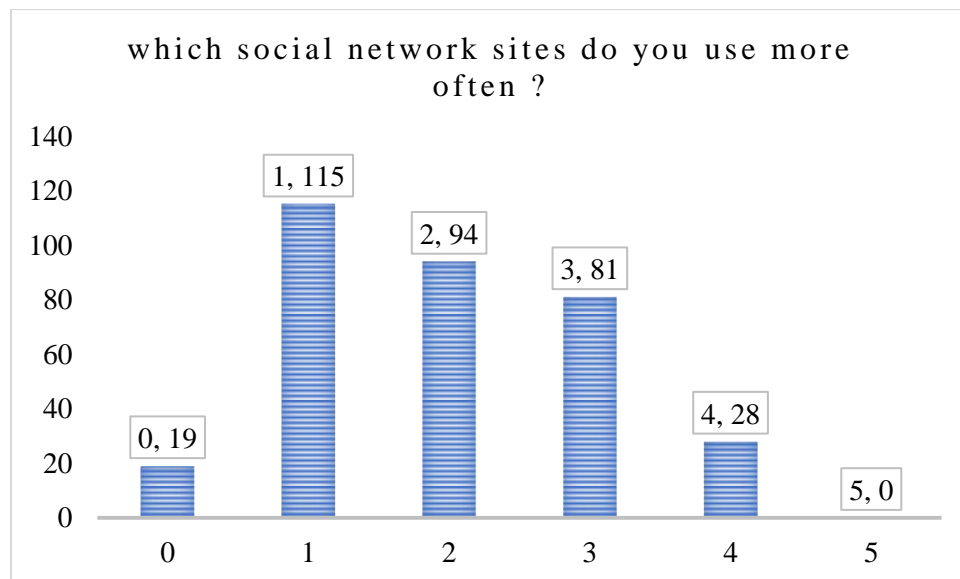
Chapter 4-Table 5 Demographic Profile

No.	Profile	Description	Percentage(%)	Responses
1	Age (in Years)	Below 25 years old	25.8%	87
		25-34 years old	51.6%	174
		35-44 years old	22.0%	74
		45-50 years old	0.6%	2
		Above 51 years old	0 %	0
2	Gender	Male	43.4%	147
		Female	56.4%	190
3	Level of Education	Student	0.6%	2
		Secondary Certificate	7.4%	25
		Diploma	68.5%	231
		Bachelor's Degree	23.4%	79
		Masters	0.6%	2
		Phd	0 %	0
4	Which social network sites do you use more often ?	Facebook	71.8%	242
		Google+	43.9%	148
		My Space	1.2%	4
		Twitter	22.6%	76
		Facebook and Google +	25.5%	86
		Facebook and twitter	4.7%	16
		Google and My Space	6.2%	21
		Others	23.4%	79
		All of them	0.0%	0
	Total		100%	337

Source; Own compilation of Survey data 2017

Looking at the social network site usage of respondents the 72% of the respondents claimed that they use Facebook while 43.9% said that they Google + and the remaining 22.6% and 25.5 % of the respondents indicated that they use twitter, Facebook and Google + and Other site respectively.

Chapter 4-Figure 6 number of social network sites used



Source: Own compilation of Survey data 2017

Further analysis indicated that majority of the respondents (115) indicated that they use one social network site while 94 respondents said that they use two social network site while 81 respondents claiming that they use three social network site. Similarly out of the total selected respondents 28 and 5 respondents indicated that they use four social network site and five social network site

4.1.3 Factor Analysis and Reliability Analysis

This study uses Cronbach α to analyze the internal consistency of the same variable. According to Cuieford (1977), Cronbach α above 0.7 means high reliability. On the contrary, Cronbach α below 0.35 means low reliability indicating poor internal consistency of a scale, because the

items that make up the scale are poorly related to each other, in which case researchers should refuse to use the data.

The reliability analysis of the variables – Informative, Entertaining, Deceptive, Materialism, Value Corruption, Promotes Economy, Intrusive, Irritation, and user Attitudes ad-clicking behavior is summarized as shown in Table 6. And the reliability analysis shows Cronbach α is between 0.714 and 0.788, which are all above 0.7. Therefore, this study is in a high reliability range and has high reliability.

Chapter 4-Table 6 Reliability of instrument used

Variables	Cronbach's Alpha
Informative	.768
Entertaining	.758
Deceptive	.748
Materialism	.749
Value Corruption	.750
Promotes Economy	.779
Intrusive	.748
Irritation	.788
User Attitudes	.714

Source: Own compilation of Survey data 2017

4.1.3.1 Scale Purification and Dimensions

Exploratory factor analysis is a general term for a class of multivariate analysis techniques whose goal is to decrease the size of a dataset, and to reduce it to an actual underlying dimensionality. This means that a large quantity of variables will be reduced to a smaller amount of previously unknown dimensions which are also referred to as factors (Wim Janssens .et al.2008).

Mainly Keiser-Meyer-Olkin and Bartlett’s test of sphericity can be used to determine the degree of correlation between the variables and thus the applicability of factor analysis . Accordingly the KM is used in the study to measure the sampling adequacy (MSA) and examines the degree of correlation among the questionnaire items. According to Kaiser (1974) MSA lies between 0

and 1, and values above .50 are considered acceptable. Therefore the result $0.843 > 0.50$ tells us that the factor analysis useful in this study data.

The ‘Bartlett’s test of sphericity’, the anti-image correlation matrix and ‘Kaiser-Meyer-Olkin measure of sampling adequacy’ all indicate that a factor analysis is meaningful, and a principal components analysis may be carried out. Furthermore the ‘Bartlett’s test of sphericity’ ‘there is no correlation between at least a number of the variables included in the study.

Chapter 4-Table 7 Exploring factor analysis for service quality scale KMO and Barlett’s Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.843
Bartlett's Test of Sphericity	Approx. Chi-Square	7710.228
	df	435
	Sig.	.000

Source: Own compilation of Survey data 2017

Small values (less than 0.05) of the significance level indicate that a factor analysis may be useful with in the study data this tells us that for this study factor analysis is very important since the significance is less than 0.05 (i.e. 0.000) In addition, factor analysis depends on Eigenvalue in determining the number of factors. Only factors with Eigenvalue greater than 1 are kept in the model since the researcher has a clear picture beforehand of the number of dimensions sought were eight (Wim Janssens .et al.2008).

4.1.3.2 Exploratory Factor Analysis

After assessing the reliability of measurements by Cronbach Alpha coefficient and removing unreliable variables, exploratory factor analysis is used to reduce, determines and summarize the data the variable set necessary for the research as well as in finding the relationship between variables. The Application of factor analysis under this study involves the following two stages:

- Determining the number of common factors needed to adequately describe the correlations between the observed variables, and estimating how each factor is related to each observed variable (i.e., estimating the factor loadings);
- Trying to simplify the initial solution by the process known as factor rotation (SPSS version 23 manual).

The results presented here are based on prudent sets of variables guided by conceptual and practical considerations: the acceptance of factor loadings of 0.50 and above are considered and cross loadings of above 0.40 since normally this level is considered practically significant by most researchers' (Wim Janssens .et al.2008). In this case, an orthogonal rotation (i.e. varimax rotation) was selected instead of an oblique one, since the factors have been assumed to be independent of one another.

4.1.3.3 Factor analysis

One significant part of the factor analysis result table is the Rotated matrix or rotated component matrix. This structure matrix contains coefficients representing standardized variables by factors (each variable is a polynomial of factors). Factor loading coefficients show the link between variables and factors. Those coefficients reveal how close the relationship between variables and factors is. As the research uses factor extraction principal component method, factor loading coefficients must have weights greater than 0.5 (SPSS version 23 manual). Originally the research Model proposes Nine factors relationship (containing 33items), 8 Factors representing independent Variable (30 observed variables) and 1 Factor representing 3 Independent items (the factors are also independent of one another after rotation may be seen in the 'Component Score Covariance Matrix' attached in the annex)

After factor analysis all 24 variables have passed the reliability test by Cronbach alpha coefficient. Exploratory factor analysis (EFA) is utilized to reassess the convergence of observed variables around the main components (Table 1.11). Applying the extraction method: principal components analysis and varimax rotation method at every level of Eigenvalues greater than 1 and, analyzing variables which has been extracted 7 from 24 observed item variables and with cumulative variance is 70.608% (greater than 50%) satisfied.

Chapter 4-Table 8 Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	5.131	21.379	21.379	5.131	21.379	21.379	3.631
2	3.943	16.429	37.808	3.943	16.429	37.808	2.730
3	2.239	9.328	47.136	2.239	9.328	47.136	2.677
4	1.703	7.096	54.232	1.703	7.096	54.232	2.252
5	1.605	6.688	60.920	1.605	6.688	60.920	2.193
6	1.212	5.051	65.970	1.212	5.051	65.970	1.752
7	1.113	4.638	70.608	1.113	4.638	70.608	1.711

Extraction Method: Principal Component Analysis. Source: Own compilation of Survey data 2017

As indicated in table 8 the scale is reliable indicated by the composition of each factor has a Cronbach's Alpha value of 0.893. The Informative scale (three items) contains Entertaining (three items), Deceptive (three items), Materialism (Three items), Value Corruption,(Three items), Promotes Economy (two items), Intrusive,(Three items), Irritation,(Three items) . After trial testing, using the largest variance in the orthogonal rotation factor analysis Informative scale (three items) and Entertaining (three items) have been grouped together .This is not a surprise result considering the high commonality and relationship that exists among the variables than one resulted in a cumulative explained variance of 21.379 percent. Because the composition of each factor had a Cronbach's Alpha value greater than 0.7, this shows that the scale is reliable. The factor analysis, revealed that irritation, Intrusive scale has an eigenvalue of 2.239 and a cumulative explained variance of 47.136percent. Because the factor composition has a Cronbach's Alpha value of 0.870 and is consistent with the original design, this proves the scale is reliable.

Chapter 4-Table 9 Factor Loading, Communalities and Reliable Analysis for the independent dimensions

Key dimensions and items	Loadings	Communalities	Reliability
Informative			0.768
1. Social network sites ads are a valuable source of product /service	.793	.705	
2. Social network sites ads are a convenient source of	.796	.683	

product/service			
3. Social network sites ads help keep me up to date about product	.764	.610	
Informative (Eigenvalue = 5.131; Variance = 21.379 %)			
Entertaining			0.758
1. Social network sites ads are entertaining	.722	.724	
2. Social network sites ads are enjoyable	.724	.707	
3. Social network sites ads are pleasing	.693	.673	
Entertaining (Eigenvalue = 5.131; Variance = 21.379 %)			
Social Network Advertising are Deceptive			0.748
1. Most Social Network Advertising insults the intelligence of the average consumer	.758	.685	
2. Product information provided in Social Network Sites ads are not trustworthy	.827	.727	
3. Social Network Advertising does not help the consumer to buy the best brands for the price	.761	.690	
4. Social Network Advertising is manipulative	.433	.516	
Deceptive (Eigenvalue = 1.605; Variance = 6.688%)			
Materialism			0.749
1. Social Network Advertising is making us a materialistic society– interested in buying & owning things	.835	.747	
2. Social Network Advertising makes people	.673	.578	
3. Social Network Advertising makes people live in a world of fantasy	.634	.603	
Materialism (Eigenvalue = 1.703; Variance = 7.096 %)			
Value Corruption			.750
1. Social Network Advertising promotes undesirable values in our Society	.841	.781	
2. Most of the Social Network Advertising distorts the values of the youth	.822	.790	
3. Social Network Advertising takes undue advantage of teenagers	.511	.521	
Value Corruption (Eigenvalue = 1.212; Variance = 5.051%)			
Promotes Economy			.779
1. Social Network Advertising helps raise our standard of living	.783	.665	
2. In general, Social Network Advertising has a positive effect on our nation's economy	.779	.766	
Promotes Economy (Eigenvalue = 1.113; Variance = 4.638%)			
Intrusive			0.748
1. I find ads shown on Social Network Sites' distracting	.889	.762	
2. I find ads shown on Social Network Sites' disturbing	.822	.841	
3. I find ads shown on Social Network Sites' forced	.797	.753	
Intrusive (Eigenvalue = 3.943; Variance = 16.429 %)			
Irritation			.788
1. I find ads shown on Social Network Sites' ridiculous	.871	.799	

2. I find ads shown on Social Network Sites' senseless	.834	.783	
3. I find ads shown on Social Network Sites' awful	.883	.824	
Irritation (Eigenvalue = 2.239; Variance = 9.328 %)			
Over all Reliability			.772

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Rotation converged in 8 iterations.a

Source: Own compilation of Survey data 2017

4.1.3.4 Correlation Analysis

The correlation coefficient depicts the basic relationship across two variables: “Do two variables have a tendency to increase together (Co-together) or to change in opposite directions and, if so, by how much?”

The two most commonly used statistical techniques to analyze relationships between continuous variables are the Pearson correlation and linear regression. The term correlation is correct, but correlation also refers to a specific statistical technique. Since the study has parametric data, Pearson correlations are used to study the relationship between two continuous variables and the theoretical correlation coefficient is often expressed using the Greek letter rho (ρ) (Lawrence's *et.al.*, 2013).

The Pearson correlation coefficient is used to quantify the strength and direction of the relationship between continuous variables. The Pearson correlation coefficient is a measure of the extent to which there is a linear (straight line) relationship between two variables. It has values between -1 and $+1$, so that the larger the value, the stronger the correlation. As an example, a correlation of $+1$ indicates that the data fall on a perfect straight line sloping upward (positive relationship), while a correlation of -1 would represent data forming a straight line sloping downward (negative relationship). A correlation of 0 indicates there is no straight-line relationship at all (SPSS version 23 manual). Correspondingly, the effect size for a correlation measures the strength of the relationship. For correlation, r serves as the numeric measure of the effect size whose strength can be interpreted according to criteria developed by Cohen (1988):

- When r is greater than 0.10 and less than 0.30 , the effect size is “small.”
- When r is greater than 0.30 and less than 0.50 , the effect size is “medium.”
- When r is greater than 0.50 the effect size is “large.”

Effect sizes smaller than 0.10 would be considered trivial. These terms (small, medium, and large) associated with the size of the correlation are intended to provide users with a specific word that can be used to describe the strength of the correlation in a write-up (SPSS version 23 manual).

Chapter 4-Table 10 Correlation Matrix

Variables	Mean	SD	INF	EN	DP	MA	VC	PE	I	IR	UA	ACB
INF	3.70	.846	1									
EN	3.83	.904	.580**	1								
DP	3.05	.853	.161**	.179**	1							
MA	3.34	.932	.088	.109*	.377**	1						
VC	3.31	.886	.006	.096	.322**	.490**	1					
PE	3.71	.920	.310**	.394**	.066	.152**	.056	1				
I	3.08	1.088	.059	.088	.306**	.334**	.386**	.083	1			
IR	2.60	1.030	-.078	-.012	.186**	.098	.189**	.170**	.368**	1		
UA	3.41	.543	.479**	.527**	.602**	.602**	.582**	.404**	.611**	.295**	1	
ACB	3.29	.508	.380***	.489**	.574**	.466**	.551*	.316**	.550**	.469**	.849**	1

Correlation is significant at the 0.01 level (2-tailed). Correlation is significant at the 0.05 level (2-tailed)

Source: Own compilation of Survey data 2017

Where =INF=Informative, EN=Entertaining, DP=Deceptive ,MA= Materialism, VC= Value Corruption ,PE= Promotes Economy ,I=Intrusive, IR=Irritation, UA=User Attitudes, ACB= ad-clicking behavior

4.1.3.5 Regression Analysis

Regression analysis is a technique which is used to determine the causality between one interval- or ratio-scaled variable (the explained variable) and one or more independent interval- or ratio-scaled variables (the explanatory variables), in other words, one tries to explain the variation in one dependent variable as much as possible on the basis of the variation in a number of relevant independent variables.

There are a number of assumptions which lie at the basis of the performance of a regression analysis. Failure to satisfy these assumptions makes the outcome of the analysis either less valid or invalidates it entirely and/or makes it unreliable. Accordingly the following eight assumptions were checked under the study (Wim Janssens .et al.2008) :

- There was a causality present, whereby the dependent variable is explained by the independent variable(s) (see the Annexed graph - regression standardized predictive Value)
- All of the relevant (independent) variables were taken into consideration.

- The dependent and independent variables are interval scaled (five point likert scale measurement were used for all variables)
- There exists a linear relationship between the dependent and the independent variables (see Annex -Normal P-P Plot of Regression Standardized Residual graph)
- The residuals were checked and satisfy the following characteristics: (see the annexed graph regression standardized residual histogram)
 - ✓ they are independent from one another;
 - ✓ they are normally distributed;
 - ✓ they have the same variance for each value of the independent variable (homoscedasticity assumption is satisfied)
 - ✓ no relationship exist between the subsequent residuals
- There is a sufficient number of observations in order to be able to provide a good indication of the 'fit'. The rule of thumb is: at least five times as many observations as variables.
- No multicollinearity observed : in other words, there was no high degree of correlation between the independent variables (see Table 10 and Collinearity diagnostics table Annexed)

4.1.3.4 Analysis Out put

A Hierarchical linear regression analysis is used which is an extension of standard multiple linear regression, with a conceptual element resembling the step procedures. The key factor in hierarchical regression is that, in contrast to the step regression procedures where the researchers leave all decisions about entry to the software, the researchers play an active role in structuring the analysis within the hierarchical strategy where accordingly predictors are entered in order in subsets or blocks. In return for such an investment, researchers are able to statistically control for the effect of predictors when it makes theoretical, empirical, or common sense to do so. The primary advantage of using such a blocking or hierarchical strategy is that variables entered in earlier blocks serve as covariates for those entered later (Lawrence's *et.al.*,2013).

The Pearson correlations are shown in the first major row of the **Correlations** table (see Annex), and their corresponding probability levels are shown in the second major row. **User Attitudes, Deceptive,** and **Intrusive** are more highly correlated with the dependent variable of **ad-clicking behavior** than the other variables (.889,574 and 511, respectively). Within the set of predictors,

informative, entertaining, deceptive, materialism Value Corruption, and Intrusive more highly correlated with **user attitudes** than other pairs. similarly **Informative** and **Entertaining** are more highly correlated than the other pairs. Table 11 shows the result of testing the fit of the model.

Chapter 4-Table 11 Model Summary ^c Source: Own compilation of Survey data 2017

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.905 ^a	.820	.815	.218	.820	186.278	8	328	.000
2	.907 ^b	.822	.817	.217	.002	4.206	1	327	.041

a. Predictors: (Constant), Irritation, Entertaining, Materialism, Deceptive, Promotes Economy, Intrusive, Value Corruption, Informative

b. Predictors: (Constant), Irritation, Entertaining, Materialism, Deceptive, Promotes Economy, Intrusive, Value Corruption, Informative, User Attitudes

c. Dependent Variable: ad-clicking behavior

In the Model Summary table, we see that the multiple correlation (R) with the hierarchical analysis an opportunity is increased to observe the dynamics of the interplay of these variables in addition to interpreting the last model, the focus is also on the contribution of the covariates and the value-added obtained when including more variables to the model; therefore key on *R Square* and *R Square Change* (and the tests of significance) associated with the three blocks and consequently the following results are noted; Thus ‘Adjusted R Square’ value differs significantly from zero, since the p-value from the ‘ANOVA’ table (Table 12) is less than .05. The model is therefore meaningful and an interpretation of the regression coefficients is thus the next step

It appears from the Model Summary that in Block 1, *Irritation, Entertaining, Materialism, Deceptive, Promotes Economy, Intrusive, Value Corruption, Informative* accounted for a statistically significant quite large proportion (about 81.5 %) of the variance of *ad-clicking behavior*. From the Coefficients table, it is indicated that the variable are statistically significant ($p < .000$).

The addition of *User Attitudes* into the model in Block 2 made a relatively a very small improvement in the prediction ability of the model, accounting for an additional 81.7 % of the variance of *ad-clicking behavior*. The prediction contribution of *User Attitudes* was statistically significant ($p < .005$) controlling for *Irritation, Entertaining, Materialism, Deceptive, Promotes Economy, Intrusive, Value Corruption, Informative*; at the same time, *User Attitudes* became the worst marginal predictor ($p = .021$), with the remaining predictors. there is a good fit between the model and the data, or, in other words, if this statistic differs significantly from zero

Table 11 shows the result of testing the fit of the model. In the Model Summary table, it is indicated that the multiple correlation (**R** is .907, with a corresponding value of **R Square** of .822, suggesting that 82.2% of the variance of *ad-clicking behavior* is explained by the set of predictors. **R Square Change** is also .822, as it went from zero before the model was generated to the full value because all predictors were entered into the model in hierarchical step. The Adjusted R Square value is .817, and represents some R2 shrinkage as a result of including eight predictors in the model.

Chapter 4-Table 12 ANOVA^a

Source; own compilation of Survey data 2017

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	71.007	8	8.876	186.278	.000 ^b
	Residual	15.629	328	.048		
	Total	86.636	336			
2	Regression	71.205	9	7.912	167.666	.000 ^c
	Residual	15.430	327	.047		
	Total	86.636	336			

a. Dependent Variable: ad-clicking behavior

b. Predictors: (Constant), Irritation, Entertaining, Materialism, Deceptive, Promotes Economy, Intrusive, Value Corruption, Informative

c. Predictors: (Constant), Irritation, Entertaining, Materialism, Deceptive, Promotes Economy, Intrusive, Value Corruption, Informative, User Attitudes

Table 12 presents the ANOVA summary table for each model and that the model with the two term is still statistically significant, even though the user attitudes term added no significant enhancement to the amount of variance that was explained but it is statistically significant

because all the ten variables, which is doing all of the predictive work, are contained in the second model.

Chapter 4-Table 13 Coefficients^a

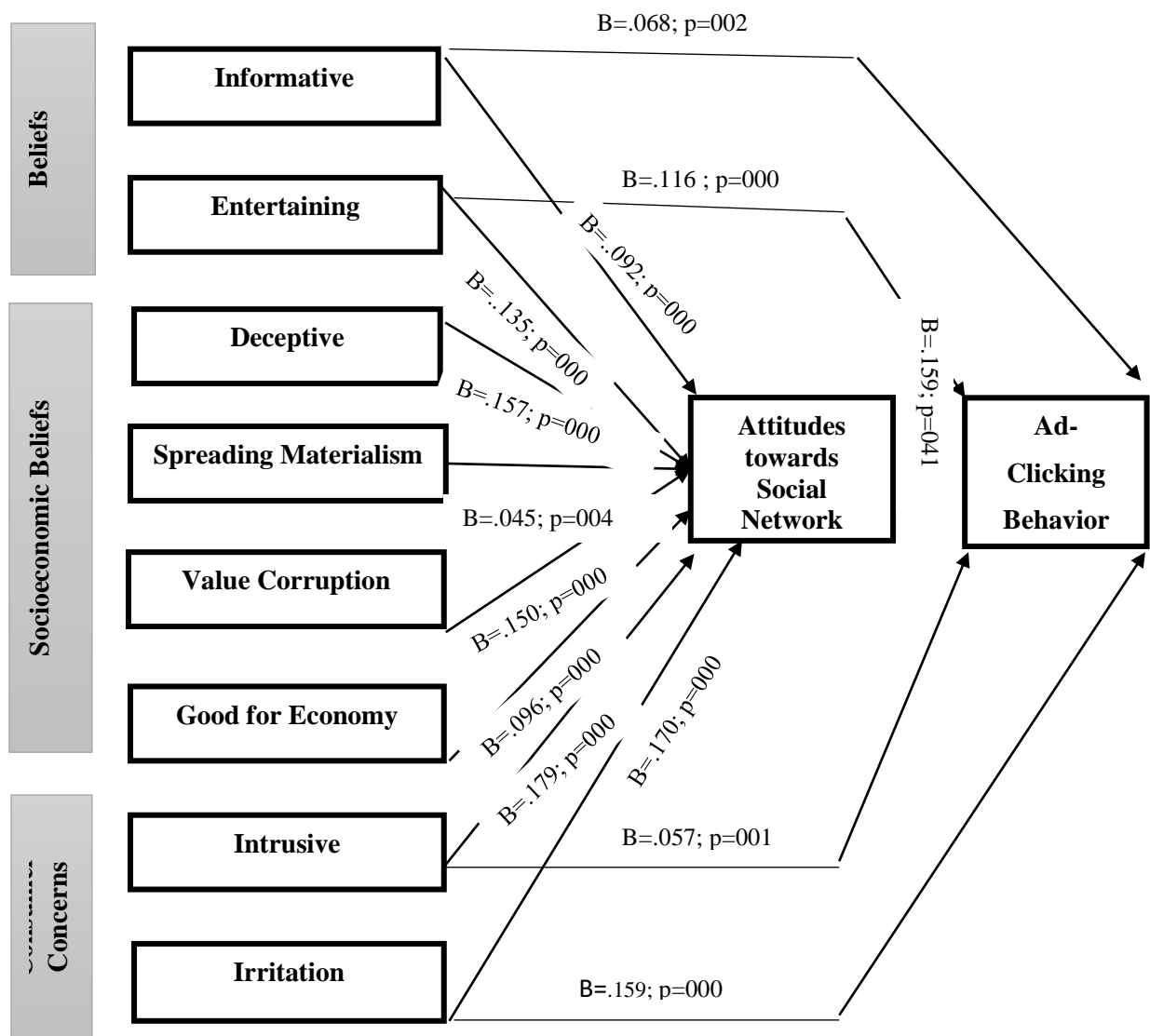
Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.265	.085		3.111	.002		
Informative	.092	.018	.153	5.218	.000	.642	1.558
Entertaining	.135	.017	.240	7.923	.000	.599	1.668
Deceptive	.157	.016	.264	9.941	.000	.779	1.283
Materialism	.045	.015	.083	2.909	.004	.681	1.469
Value Corruption	.150	.016	.261	9.213	.000	.685	1.460
Promotes Economy	.096	.015	.174	6.564	.000	.787	1.271
Intrusive	.079	.013	.170	6.110	.000	.712	1.405
Irritation	.170	.013	.345	13.206	.000	.808	1.238
2 (Constant)	.267	.085		3.146	.002		
Informative	.068	.021	.112	3.201	.002	.441	2.267
Entertaining	.116	.019	.206	5.969	.000	.459	2.181
Deceptive	.132	.020	.222	6.649	.000	.488	2.050
Materialism	.025	.018	.046	1.359	.175	.483	2.069
Value Corruption	.127	.020	.222	6.497	.000	.468	2.138
Promotes Economy	.078	.017	.142	4.624	.000	.582	1.719
Intrusive	.057	.017	.123	3.429	.001	.423	2.362
Irritation	.159	.014	.322	11.375	.000	.681	1.468
User Attitudes	.159	.077	.170	2.051	.041	.080	12.567

a. Dependent Variable: ad-clicking-behavior

Source: own compilation of Survey data 2017

4.1.3.5 Hypothesis testing

These results indicated a significant and positive relationship between users' personal utility beliefs of SNA and their attitudes toward SNA, thus supported the H1a The values between the users' belief of SNA as informative and their ad-clicking behavior And, the values between the users' belief of SNA as entertaining and their ad-clicking behavior (B=.068; p=002 and B=.116 ; p=000) these results indicated a significant and positive relationship between the users' personal utility beliefs of SNA and their ad-clicking behavior, thus supported the H1b



Source: own compilation of Survey data 2017

The values between the users' belief of SNA as good for the economy and their attitudes toward SNA were $\beta = .150$, $P = .001$. These results indicated a significant and positive relationship between users' socioeconomic belief of SNA as good for the economy and their attitudes toward SNA, thus, supported the H2a.

The values between the users' socioeconomic beliefs of SNA as deceptive, spreading materialism, and value corruption and their social network sites users' ad-clicking behavior were $B = .135$, $p = .000$, $B = .157$, $p = .000$, $B = .045$, $p = .000$. Accordingly the results indicated statistically significant relationship between the users' beliefs of SNA as deceptive, spreading materialism, and value corruption and social network sites users' ad-clicking behavior, thus rejected the H2b.

The path values between consumer (user) concerns of SNA as intrusive and their attitudes toward SNA were $\beta = .179$, $P = .000$, $\beta = .170$, $P = .000$. These results showed a positive and significant relationship between users' concern of SNA as intrusive and their attitudes toward SNA, consequently rejects the H3a.

The path values between consumer (user) concerns of SNA as intrusive and irritating and their ad-clicking behavior were $B = .057$, $P = .001$, $B = .159$, $P = .000$. These results showed that a positive and significant relationship between intrusive, irritation and users' ad-clicking behavior and the results rejected the H3b. On the other hand, the values between user attitudes toward SNA and their ad-clicking behavior results indicated significant and positive relationship between user attitudes toward SNA and their and ad-clicking behavior, accordingly supported the H4.

Chapter 4-Table 14 Hypothesis Test

Hypothesis	Coefficients (B)	Sig.(p)	Result
H1a. Personal utility Views of social network advertising have a positive effect on social network sites users' attitudes toward social network advertising.	B = .092 B = .135	p = .000; p = .000	Accepted
H1b. Personal utility Views of social network advertising have a positive effect on social network sites users' ad-clicking behavior	B = .068 B = .116	p = .002 p = .000	Accepted

H2a. Socioeconomic belief of social network advertising as good for the economy has a positive effect on social network sites users' attitudes toward social network advertising .	B=.150	p=000	Accepted
H2b. Socioeconomic Views of social network advertising as deceptive, materialism and value corruption have negative effects on social network sites users' ad-clicking behavior..	B=..135 B=.157 B=.045	p=000 p=000 p=004	Not Accepted
H3a. Intrusiveness and irritation have a negative effect on social network sites users' attitudes toward social network advertising .	B=.179 B=.170	p=000 p=000	Not Accepted
H3b. Intrusiveness and irritation have a negative effect on social network sites users' ad-clicking behavior.	B=.057 B=.159	p=001 p=000	Not Accepted
H4. Social network sites users' attitudes toward social network advertising have a positive effect on their ad-clicking behavior.	B=.159	p=041	Accepted

Source: own compilation of Survey data 2017

CHATER FIVE

CONCLUSIONS & RECOMMENDATIONS

The aim of this chapter is to present conclusions made based on the quantitative data analyzed and presents related recommendations made to the study findings . Finally, the limitations of the study have been presented.

5.1 Conclusions

The present study finds that Ethiopian higher institution student consumers perceive about online social network sites as a multi-dimensional construct (i.e. Irritation, Entertaining, Materialism, Deceptive, Promotes Economy, Intrusive, Value Corruption, Informative,), and User Attitudes as a uni-dimensional construct. This result corresponds with previous findings of the literature (e.g. Wolin et al. 2002; Wang, Sun 2010b; Mahmoud 2012a, 2012b; Imran Mir,2015) indicating that the above stated factors play an important role in predicting Ethiopian higher institution student consumers' attitudes towards their ad clicking behaviors .

Irritation and intrusiveness are found to exert a direct effect on Ethiopian higher institution student consumer's behavior responses of leaving the website that presents the ads. For instance, if Ethiopian higher institution student get encountered with a website bearing many ads, those students will probably feel not confused and consequently stay the ads-bearing site. That is, students who perceive of internet ads as being irritating or confusing will probably drive Ethiopian higher institution students consumers stay with the website showing the ads, regardless of whether he or she holds favorable or unfavorable affects towards internet advertising in general. This result is considered a significant contribution to the current literature as beliefs could directly influence consumer behavioral responses towards internet advertising considering the fact that low internet penetration and awareness about online banner advertisement among the Ethiopian society.

On a similar note the study results also shows that entertainment directly influences Ethiopian higher institution student consumers' responses towards clicking on internet ads to get additional information related to the advertised product. even if Ethiopian higher institution students hold positive attitudes to internet advertising in general though, perceiving internet advertising as a source of entertainment (e.g. containing flash games) may predict Ethiopian

higher institution students to click on internet ads, Proving a direct relationship between entertainment and clicking on internet ads, a contribution has been made to current literature demonstrating that beliefs could be directly linked to behavior in Ethiopian higher institution student perspective.

Attitudes towards online social network sites is found to mediate fully the relationship between all beliefs (i.e. information, irritation, good for economy and values corruption) and the behavioral response of clicking on internet ads in Ethiopian higher institution students perspective (Usman et al. 2010; Eze, Lee 2012; Zabadi et al. 2012; Kamal, Chu 2012b, Imran Mir,2015).

Additionally, attitudes are found to be completely mediate the relationship between entertainment and clicking on internet ads. This finding implies that Ethiopian higher institution students with positive beliefs about internet advertising will probably form favorable attitudes towards it and consequently enhance the possibility of clicking on internet ads. Moreover, Ethiopian higher institution students who like internet advertising in general, will likely click on internet ads, even if they describe those ads as entertaining or not.

The present study finds that attitudes toward online social network sites advertising in general mediates fully the relationship between beliefs (i.e. information, entertainment, and values corruption) and the behavioral response of leaving the website showing the ads (Shavitt et al. 1998; Wolin et al. 2002; Zhou, Bao 2002; Yang 2003; Wang, Sun 2010a, 2010b; Usman et al. 2010; Eze, Lee 2012; Zabadi et al. 2012; Kamal, Chu 2012b). In addition, attitude towards online social network sites advertising will mediate partially the relationship between irritation and leaving the website showing ads. That is, when Ethiopian higher institution student consumers hold positive beliefs about online social network sites advertising, they probably develop favorable affection and consequently are less possible to leave a website with an advertising content indicating that with positive attitudes towards online social network sites advertising and the student consumers will probably keep navigating the website, even if they find internet ads irritating or not.

5.2 Limitations of the Study

The results of this study in regard to the relationships between beliefs, attitudes, and behaviors towards online social network sites advertising may need further investigation in cases of other electronic advertising medias to test the validity of the studies result across other means of advertisements in Ethiopian perspective. Furtherer more, the study sample is concentrate only on five private Higher institution found in the main capita city, Addis Ababa, further the study used a cross-sectional method and if all private and government higher institutions in Ethiopia were included and a longitudinal study was made a different outcome, which is may be different from the current study may have been obtained that may shed some light related with the Ethiopian higher institution student beliefs, attitudes, and behaviors towards online advertising clicking behavior.

5.3 Recommendations

In recent years Ethiopia has experienced fast growth in Internet usage and has increasingly become linked with the rest of the world. As more advertisers incorporate new media, such as the Internet, to reach international consumers, understanding Ethiopian consumers beliefs, attitudes, and behaviors towards online advertising clicking behavior will benefit global businesses since Social marketing means all things social: listening, discussing, interacting, empathizing, and engaging, therefore today, marketing a firm and brands requires to locate, identify, and participate in conversations with customers, potential customers and even critics from different parts of the world just by displaying ad that flashed brand messages to millions of users over a social net work sites who respond immediately, ask questions, or make observations that intron can lead a firm to be able to easily measure the success of how many unique visitors a Web site produced, and how many “impressions” a marketing campaign generated .

Advertisers promoting in Ethiopia are encouraged to influence Ethiopian private higher institution students consumers’ beliefs about internet advertising to be more positive and less negative. One way could be currently which is not practiced much in Ethiopia is through working towards having internet advertising more informative (e.g. providing timely product-related information), more entertaining (e.g. including flash games within internet ads, or enclosing amusing pictures).

Furthermore, even though the study respondents indicated that they are not irritated or found to be confused related with online advertising the study recommended that online advertisers in Ethiopia to make their online advertisement less irritating and confusing (e.g. avoiding high volumes of ads within a website), and less values corruptive or pro-values through enhancing targeting tools in a way preventing kids from being exposed to inappropriate ads (e.g. Most social networks ads are accurately communicated to targeted segments of consumers) so that consumers will mostly have more favorable affection and that leads to more favorable behavioral responses towards internet ads in respect to click on them or the period of time that consumers spend online and exposed to them.

All in all the current study found a positive association between Ethiopian private higher institution student users' attitudes toward advertising which appears on social network site's and their behavior to click on social network site banner ads indicating that Ethiopian private higher institution students social network site's users' have in general a positive attitudes toward social network advertising influence them to click on the banner ads appearing on social network sites.

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Appendices

Using A Census For Small Populations

One approach is to use the entire population as the sample. Although cost considerations make this impossible for large populations, a census is attractive for small populations (e.g., 200 or less). A census eliminates sampling error and provides data on all the individuals in the population. In addition, some costs such as questionnaire design and developing the sampling frame are "fixed," that is, they will be the same for samples of 50 or 200. Finally, virtually the entire population would have to be sampled in small populations to achieve a desirable level of precision.

To illustrate, suppose we wish to evaluate a state-wide Extension program in which farmers were encouraged to adopt a new practice. Assume there is a large population but that we do not know the variability in the proportion that will adopt the practice; therefore, assume $p=.5$ (maximum variability). Furthermore, suppose we desire a 95% confidence level and $\pm 5\%$ precision. The resulting sample size is demonstrated in Equation 2.

$$n_0 = \frac{Z^2 pq}{e^2} = \frac{(1.96)^2 (.5)(.5)}{(.05)^2} = 385 \text{ farmers}$$

Formula For Calculating A Sample For Proportions

For populations that are large, Cochran (1963:75) developed the Equation 1 to yield a representative sample for proportions.

$$n_0 = \frac{Z^2 pq}{e^2}$$

Which is valid where n_0 is the sample size, Z^2 is the abscissa of the normal curve that cuts off an area α at the tails ($1 - \alpha$ equals the desired confidence level, e.g., 95%)¹, e is the desired level of precision, p is the estimated proportion of an attribute that is present in the population, and q is $1-p$. The value for Z is found in statistical tables which contain the area under the normal curve.

Source ; Glenn D. Israel, 2013, Determining Sample Size, Institute of Food and Agricultural Sciences (IFAS), University of Florida, Gainesville 32611, PP2

Scale: All Variables

Case Processing Summary

		N	%
Cases	Valid	337	100.0
	Excluded ^a	0	.0
	Total	337	100.0

Reliability Statistics

Cronbach's Alpha	N of Items
.772	10

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

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Informative	29.62	21.568	.317	.768
Entertaining	29.49	20.679	.398	.758
Deceptive	30.27	20.399	.473	.748
Materialism	29.98	19.999	.468	.749
ValueCorruption	30.01	20.290	.463	.750
PromotesEconomy	29.61	21.791	.249	.779
Intrusive	30.24	19.000	.484	.748
Irritation	30.72	21.685	.211	.788
UserAttitudes	29.91	19.873	.952	.714
adclickingbehavior	30.03	20.441	.887	.723

Factor Analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.757
Bartlett's Test of Sphericity	Approx. Chi-Square
	4036.778
	df
	276
	Sig.
	.000

Communalities

	Initial	Extraction
Informative1	1.000	.705
Informative2	1.000	.683
Informative3	1.000	.610
Entertaining1	1.000	.724

Entertaining2	1.000	.707
Entertaining3	1.000	.673
Deceptive1	1.000	.685
Deceptive2	1.000	.727
Deceptive3	1.000	.690
Deceptive4	1.000	.516
Materialism1	1.000	.747
Materialism2	1.000	.578
Materialism3	1.000	.603
ValueCorruption1	1.000	.781
ValueCorruption2	1.000	.790
ValueCorruption3	1.000	.521
PromotesEconomy1	1.000	.665
PromotesEconomy2	1.000	.766
Intrusive1	1.000	.782
Intrusive2	1.000	.839
Intrusive3	1.000	.747
Irritation1	1.000	.799
Irritation2	1.000	.783
Irritation3	1.000	.824

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.131	21.379	21.379	5.131	21.379	21.379	3.631	15.128	15.128
2	3.943	16.429	37.808	3.943	16.429	37.808	2.730	11.375	26.503
3	2.239	9.328	47.136	2.239	9.328	47.136	2.677	11.154	37.657
4	1.703	7.096	54.232	1.703	7.096	54.232	2.252	9.381	47.038
5	1.605	6.688	60.920	1.605	6.688	60.920	2.193	9.137	56.176
6	1.212	5.051	65.970	1.212	5.051	65.970	1.752	7.301	63.477
7	1.113	4.638	70.608	1.113	4.638	70.608	1.711	7.131	70.608
8	.919	3.830	74.438						
9	.799	3.327	77.765						
10	.664	2.768	80.534						
11	.603	2.511	83.045						

12	.537	2.238	85.283					
13	.455	1.895	87.177					
14	.446	1.859	89.036					
15	.398	1.658	90.694					
16	.372	1.550	92.244					
17	.356	1.482	93.726					
18	.313	1.302	95.028					
19	.266	1.110	96.138					
20	.252	1.049	97.188					
21	.222	.925	98.113					
22	.181	.754	98.867					
23	.142	.590	99.457					
24	.130	.543	100.000					

Extraction Method: Principal Component Analysis.

Rotated Component Matrix^a

	Component						
	1	2	3	4	5	6	7
Informative2	.796						
Informative1	.793						
Entertaining1	.772						
Informative3	.764						
Entertaining2	.724						
Entertaining3	.693						
Intrusive2		.883					
Intrusive1		.837					
Intrusive3		.789					
Irritation3			.883				
Irritation1			.871				
Irritation2			.834				
Deceptive4			.433		.405		
Materialism1				.835			
Materialism3				.673			
Materialism2				.634			
ValueCorruption3				.511			
Deceptive2					.827		
Deceptive3					.761		
Deceptive1					.758		
ValueCorruption1						.841	
ValueCorruption2						.822	

	Sig. (2-tailed)	.000	.000	.227	.005	.304		.128	.002	.000	.000
	N	337	337	337	337	337	337	337	337	337	337
Intrusive	Pearson Correlation	.059	.088	.306**	.334**	.386**	.083	1	.368**	.611**	.550**
	Sig. (2-tailed)	.283	.108	.000	.000	.000	.128		.000	.000	.000
	N	337	337	337	337	337	337	337	337	337	337
Irritation	Pearson Correlation	-.078	-.012	.186**	.098	.189**	-.170**	.368**	1	.295**	.469**
	Sig. (2-tailed)	.154	.826	.001	.072	.000	.002	.000		.000	.000
	N	337	337	337	337	337	337	337	337	337	337
UserAttitudes	Pearson Correlation	.479**	.527**	.601**	.602**	.582**	.404**	.611**	.295**	1	.849**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000		.000
	N	337	337	337	337	337	337	337	337	337	337
adclickingbehavior	Pearson Correlation	.380**	.489**	.574**	.466**	.551**	.316**	.550**	.469**	.849**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	337	337	337	337	337	337	337	337	337	337

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

* . Correlation is significant at the 0.05 level (2-tailed).

Collinearity Diagnostics^a

Mo del	Dimen sion	Eigenv alue	Condi tion Index	Variance Proportions									
				(Const ant)	Inform ative	Entertai ning	Decep tive	Materia lism	ValueCorr uption	PromotesEc onomy	Intru sive	Irritat ion	UserAttit udes
1	1	8.535	1.000	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00
	2	.151	7.518	.00	.02	.02	.00	.00	.00	.00	.04	.07	.37
	3	.090	9.728	.00	.03	.03	.02	.11	.07	.07	.01	.10	.36

4		.064	11.589	.00	.00	.00	.14	.07	.03	.04	.75	.06	
5		.050	13.041	.00	.02	.00	.66	.08	.13	.08	.06	.04	
6		.038	15.011	.00	.12	.09	.08	.04	.25	.53	.00	.03	
7		.034	15.818	.00	.08	.00	.08	.67	.40	.11	.01	.01	
8		.022	19.665	.14	.39	.79	.00	.02	.00	.00	.00	.01	
9		.016	23.359	.84	.34	.06	.01	.00	.11	.19	.01	.12	
2	1	9.533	1.000	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00
	2	.151	7.938	.00	.01	.01	.00	.00	.00	.03	.04	.32	.00
	3	.090	10.270	.00	.02	.02	.01	.08	.05	.01	.06	.30	.00
	4	.064	12.246	.00	.00	.00	.09	.05	.02	.03	.45	.05	.00
	5	.050	13.772	.00	.01	.00	.41	.06	.09	.06	.03	.04	.00
	6	.038	15.856	.00	.08	.06	.05	.03	.17	.39	.00	.03	.00
	7	.034	16.716	.00	.05	.00	.05	.48	.28	.08	.00	.01	.00
	8	.022	20.767	.15	.27	.59	.00	.01	.00	.00	.00	.01	.00
	9	.016	24.520	.83	.21	.06	.00	.00	.06	.13	.01	.09	.00
	10	.002	74.603	.00	.33	.24	.38	.29	.33	.27	.41	.16	1.00

a. Dependent Variable: adclickingbehavior

