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## Antecedents of Attitude Toward Facebook Advertising: A study of Users in India and Tanzania

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### Abstract

*Purpose:* Consumers' attention to Facebook Ads has been steadily dwindling over time. Therefore, this study addresses the issue by examining the antecedents of Attitude towards Facebook Advertising (AFA), aiming to boost consumer attention and, subsequently, improve the effectiveness of Facebook Advertising. *Design/methodology/approach:* Based on the Technological Acceptance Model and empirical studies, the study developed a framework to examine the antecedents of AFA. The model and hypotheses employed a Structural Equation Modelling Technique to analyse the antecedents of AFA. A cross-sectional survey strategy was used to purposively collect data from 700 University students who are Facebook users. This was undertaken through both face-to-face interviews and an online Google survey conducted in India and Tanzania. *Findings:* First, this study revealed that perceived usefulness, perceived entertainment, self-identity expressiveness, and consumer innovativeness have a directly positive and significant influence on AFA. Second, this research confirmed that perceived intrusiveness has directly negative and significant effects on AFA. Third, this study found that privacy concerns do not have a significant negative influence on AFA. *Originality:* The study identified important predictors of AFA. The study is valuable for social media businesses and advertising agents.

**Keywords:** Facebook, Advertising, Antecedents, Consumers, Attitude; Social Media

### 1.0 Introduction

Facebook Advertising (FA) has enhanced the businesses' capacity to target and reach a wide desired demographics and audience. With the largest database of more than 3.03 billion monthly active users, Facebook offers a potential advertising reach of 1.98 billion people to more than 200 million businesses. This extensive reach allows businesses to target and grow their most valuable customer base (Hootsuite, 2024; Social-Pilot, 2024; Statista, 2024). In 2023, FA recorded ad revenue of US\$ 152 billion, accounting for 60% of global social media advertising revenue. This success has firmly established Facebook as an indispensable advertising platform that enables more than a billion Facebook users to connect with businesses (Hootsuite, 2024; Statista, 2024).

Despite the efficacy of Facebook advertising, users' attention to ads has become scarce. A study by Microsoft reveals that the human attention span has shrunk to just eight seconds (Escott, 2024). This decline is evident in diminishing video viewing completion rates, attributed to a heavy advertising load that adversely affects consumer viewing experiences. Reports indicate that six-second ads perform

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better than 60-second and 30-second ads on Facebook (Escott, 2024; Nelson, 2023). The diminishing attention to ads has consequences on consumer recall and brand recognition, thereby diminishing the overall effectiveness of FA. Due to this, Facebook Advertising has attracted substantial commercial and research attention.

Low consumer attention adversely impacts brand recognition. In their experiments investigating consumer responses to tweets promoted by both brands and political parties, Boerman and Kruikemeier (2016) found that consumers seldom recognise promoted tweets. This lack of recognition diminishes the return on investment for businesses' advertising efforts. Therefore, research efforts were directed to understand the predictors of attitude to advertising. These efforts have uncovered that key drivers of attitude toward social media ads include ad relevance, informativeness, ad creativity, and customization (Jung, 2017; Dehghani et al., 2016; Lee & Hong, 2016). However, only a few studies have addressed emerging online concerns such as privacy and intrusiveness in efforts to improve consumer attention (Lin & Kim, 2016).

Despite the vital contribution of previous studies in understanding the drivers of attitude, it is not yet clear how personality factors could predict users' attitudes. Additionally, findings regarding the impact of privacy on attitude have been inconclusive, with some studies suggesting a negative influence and others reporting insignificant relationships (Lin & Kim, 2016; Parreno et al., 2013; Taylor et al., 2011). The inclusion of personality factors and considerations of online concerns can enhance the precision of ad targeting by aligning it with users' behavioral profiles. In addition, the majority of extant literature adopted behavioral theories that only capture the technological aspects of FA. This research, however, goes a step further by extending the Technology Acceptance Model in identifying the antecedents of Attitude towards Facebook Advertising (AFA).

The objective of this paper was to empirically examine the antecedents of attitudes toward Facebook Advertising by Facebook users in developing countries, particularly India and Tanzania. While this is important in maximising the return on investment made by businesses in advertising, less is known about how personality traits and consumers' online concerns drive user's attitudes. For that purpose, an online Google survey was conducted. The antecedents of AFA were assessed using the technology acceptance model (TAM), whereby the other dimensions from personality trait theory, identity theory, and contemporary literature on consumer concerns were added to the classic TAM (Davis, 1989). Practical implications are discussed; the findings offer businesses with predictors of AFA and are valuable for social media businesses and advertising agents.

## **2.0 Literature review**

### **2.1 Theoretical Review**

#### **2.1.1 Facebook Advertising**

Facebook Advertising (FA) is defined as the placement of paid messages on Facebook by marketers to inform and persuade consumers about a specific offer and build relationships through interactive dialogues (AMA, 2018; Boateng & Okoe, 2015; De-Vries, 2015; Kotler et al., 2010). FA provides flexibility for marketers to tailor their messages to fit their companies, budgets, and the behaviour of the target consumers. Importantly, it creates brand awareness and generates traffic and sales (Heinze et al., 2017; Zimmerman & Ng., 2017). Consequently, millions of businesses chose to promote their products or services on Facebook, leading to an influx of excessive advertising messages for Facebook users. As a result, this has increased ad avoidance and reduced the effectiveness of Facebook ads.

Researchers agree that the effectiveness of advertising activities in traditional and web-based advertising is influenced by among others, the attitude towards the advertising message (Parissa &

Maria, 2005; Ducoffe, 1995; MacKenzie & Lutz, 1989). On Facebook, users encounter a multitude of ads, making it challenging for marketers to capture their attention. This is why AFA is critical in gaining users' attention in an ad-cluttered Facebook space (Dehghani, Niaki, Ramezani, & Sali, 2016). Therefore, it is critical to understand the antecedents that drive the AFA to enhance the effectiveness of Facebook advertising.

### **2.1.2 Technology Acceptance Model**

The Technology Acceptance Model (TAM) by Davis (1989) is suitable to explain the antecedents of AFA. Scholars have frequently employed TAM to expound the acceptance of web-based technologies and services. This is due to its robustness, parsimoniousness, efficacy, power, and potential for extension to include other external variables (Moon & Kim, 2001; Venkatesh & Davis, 2000; Geffen & Straub, 2000). The model has been applied in predicting user response to sponsored advertising on social media (Lin & Kim, 2016; Lee, 2016; Shin and Kim, 2008). Likewise, the adoption of TAM was justified in the present study since Facebook advertising is based on Web 2.0 technology.

TAM theorises that attitude toward the information system (in this case FA) is influenced by *perceived usefulness* (PU) and *perceived ease of use* (PEU). PU is the subjective belief that the use of FA will assist users in getting desired information to fulfill their online goals i.e. awareness, buying, etc. The model was further revised by Davis et al. (1992) to include "Perceived Entertainment" (PE), implying that the perception that the use of Facebook Advertising is enjoyable, regardless of whether it meets users' information needs or not. It encompasses a sense of fun, fulfillment, relief from stress, and stimulating imagination (Dennis et al., 2009; Van der Heijden, 2004). Since emotive entertainment feeling is one of the fundamental reasons why people use Facebook, then PE has the potential to influence users' AFA in the same manner as PU. Therefore, based on the TAM, AFA was modeled as an outcome of PU and PE. Nevertheless, the major criticism levelled against TAM is the consideration of only technological-related factors (Chen et al., 2002; Moon and Kim, 2001; Venkatesh et al., 2003). The need for inclusion of other variables is also asserted by Legris and Ingham (2003) who argued that the role of other variables has received miniature attention in TAM literature. Thus, Personality Trait Theory, Identity Theory, and consumer online concerns were incorporated into the model.

### **2.1.3 Personality Trait Theory**

There is a consensus among social media researchers that personality traits influence the use of social media services (Pagani et al., 2011; Park et al., 2015; Xu & Gupta, 2011; Dennis et al., 2009). According to Personality Trait Theory (PTT), Facebook consumers can be innovative. Consumers' Innovativeness (CI) refers to the extent to which a person is receptive to new ideas and experiences (Midgley & Dowling, 1978). It is the preference for new advertising messages, experiences, and interactions about products or services advertised on Facebook (Pagani et al., 2011). This means that innovativeness has the potential to influence AFA.

### **2.1.4 Identity Theory**

Huffaker and Calvert (2005) argued that feedback tools in Social Networking Sites (SNS) facilitate people's expressiveness by enabling users to communicate their image. This highlights the relevance of constructs in Identity Theory (IT) in FA. One of the constructs is Self-Identity Expressiveness (SIE), which is the extent to which FA displays users' identities and values (Zoonen et al., 2014; Yun, Takeuchi & Liu., 2007). According to Shao (2009), self-expression is the key driver for making and publishing user-generated content on social media. Thus, SIE can influence users' attitudes and engagement to FA. In this light, consumers are expected to engage with ads in a manner that expresses their identities and values. Thus, SIE was adopted as an important predictor of AFA.

### **2.1.5 Consumers' Concerns in Online Space**

Consumers have various concerns that can potentially shape AFA. Scholars have revealed that consumers are increasingly concerned with privacy risks, and intrusion (Parissa & Maria, 2005; Lin & Kim, 2016; Dehghani, et al., 2016). Privacy refers to the extent to which the user's information is unknown to unrelated parties (Rust, Kannan & Peng, 2002). Literature has shown that a breach of privacy affects users' attitudes, emotions, and trust in marketers (Segarra, 2018; Martin & Murphy, 2016; Xu & Gupta, 2011; Tsai et al., 2011). Another concern is on Intrusion. Perceived Intrusiveness connotes the extent to which advertising messages interfere with users' goals on Facebook (Tsai et al., 2011). Therefore, it was modelled that consumers' concerns regarding privacy and Intrusion predict users' AFA.

## **2.2 Research hypotheses**

### **2.2.1 Perceived Usefulness**

Extensive research in information systems (IS) and Marketing has found a significant influence of perceived usefulness on attitude to use technology services. According to a study conducted in the Netherlands by Lorenzo et al. (2011), PU of SNS was found to have a significant positive influence on the attitude of users towards the use of SNS. Further empirical evidence of the positive influence of PU on attitude and intention has been reported by scholars in numerous contexts; online shopping (Kiloppiing & McKinney, 2004; Gefen et al., 2003; Pavlou, 2003), online banking (Pikkarainen et al., 2004), Mobile commerce (Wu & Wanga, 2005), and e-courseware (Park et al., 2008). This evidence that PU has a positive effect on attitude led to a hypothesis that:

*H1. Perceived Usefulness is positively related to attitude toward Facebook advertising*

### **2.2.2 Perceived Entertainment**

Many scholars have studied PE as an antecedent of advertising value and attitude (Hameed & Qayyum, 2018; Duffett, 2017; Bevan-Dye, 2013). In a consumer survey conducted in the European cities of Romania and Bulgaria, the entertainment value of ads was found to be the most important determinant of a general attitude towards ads (Petrovici & Marinov, 2007). This means that consumers favour more entertaining ads than none entertaining ones (Ting et al., 2015; Bevan-Dye, 2013; Parreno, Silvia, RuizMafe & AldasManzanoo, 2013). Likewise, many researchers agree that entertainment is one of the crucial drivers of attitude toward e-commerce websites (Shareef et al., 2017; Richard, Chebat, Yang, & Putrevu, 2009). It implies that consumers perceive entertainment as a crucial element in assessing Advertising Value. Meaning that a joyful consumer is more likely to develop a positive attitude. It was, therefore, proposed that:

*H2. Perceived entertainment has a positive impact on attitude towards Facebook advertising*

### **2.2.3 Consumer Innovativeness**

The line of personality research suggests that consumer innovativeness (CI) influences both attitude and behaviour. The relationship between CI and attitude has been previously noted in a study of mobile advertising by Boateng, Okoe, and Omane (2015). Their study confirmed that personal innovativeness has a positive influence on attitudes towards mobile advertising, the influence which moderated the effect of irritation on attitude. This relationship has also been confirmed by other scholars (Nirmala & Dewi, 2011; Xu & Gupta, 2011; Tellis et al., 2009). The relationship is of significant value in advertising research, as it implies that targeting innovative Facebook users would increase advertising effectiveness and efficiency, by reducing the influence of concerns such as irritation, intrusion, and privacy concerns. This suggests that innovative Facebook users are likely to have a positive AFA since they are motivated by the need for new and novel information. Therefore, it was hypothesised that:

*H3. Consumer innovativeness is positively associated with attitude toward Facebook advertising*

#### **2.2.4 Self-Identity Expressiveness**

Brand researchers have shown that consumers prefer products/services with personalities like theirs and that they use products/services to identify themselves (Huston, 2009; Thorbjørnsen et al., 2007). Moreover, previous studies have found a significant positive relationship between SIE and; active use of Social Networking Sites (Pagani et al., 2011), publishing user-generated content (Shao, 2009), propensity to share information (Constant, Keisler & Sproull, 1994), attitude towards MMS usage (Thorbjørnsen et al., 2007). The reviewed literature strongly suggests the relevance of SIE in determining behaviour, thus, it was predicted that Facebook users would have a positive attitude towards Facebook ads that reflect their identities. This study, therefore, advanced the following hypothesis:

*H4. Self-identity expressiveness is positively associated with attitude towards Facebook advertising*

#### **2.2.5 Perceived Intrusiveness**

A psychological reaction that occurs when consumers' cognitive process is being interfered with is known as an intrusion (Li et al., 2002; Edwards et al., 2002). In the context of SNS, scholars have shown that intrusiveness concerns increase when online ads are highly personalised to match consumers' needs and wants (Doorn & Hoekstra, 2013; McCoy, Everard, Polak, & Galletta, 2008). Researchers have generally shown that perceived intrusiveness influences attitude and behaviour. In an experimental study conducted on website ads in the USA, McCoy et al. (2008) confirmed that Perceived intrusiveness influences attitudes toward website ads negatively. Another study by Edwards et al. (2002) based on psychological reactance theory linked perceived intrusiveness with ad effectiveness through its effects on attitude, the study concluded that intrusion reduces ad effectiveness. Similarly, Doorn and Hoekstra (2013), and Morimoto and Chang (2006) reported the negative influence of perceived intrusiveness on attitude. Based on these empirical findings, the following hypothesis was advanced:

*H5. Perceived intrusiveness negatively affects consumer attitudes to Facebook advertising*

#### **2.2.6 Privacy Concerns**

Previous studies have shown that privacy concern (PC) is an important predictor of attitude towards advertising in an online space. Several researchers found that PC has a negative relationship with the attitude of users towards Facebook (Lin & Kim, 2016; Parreno et al., 2013; Taylor et al., 2011). Moreover, in a study on the adoption of electronic health records, Angst and Agarwal (2009) confirmed that privacy concerns influence the attitude toward the use of the health record system and ultimately the decision to opt in to use the system or not. More specifically to SNS, Lin and Kim (2016) emphasized the negative association between Facebook users' concerns for privacy and their attitude toward advertising. Moreover, Montoya-Weiss, Voss, and Grewal 2003 (as cited in Malhotra & Malhotra, 2011) noted the negative association of consumers' privacy concerns with their attitude toward using financial services. Personal data security in Facebook and other SNSs has become extremely important due to the consequences of the data security breach to consumers, market value, and reputation of firms. Since privacy breach incidences have been on the rise, and the fear of data theft online is high (Martin et al., 2017), it was hypothesised that:

*H6. There is a negative relationship between consumers' privacy concerns and attitudes toward Facebook advertising*

### 3.0 Methodology

#### 3.1 Sample and data collection

The sample of this study comprised university students who use Facebook in selected universities in India and Tanzania. Students were studied due to the widespread use of Facebook among young people (Celebi, 2015; Saxena & Khanna, 2013). The study was carried out in Tanzania and India, chosen not only due to Facebook's prominence as a market leader in both countries but also because existing Facebook literature primarily reflected American and European perspectives, with limited insights from the context of developing countries, as noted by Alalwan et al. (2017) and Celebi (2015). The sample was drawn using a non-probability purposive sampling to collect data from students who are active users of Facebook, ensuring that all demographic subgroups of the target population are represented in the sample (Table 1).

**Table 1: Demographic and Facebook Usage Profile**

Demographic	%	Facebook Usage	%
<i>Gender</i>		<i>Reasons for logging on Facebook</i>	
Male	52.4	Commercials	
Female	44.6	Entertainment	31
Others	3.1	Self-expression	57.6
		Interactions	19.3
		No alternative	55.4
		Everyone Uses	1.9
		Updating (News etc.)	5.2
			63.5
<i>Age</i>		<i>Ads Acceptance</i>	
18-25	63.3	Often view	32.8
26-33	32.7	Sometimes ignore	52.2
42-50	3.3	Always ignore	15
Above 50	0.8		
<i>Education</i>		<i>Facebook Log-on</i>	
Graduate	52.4	Daily	72.7
Postgraduate	47	Weekly	20.3
Others	0.6	Monthly	6.9
<i>Annual Household Income</i>		Rare	0
< INR 5lacks (Tshs.15M)	42.4	Never	0.2
5 - 10 lacks (15 - 30M)	28.1		
10-15 lacks (30 - 45M)	20.8		
>15 lacks (45M)	8.6		

A Google Form-based self-administered questionnaire was employed to collect information on the constructs that were derived from prior research. The constructs were measured using seven-point Likert-type scales with multiple items, as outlined in Table 2.

**Table 2: Measures for the Research Model**

Construct	Definition	Items	Source
<b>Perceived Usefulness</b>	Subjective belief that the use of Facebook ads helps users in making	Facebook ads help to save time in searching for products/services Facebook ads provide information about the products/ services I want	Venkatesh & Davis (2000), Parreno et al.

<b>Construct</b>	<b>Definition</b>	<b>Items</b>	<b>Source</b>
	or improving their purchase decisions.	Through Facebook ads, I get pricing information i.e. offers and discounts	(2013), Lin, & Kim (2016)
<b>Perceived Entertainment</b>	The extent to which accessing Facebook ads is perceived to be enjoyable in its own right.	Facebook ads are entertaining I feel happy when I view ads on Facebook ads Viewing Facebook ads releases me from stress	Tsang et al. (2004) Lu et al. (2009), Venkatesh & Davis (2000), Ducoffe (1996)
<b>Consumer Innovativeness</b>	A predisposition to prefer new information choices and behaviour patterns rather than the old ones (Preference for newness)	I am interested in using new Facebook features and services Among my friends, I am usually the first to try out new information technologies I am always interested in new innovations in technology	Boateng & Okoe (2015), Nirmala & Dewi (2011), Xu & Gupta, 2011
<b>Self-Identity Expressiveness</b>	Consumers' belief that the use of advertisements in Facebook communicates their values, image and identity	Sharing and commenting on Facebook ads is part of how I express my personal values I like or comment on Facebook ads to express who I am I view Facebook ads that express my interest, image or status	Pagani et al. (2011) and Thorbjørnsen et al. (2007)
<b>Intrusiveness Concerns</b>	A person's psychological reaction that occurs when the cognitive process is being interfered (goal interference)	I feel interfered, when an ad appears as I Interact on Facebook I feel like I am forced to use ads on Facebook I think Facebook ads are disturbing I feel distracted when ads pop up on Facebook	Parreno et al. (2013), Edwards et al. (2002)
<b>Attitude to Facebook Advertising</b>	A learned predisposition to react consistently favourable or unfavourable during exposure to Facebook ads	Advertisements on Facebook help create awareness about brands [C] Advertisements on Facebook attract my attention to certain brands [C] I can remember several advertisements that I see on Facebook [C] Facebook advertising adds more to the enjoyment of using social media [C] I like video ads displayed on Facebook [A] I prefer ads on Facebook as compared to other media (like TV, Newspaper, Magazines) [A] Overall, I like Facebook advertising [A]	Duffet (2017) Boateng & Okoe (2015) and Taylor et al. (2011)

### 3.2 Model Fit, Reliability, and Validity Measures

To evaluate the reliability and validity of measurements, a confirmatory factor analysis (CFA) was run using AMOS 24. The CFA results reported in Appendix I revealed an overall good fit across various model fit categories. Having achieved a good model fit, the reliability and validity of the constructs were subsequently verified. The reliability of the constructs is presented in Table 3, demonstrating high internal and composite reliability. The Cronbach's Alpha values exceeded the recommended threshold of 0.65 according to Hair et al. (2016) and Field (2009). Additionally, all items exhibited loadings above 0.5, surpassing the 0.3 cut-off point, indicative of an acceptable level of internal reliability. Furthermore, all constructs achieved higher composite reliability (CR), with values ranging from .7 to .9. These values exceeded the minimum CR value of 0.6 suggested by Bagozzi (1994), further affirming the robustness of the measurements.

**Table 3: Factor Loadings, Alpha, Composite Reliability (CR), Average Variance Extracted (AVE) and Maximum Shared Variance (MSV).**

Construct	Items	Standardised Factor Loadings	Alpha Cronbach	Composite Reliability (CR)	Average Variance Extracted (AVE)	Maximum Shared Variance (MSV)
<b>Perceived Usefulness</b>	PUsefulnes_1	0.788	0.836	0.774	0.535	0.438
	PUsefulnes_2	0.766				
	PUsefulnes_3	0.727				
	PUsefulnes_4	0.785				
<b>Perceived Entertainment</b>	PEntertain_2	0.899	0.829	0.835	0.630	0.438
	PEntertain_3	0.775				
	PEntertain_1	0.694				
<b>Perceived Intrusiveness</b>	Intrusiveness_2	0.727	0.819	0.822	0.607	0.210
	Intrusiveness_3	0.805				
	Intrusiveness_4	0.803				
<b>Attitude Towards Facebook Advertising</b>	Attitude2ads_6	0.735	0.850	0.851	0.590	0.462
	Attitude2ads_7	0.865				
	Attitude2ads_4	0.702				
	Attitude2ads_5	0.761				
	Attitude2ads_3	0.733				
<b>Privacy Concerns</b>	Privacy_2	0.598	0.750	0.730	0.5	0.210
	Privacy_3	0.832				
	Privacy_5	0.625				
<b>Innovativeness</b>	Innovativess_3	0.730	0.721	0.701	0.535	0.277
	Innovativess_1	0.733				
<b>Self-Identity Expressiveness</b>	Self_ID_1	0.744	0.704	0.704	0.440	0.373
	Self_ID_2	0.733				
	Self_ID_3	0.467				

The measurement model achieved adequate levels of Construct, Convergent, and discriminant validity. As can be seen from Appendix I, construct validity was achieved, as the model fit indexes met the necessary criteria for a good fit as recommended by Zainudin (2012). Convergent validity was confirmed through the Average Variance Extracted (AVE) as presented in Table 3, indicating that the model exhibited adequate convergent validity. Specifically, for all constructs, the AVE surpassed the threshold of 0.5, aligning with the criteria set by Hair et al. (2016) and Zainudin (2012).

Furthermore, the model demonstrated discriminant validity (DV), affirming the distinctiveness of the constructs from each other, as they were found to be uncorrelated. The DV was evidenced by the square root of AVE (highlighted in bold on the diagonal in Table 4), which was higher than the inter-construct



correlation values both in its respective row and column. Furthermore, the DV was supported by the observation that Maximum Shared Variance (MSV) values were lower than Average Extracted Variance (AVE) values, adhering to the criterion (MSV < AVE) recommended by Byrne (2013), Hooper, Coughlan, and Mullen (2008).

**Table 4: Discriminant validity of the theoretical construct measures**

	Entertainment	Usefulness	Attitude	Innovativeness	Privacy	Self_Id_Ex	Intrusiveness
Entertainment	0.794						
Usefulness	0.662	0.731					
Attitude	0.592	0.417	0.768				
Innovativeness	0.179	0.213	0.282	0.732			
Privacy	-0.099	-0.022	-0.069	0.129	0.694		
Self_Id_Ex	0.343	0.186	0.611	0.382	0.089	0.663	
Intrusiveness	-0.405	-0.306	-0.349	-0.110	0.458	-0.124	0.779

*Note: The diagonal represents the square root of AVE, below the diagonal, the inter-construct correlation values are represented*

Based on these criteria, it was concluded that the measures of the study model provided adequate evidence of reliability, convergent validity, and discriminant validity. Consequently, the revised measurement model was adopted as the final model for the study.

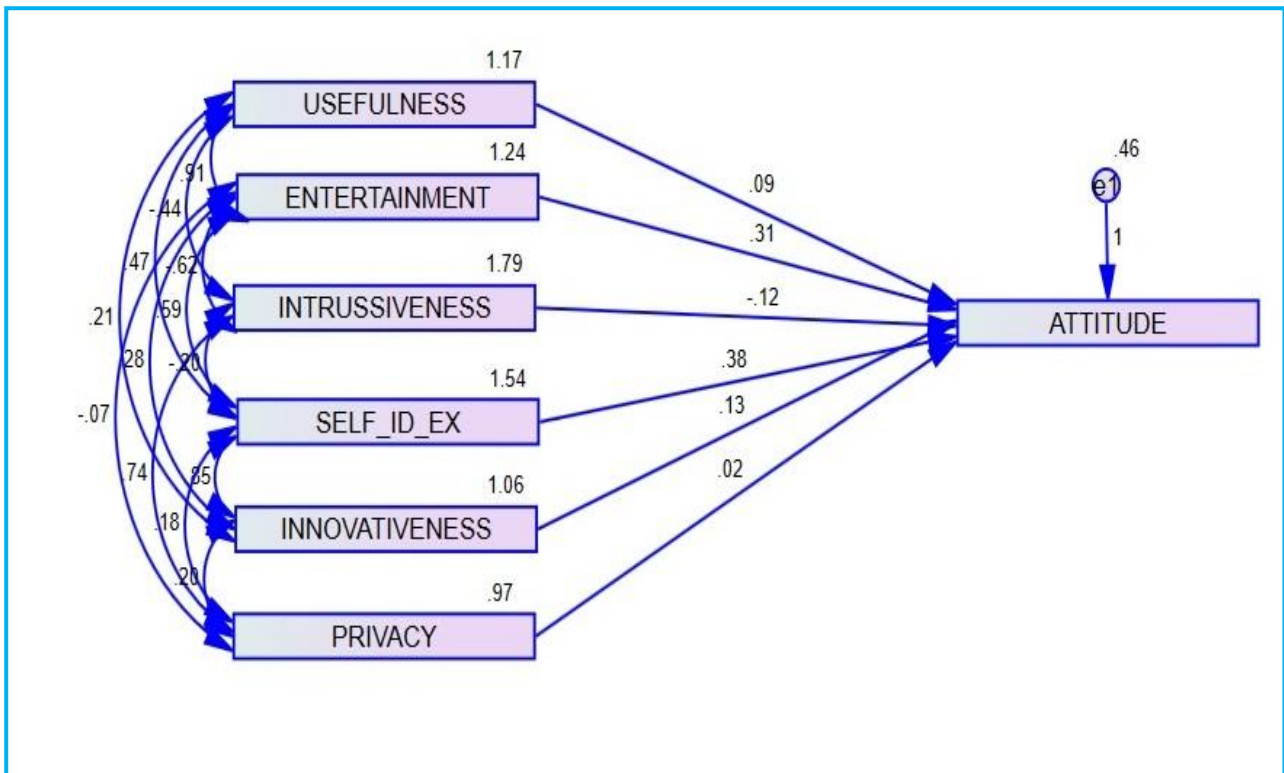
### 3.3 Structural model analysis

To test the proposed hypotheses, a structural equation model was developed. The results are presented and shown in Table 5 and Figure 1, respectively.

**Table 5: The Structural Model Results**

H	Construct	Path	Construct	Beta	Robust t-value	P-value
H1	Usefulness	<---	Attitude	.092**	3.830	.028
H3	Innovativeness	<---	Attitude	.127***	7.139	.001
H2	Entertainment	<---	Attitude	.310***	-8.66	.000
H4.	Self-Identity Expressiveness	<---	Attitude	.383***	8.979	.000
H5.	Intrusiveness	<---	Attitude	-.115**	2.917	.000
H6	Privacy	<---	Attitude	.018NS	5.482	.636

**\*\*\*highly significant at p < 0.001, \*\* Significant at p < 0.05, NS p >0.05 (Not Significant).**



**Figure 1: Path modelling for the impact of antecedents on attitude (actual beta)**

The results of hypotheses testing as provided in Table 4, indicate that the model path for consumers' privacy concerns to attitude is insignificant at  $p < .05$ , and thus, H6 was not supported. On the other hand, Perceived Usefulness, Perceived Entertainment, Consumer Innovativeness, and Self-Identity Expressiveness have a significant positive impact on consumers' AFA at P-values, actual beta estimates, and t-values shown in Table IV, Therefore, H1-H4 were all supported.

Finally, the analysis revealed that Perceived Intrusiveness has a significant negative effect on consumers' AFA at  $p < .001$ , thus, H5 was also supported. It is important to note that the beta estimates of the model paths show that Self Identity Expressiveness (SIE) has the strongest positive influence on AFA, this is followed by perceived entertainment, consumers' innovativeness, and perceived usefulness. Perhaps this is due to the findings reported in this study (Table 1) that approximately 19.3% and 55.4% of respondents use Facebook for self-expression and interactions, respectively.

#### 4.0 Discussion and Conclusions

Facebook advertising has become a crucial element not only in the advertising strategies of Social Media Marketers but also in the lives of individuals. With 3.030 billion monthly active users (equivalent to 37.2% of the global population) and the fact that it accounts for 60% of global social media advertising revenue, Facebook has established itself as a vital advertising platform (Social-Pilot, 2024; Statista, 2024). Marketers leverage Facebook advertising as an essential tool to reach and engage with a diverse global user base. Understanding the factors influencing users' AFA advertising is essential for marketers to enhance the effectiveness of their communication strategies (Dehghani, et al., 2016). This study contributes to this direction by examining the factors that influence users' AFA.

#### 4.1 Theoretical Contribution

With respect to the theoretical part of this study, an extended TAM has been developed. The model incorporates two personality constructs (Self-Identity Expressiveness and Innovativeness) along with two internal constructs that reflect the concerns of social media users—Perceived Privacy and

Perceived Intrusiveness. The purpose is to elucidate the factors that influence users' AFA. The research model indicates that perceived entertainment, perceived usefulness of FA, Self-identity expressiveness, and Innovativeness have a positive impact on users' AFA. Additionally, the model suggests that Perceived Intrusiveness and Privacy Concerns have a negative influence on users' AFA.

Regarding the question of how the antecedents influence the AFA, the study found that Self-Identity Expressiveness, Perceived Entertainment, Consumer Innovativeness, and Perceived Usefulness (arranged in order of strength of the impact) have a direct and significantly positive influence on users' AFA. Conversely, Perceived Intrusiveness has a negative impact on AFA. Surprisingly, the results confirmed that Privacy Concerns do not significantly negatively influence users' AFA.

## **4.2 Empirical implications**

This research is an important step in understanding the factors driving the AFA by social media users and is useful for marketers intending to adopt FA as part of their marketing strategy. The confirmation of the positive influence of self-identity expressiveness and innovativeness on users' AFA, suggests that marketers intending to use FA should use not only ads that convey personal values/image/identity of the target market segments but also portray the newness of products/services being advertised. These personality cues attract users to engage with ads through liking, sharing, and even commenting (Kaplan & Haenlain, 2010). This is consistent with the findings of brand scholars who confirmed that consumers tend to buy products/services that convey their identities (Huston, 2009; Thorbjørnsen et al., 2007). In addition, researchers have confirmed a positive influence of personal innovativeness on attitude toward advertising (Boateng et al., 2015; Nirmala & Dewi, 2011). Therefore, Self-Identity Expressiveness, and Innovativeness play a significant role in evoking users' responses to Facebook ads.

Furthermore, the results confirm that perceived entertainment and usefulness are vital in predicting the AFA. The analysis of the Facebook usage profile of the study's participants indicates that 57.6% log into Facebook to get entertained. Entertainment is an important incentive for the use of social media (Bandura, 1986; MIRs, 2015; Allen et al., 2014; Soares & Pinho, 2013). This has also been confirmed by scholars who studied antecedents of advertising value and attitude (Hameed & Qayyum, 2018; Shareef et al., 2017; Duffett, 2017; Bevan-Dye, 2013; Saxena & Khanna, 2013). Furthermore, the study shows that useful ads evoke positive AFA. This relationship has been reported by scholars in numerous contexts among others; Online social networking behaviour (Rauniar et al., 2014; Willis, 2008) and online shopping (Klloppiing & McKiinneyy, 2004; Gefen et al., 2003; Pavlou, 2003). Therefore, to attract engagement with FA, Facebook marketers need to create relevant ads (that match the needs and wants of users) and provide cues enhancing the feelings of joy, fun, and entertainment to cultivate positive AFA.

Privacy risks and Perceived Intrusion are major concerns among social media users. They prefer not to be interfered with or distracted when online. The finding that perceived intrusiveness negatively impacts AFA implies that Facebook marketers should use ad formats that are less intrusive to increase ad effectiveness and prevent users from forming negative attitudes. Intrusion not only harms the attitude but also reduces ad effectiveness (Doorn & Hoekstra, 2013; Morimoto & Chang, 2006; Edwards et al., 2002). On the other hand, this study found that privacy concerns do not have a negative impact on users' AFA. This is inconsistent with many studies that reported a negative relationship between privacy concerns and attitude (Lin & Kim, 2016; Parreno et al., 2013; Malhotra & Malhotra, 2011; Taylor et al., 2011). This is likely due to not only ignoring privacy issues due to inadequate understanding but also a lack of alternative social media (due to the monopolistic powers of social media giants like Facebook) and unwillingness to sacrifice a large network of friends built over a long time (Shah, 2018). Therefore, Facebook marketers should take steps to reduce the use of cues or ad formats that evoke worries about the safety of personal information.

### 4.3 Limitations and Future Research

The findings of this study, along with identified methodological gaps, provide the scope for future research. The survey conducted was limited to India and Tanzania, focusing on emerging developing countries. To enhance generalizability, scholars can broaden their scope by including a more diverse sample of users from many developing countries. Although the identified antecedent factors account for 67.5% (from Exploratory Factor Analysis) of the total variance in attitude, there remains a 32.5% gap that warrants exploration. Researchers can delve into this gap using methods such as interviews, conversations, and group discussions to uncover additional factors influencing users' AFA. Moreover, there is a need for further explorative research to comprehend the reasons why privacy concerns do not negatively affect the AFA among young users, this will provide deeper insights into users' perceptions and opinions about privacy on social media.

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## Appendices

### Appendix I: The CFA Results for the Measurement Model Fit (Initial Model).

Category	Index	Observed Value	Level of acceptance	Comments	Reference
<b>Absolute Fit</b>	Chisq	Chisq = 1407.649 df = 700, P=.000	P > 0.05 <i>Sensitive to sample size &gt;200</i>	Not Significant, Sensitive to large samples (N=523)	Wheaton et al. (1977) Hair et al., (1996) Joreskog and Sorbom, (1996)
	CMIN/DF	2.011	< 3	The required level is achieved	Hu and Bentler (1999)
	RMSEA	.044	RMSEA < 0.08	The required level is achieved	Browne & Cudeck (1993)
	PCLOSE	.999	P>.05	The required level is achieved	Bentler (1990)
	GFI	.882	GFI > 0.90	The required level is not achieved	Joreskog and Sorbom (1984)
<b>Incremental fit</b>	AGFI	.855	AGFI > 0.90	The required level is not achieved	Tanaka & Huba (1985)
	CFI	.932	CFI > 0.90	The required level is achieved	Bentler (1990)
	TLI	.920	TLI > 0.90	The required level is achieved	Bentler & Bonett (1980)
	IFI	.933	IFI > 0.90	The required level is achieved	Bentler and Bonett (1980)
	NFI	.874	NFI > 0.90	The required level is not achieved	Bollen (1989b)
<b>Parsimonious Fit</b>	Chisq/df	2.01	Chi-square/df < 5.0	The required level is achieved	Marsh and Hocevar (1985)