

# The Factors Affecting Consumer Attitudes toward Social Media Advertising in ABC Bank: A Study on Credit Card Users

Consumer  
Attitudes

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## Abstract

Social networking is now considered to be an essential need for human existence. In order to better understand how customers feel about social media advertising, a survey was done. Numerous studies from various nations and contexts have concentrated on how consumers feel about advertising. This study concentrated on five crucial features as the factors affecting consumer attitudes toward social media advertising. The five criteria are amusement, informational value, annoyance, credibility, and interaction. This study was carried out using a quantitative research methodology. To gather primary data, the researcher employed self-administered questionnaires. The number of customers with each category and selected as a sample, 308 questionnaires have been gathered in total. A multiple linear regression analysis was done to investigate the impact of each element, and in addition, a correlation analysis was utilized to assess the link between the independent variables and the dependent variable. According to the research, consumer attitudes towards social media advertising in in ABC bank credit card are significantly positively correlated with entertainment, informativeness, credibility, and interaction, while negatively correlated with irritation. Additionally, it has been shown that the consumer attitudes towards advertising in ABC bank credit cards are favorably impacted by entertainment, informativeness, credibility, and interaction, while adversely impacted by irritation. The immediate beneficiaries of the study, according to the researcher, are marketers and advertisers who use Social media advertising.

**Keywords:** Social media advertising; Consumer attitudes; Banking



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## Introduction

Due to technical improvements, such as the internet, marketers and advertisers have been able to increase their enticing advertising techniques. Additionally, among the many interactive media platforms, electronic media has successfully attracted more viewers and listeners than traditional media, including television and radio. Hemsley-Brown, Yaakop, and Gilbert (2011) claim that using such powerful elements would allow potential marketers and marketing firms to reach more consumer share of mind than using television and radio. Social media is increasingly a more significant percentage of the advertising budget and has become crucial for global marketing communications.

The internet has grown tremendously over the last several years, becoming an essential component of everyone's soul. By 2022, there will be 4.95 billion internet users worldwide, up from 2.92 billion in 2014 (Digital Sri Lanka, 2022). The internet is utilized for a variety of things, such as researching product details, evaluating prices, choosing and placing orders, and processing payments. People now have a platform for communication and information sharing due to the speedier and more effective communication capabilities of the internet (Ahmad, Rahman, & Khan, 2017). Customer relationships with different businesses have changed as a result of the rising usage of social networks and their constantly evolving lives. Via online interactions and the interactive features of social media, consumers may affect how brands and products are perceived through word of mouth (Muntinga, Moorman, & Smit 2011).

Consumers are increasingly using social media websites over corporate websites to research brands and products (Ahmad et al., 2017). Due to their rising popularity, social media platforms have drawn significant attention from marketers who are thinking about how to leverage them as a marketing channel for e-commerce (Saxena & Khanna, 2013). Additionally, marketers have used these platforms to interact with their target market, enabling them to forge closer relationships with their clients (Kelly, Kerr, & Drennan, 2020). The goal of advertisers is to engage with consumers via numerous venues (Dao et al., 2014). Since many customers may object to unsuitable ads on their social media platforms, advertisers must find the perfect balance while using social media platforms for advertising (Ahmad et al., 2017).

Therefore, businesses, experts, and academics are curious about the worth of advertising on social networking sites like Facebook, YouTube, LinkedIn, Twitter, and others (Saxena & Khanna, 2013). Banks cannot disregard the risk associated with operating in the present climate since it is changing so quickly, and they must adapt on a daily basis.

Advertising has a significant role in the dissemination of financial news and essential information about financial products for consumer investment and purchasing decisions. Advertising inefficiency has the capacity to change consumer perception of financial goods (Abideen, 2011). Consumer attitudes about financial advertisements are crucial since they can influence behaviours such as advertising avoidance, poor purchase intentions, and low product/service recommendations (Chowdhury, Finn, & Olsen, 2017). The efficacy of advertising, purchasing patterns, and brand perception are all significantly influenced by customer attitudes about ads. There has been a substantial amount of digital research as a result of the

internet development as a cutting-edge conduit for communication and advertising (Saxena & Khanna, 2013).

Trust in products and consequently in the firm is influenced by consumer attitudes, and vice versa. Consumer attitudes have a favourable influence on their propensity to utilize banking services (Nguyen, 2020). Customer attitudes about purchasing and utilizing a product are influenced by their level of trust (Alsajjan & Dennis, 2020; Flavian, Guinalu, & Gurra, 2016). For instance, trust is seen as a factor that affects whether a client would accept a product, such as a credit card.

A signal case of a bank is selected and accordingly the case organization anonymous as ABC bank. ABC bank, is a largest private licensed commercial bank in Sri Lanka. The performance of banks has improved each year, and it provides alluring offerings that might keep up broad product ranges with competitors. ABC commercial bank was founded in Sri Lanka with the goal of accelerating the nation's financial industry. To achieve market competitiveness, ABC bank should be extremely active in promoting its products and services, particularly through social media.

The number of followers on each social media sited that ABC bank has been shown that Facebook has the most followers, while Twitter and YouTube continue to have the fewest.

Customers regularly utilize credit cards as a financial instrument in their day-to-day life. Consumers use credit cards for a multitude of payments based on their requirements. Credit cards are utilized in Sri Lanka to get out of financial jams in a short amount of time. Credit card industry of Sri Lanka has a very high potential for expansion. Due to the fact that all businesses in Sri Lanka provide comparable goods and services, the sector is very competitive. At present, many people are using credit cards and due to the increasing interest in them, this study is focused on ABC bank credit cards.

There are five primary categories of credit cards offered by ABC bank: silver, platinum, premier platinum, signature, and unlimited. Anybody who satisfies the eligibility conditions of the bank may apply for a silver card, which is a basic card. Only the elite or core customers of the bank have access to infinite and signature cards, most certainly. The majority of customers use social media, mostly Facebook, to express their fury. As a consequence, the success of the bank with social media advertising is questioned. It is difficult to assess the effectiveness of social media promotions in changing consumers' perceptions of the ABC bank credit card. Relying on that, the current study evaluates how successful the social media advertising approach of the ABC bank is in luring credit card customers to the bank. The major research problem is what are the factors affecting consumer attitudes towards social media advertisements in ABC bank credit cards?

### *Research Objectives*

1. To identify the factors affecting consumer attitudes towards social media advertising in ABC bank credit cards.

2. To identify the impact of factors affecting consumer attitudes towards social media advertising on consumer attitudes in ABC bank credit cards.
3. To suggest recommendations to increase consumer attitudes towards social media advertising in ABC bank credit cards.

## **Review of Literature**

This literature review will begin with a review of past studies and research on Consumer attitudes about social media advertising, how consumers see it, and the elements that influence those attitudes are all discussed. As well as the literature has linked to the banking sector and had a critical review on how consumer attitudes are influenced by social media advertising in the banking sector. Furthermore, the relevant theories and models are discussed in the chapter and the foundation for developing the conceptual framework is basically focused on this.

### ***Advertising***

Advertising often refers to the transmission of information from marketer to consumer. Numerous academics have different definitions of advertising. Advertising messages may be seen as possible opportunities for exchanges of information between marketers and customers, according to Ducofee (1996). Advertising is a key component of the promotional mix, which is one of the four basic goals in marketing strategy. Kotler, Keller, and Armstrong (2012) describe advertising as any kind of paid non-personal communication and promotion of a concept, products, or services through an identifiable sponsor. Advertising is a key component of the promotion mix. Additionally, according to some academics, advertising plays a significant part in the communication between consumers and marketers and is a necessary component of integrated marketing communication (Chouhoud, 2013). In most cases, advertising is employed to market and sell goods and services by disseminating knowledge, convincing consumers, or raising awareness.

### ***Social Media Advertising***

The internet has altered how people work, interact, and live during the last five years. Social media is a new class of online applications, information, and services that feeds this new sort of internet. With the use of social media, marketing has taken on a new perspective where customers play a more prominent participation as advertisers. Social media is defined by Bradley & McDonald (2011) as "An online environment created for the goal of mass cooperation." Social media is seen as a new kind of free media that was created on the internet by businesses and marketers or advertising. Furthermore, social media advertising also differs from Internet advertising owing to unique aspects of social media, such as the ability for users to post, share, and edit user-generated material (Kolek & Saunders, 2018). As an example, social media facilitates the creation of user-generated content.

The approach social media is used in the banking sector is distinctive in particular aspects. Banks are often seen as established, respectable businesses, and this perception is reflected in their promotional materials. However, online or electronic banking are frequently more inventive in many fields (Vejacka, 2015). Employing social media, retail banks could connect with a lot of

potential customers, and doing so gives them great possibilities to gather feedback and evaluate data regarding their initiatives in the appropriate social media. Their marketing could be more social media-focused since they often target younger customers who are more engaged on social media. In accordance with Durkin et al. (2014), banks mostly utilize Facebook (as one example of a social media platform) to monitor and respond to customer feedback. As stated by Madche (2015), the bank must be situated close to its customers, which accounts for their extensive social media use. Social media could also have an impact on bank customers' education. For instance, the YouTube channel of Deutsche Bank has videos that discuss financial products and give basic financial training (Madche, 2015). Banks in South Africa have had success using YouTube to educate young individuals managing money and saving practices (Chikandi wa et al., 2013).

However, Durkin and colleagues' 2015 research placed a strong emphasis on using social media to obtain customer input and fix issues, which helped to change some of the ways that customer service is provided. Similar results were reached when Chikandiwa et al. (2013) took into account the instructional capacity of social media in underdeveloped markets. Rokka et al. (2014) have emphasized the use of social media as a method for enhancing brand reputation. Far more research looks at how financial firms may use social media to maintain relationships with customers, boost the value of small banks, control brand perception, and/or promote financial literacy.

### ***Consumer Attitudes towards Social Media Advertising***

Attitude is defined as per Kotler & Keller (2006), "the ongoing favorable or negative evaluation, emotional state, and behavioral preferences of an individual toward a thing or idea". Attitudes of people have the power to influence whether they like or loathe something, whether they gravitate toward it or away from it. As a result, attitudes have an impact on how people behave and cause them to act consistently in response to similar objects (Kotler & Keller, 2006).

A consumer is more likely to utilize a product the better their opinion about the brand. In contrast, the less enthusiastic a person is, the less likely they are to use the product (Chiou et al. 2018). A significant portion of internet users who browse social networking sites have their shopping choices influenced. According to Miller & Lammas (2020), there are extremely high expectations for the marketing that may be done using social media apps.

The foundation for an attitude toward a certain activity is an intention derived from an attitude, and normative beliefs result in subjective standards. Researchers have predicted a broad range of consumer behavior for a number of products and services using the reasoned action model. Recent studies utilize the idea of uses and pleasure to examine how Saudi Arabian social networking sites are used (Al-Jabri et al., 2015). Additional or omitted variables have been used to adapt these concepts to a variety of research contexts. Experience and perceived ambiguity were two variables that were considered. They model the variables that affect attitudes towards social media marketing (SMM) and its usage based on the theoretical foundations of the reasoned action method.

Humans develop positive or negative attitudes about respect to the given on their behavioral beliefs, establish subjective standards about those behaviors based on their normative

perspectives, and evaluate perceived behavioral control. (PBC) depending on their control beliefs (Ajzen 1991, 2006), behavioral aim and attitude, subjective norm, and PBC (BI). It was used to predict actual behavior since behavioral intent (BI) represents to how much extent a person is prepared to put forth while carrying out an activity. The stronger the desire to engage in the action, the more probable it is that it will be done (Ajzen 1991, 2006). Because of this, the theory of planned behavior (TPB) contends that individuals are more likely to comment, like, or share an advertisement on Facebook if they have a positive attitude toward social media advertising, subjective norms that are perceived to support the behavior, perceived behavioral control, and behavioral intent (behaviour).

### ***Factors Affecting Consumer Attitudes toward Facebook Advertising***

#### *Entertainment*

Consumers' opinions about advertising are influenced emotionally by their enjoyment of media. Entertainment in advertising refers to the idea that the message of advertising concisely captures the attention of customers in a hilarious or seductive style that would quickly capture their attention. Yuanxin & Noichangkid (2011). Therefore, a marketing message may draw more attention to a company's goods or services, opening up new business chances. The efficiency of advertising will be impacted by its constant delivery of amusing messages through many platforms, notably social media (Yuanxin et al., 2011).

The advertisement should be attractive and have a purpose for the customer. Additionally, it should be persuasive since doing so will increase the advertising effectiveness and change people's attitudes (Ashmawy, 2014). While it is not essential for advertising supplied via conventional media to be entertaining, it is essential for that delivered through the internet and social media (Ducoffe, 1996). As a result, unlike advertising that spread their ideas via conventional media, social media advertisers must think more and more about how to amuse their audience. The degree to which advertising make consumers feel happy is crucial to the advertisement's overall effectiveness. As a result, the message must be clear and humorous in order to grab customers' attention right away.

Advertising may be pleasurable and amusing in attracting and retaining attention provided to the requirements and desires of customers, claim Ling et al. (2020). They went on to say that it may be used to assess an advertisement's entertainment value. The capacity of advertising to amuse may improve the experience of advertising interactions for customers (Ducoffe, 1996). Advertising that includes entertainment components may satisfy customers' demands for aesthetic pleasure and emotional release.

#### *Informativeness*

Businesses should make sure that the information provided to the public via internet advertising is properly informative. It is undeniable that the content's educational value is crucial to its persuasiveness (Chan et al., 2014). The objectives of advertising are to increase brand or product awareness, enlighten consumers, and foster desirable perceptions (Ashmawy, 2014).

It is undeniable that the content's educational value is crucial to its persuasiveness. The message's content will influence how much value customers will get from the advertising (Yuanxin et al., 2011). Researchers found that informativeness is essential for any kind of marketing, whether conventional or online, to generate consumer awareness, attention, and a favorable view of the commercial (Shareef et al., 2017).

Social media users' perceptions of brands and their advertised goods and services may be influenced by the quality of the information posted on such platforms. The researchers here believe that information would be favorably connected with social media users' perceptions of value and attitudes (Chan et al., 2014). The information provided in these advertisements, according to the researchers, is rather simple and sufficient to comprehend what the marketers are attempting to convey.

### *Irritation*

Customers are more likely to see advertising as an unwelcome and bothersome effect if it uses techniques that irritate, offend, insult, or are unduly manipulative, depending on the environment of advertising (Ducoffe, 1996). Based on that, if anything in the commercial irritates the customer, they will likely feel agitated and not be convinced by it (Ashmawy, 2014). According to the Ducoffe model, annoyance reacts negatively to advertising. The level of aggravation is determined by determining how obtrusive, upsetting, distressing, suggestive, distracting, forceful, or obstructive the commercial is (Ashmawy, 2014).

According to Ashmawy (2014), consumers are likely to see advertising as unwelcome and grating if it employs tactics that irritate, insult, and disrespect them or are cunning. Customers are hesitant to be exposed to, pay attention to, or get a favorable image from the advertising if they are annoyed by the message for whatever reason (Shareef et al., 2017). Additionally, he contends that any marketing may prevent viewers from understanding the statement's original meaning, diminishing its perceived worth. In their battle to capture customers' attention, marketers' methods are sometimes disrupted by audiences.

### *Credibility*

Credibility is the degree to which a communication or piece of material can be relied upon to provide factual information (Kelman & Hovland, 1953). Consumer impression of the veracity and plausibility of advertising in general is known as advertising credibility. Alder and Rodman (2020) define credibility as customers' willingness to believe an advertising. Therefore, credibility may be defined as both the factual and subjective components of the ability to trust a source or message. According to that definition, an advertisement's credibility is determined by how much the public trusts its message. It also conveys if advertising is reliable or helpful.

Trustworthiness, persuasion, and plausibility are the building blocks of credibility (Chan et al., 2014). They have also mentioned that sources including people, companies, and the media all have a bearing on trustworthiness. The goal of the source to offer accurate information may be referred to as being trustworthy (Chan et al., 2014). Commercial credibility refers to the level of customer confidence in a company and is a component of the company's brand (Chan et al.,

2014). Convincible describes the effectiveness of an internet commercial in convincing viewers to see the advertisement (Mahmoud, 2012). Consumer response to internet ads (favorable or unfavorable behavior) is referred to as credibility (Korgaonkar & Wolin, 2012). Despite the unrestricted flow of information on the internet and the fact that its quality was not examined in the same way as that applied to traditional media, it was nevertheless seen as a more reliable source of news data (Yakoop et al., 2011).

### *Interactivity*

When people interact, they can successfully connect with one another no matter their location or time of day (Ha & James, 1998). According to the results of past research, interactivity is one of the most distinguishing features of advertising that is given online (Ashmawy, 2014). Information flow between customers and advertising firms depends on interactivity. Through this action and reaction response, interactive advertising hopes to alter customers' perceptions or behavior (Chi & Hsu-Hsien, 2011). Additionally, he said that, in the context of social media interaction, users of social media may satisfy their information demands by clicking on links published by other users.

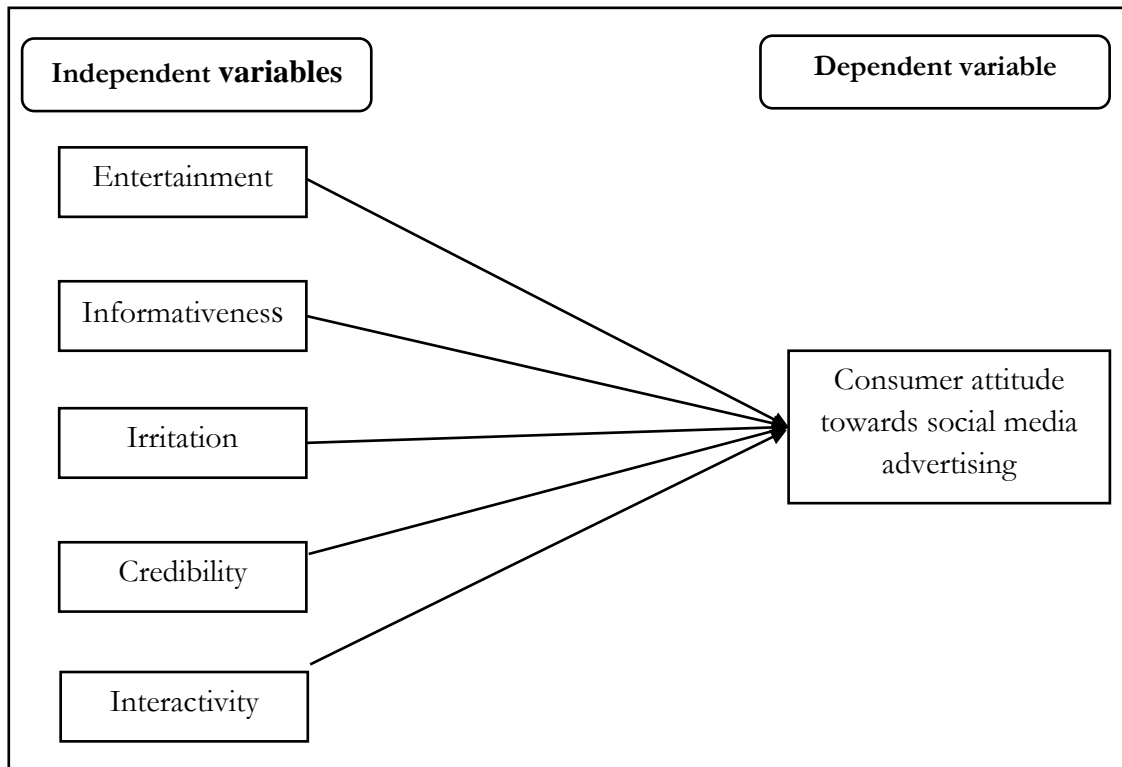
According to theory, social networking site advertisements will be more positively and favorably received if there is a high degree of perceived engagement (Yaakop et al., 2011). Additionally, they have said that one of Facebook's interactive capabilities as a strategy to monitor and share new items with customers is the capacity to draw people to utilize text, photos, videos, and connections as interactive material. Making social media accounts and maintaining them regularly may also increase people's knowledge of and exposure to the items and companies.

Facebook's main function is to link users to other social media platforms (Yaakop et al., 2012). As a result, it enables marketers to set up corporate pages by making personal profiles, after which they may directly mention the business, its goods and services, and offer connections to the website. Typically, businesses create social media campaigns to increase brand exposure (Yaakop et al., 2012). As a result, social media has made it possible for businesses to reach clients in new ways with their goods and services.

### **Research Methodology**

The theoretical framework for the design of this study was built on the basis of the hypothesis and research questions. The conceptual framework of this research is being developed as a two-dimensional structure, and it is obvious that dependent and independent variables provide the foundation for correlations and other relationships. The primary variable that acts as a verifiable factor is the dependent variable, and the independent variable is what influences the dependent variable positively or negatively (Rajasekar et al., 2013). Consumer views regarding social media advertising in the banking industry are the dependent variable in this study. The independent variables are classified as entertainment, informativeness, annoyance, credibility, and interaction.





**Figure 1.** Conceptual Framework

**Source:** Authors literature survey

### Statement of Hypothesis

To ascertain how the independent and dependent variables relate to one another, the following hypotheses have been proposed. The goals of the study and the results of the literature evaluation were utilized to further develop the hypotheses.

H1: There is a significant relationship between entertainment and consumer attitudes toward social media advertising in ABC bank credit cards.

H2: There is a significant relationship between informativeness and consumer attitudes toward social media advertising in ABC bank credit cards.

H3: There is a significant relationship between irritation and consumer attitudes toward social media advertising in ABC bank credit cards.

H4: There is a significant relationship between credibility and consumer attitudes toward social media advertising in ABC bank credit cards.

H5: There is a significant relationship between interactivity and consumer attitudes toward social media advertising in ABC bank credit cards.

The philosophy of research describes how a researcher is providing valuable insight into a research study. Due to the quantitative character of the study and the requirement to evaluate the

relevant hypotheses to get the desired findings, positivist research philosophy was chosen among these ideologies. To evaluate the hypothesis which was formed based on the literature review and to respond to research questions with the help of the acquired data, the deductive research approach was utilized for this study. This study is relying on the quantitative approach and primarily employs a well-structured survey questionnaire to gather information on the factors affecting consumer attitudes of social media advertising in the banking industry. The survey technique has been chosen from among these methods to gather the crucial data for this investigation. The study of how distinct groups are selected from a population and the accompanying data collection techniques, such as the development of questionnaires and techniques to optimize the amount and reliability of survey responses, are known as survey methodology.

As each responder is required to respond to the same set of questions, the questionnaire is among the most popular data gathering methods within the survey approach (Saunders et al., 2009). Together the data for this research, a self-administered questionnaire is constructed. With one filtering question, the questionnaire is divided into three main sections. The first section of the questionnaire includes seven questions designed to gather demographic data about respondents, including their gender, age, income, level of education, amount of time they have spent exposed to social media advertising, and frequency of exposure. 22 questions are used to assess independent factors in section two of the questionnaire, while 5 questions are used to test dependent variables in part three.

As per Berg (2001), variable operationalization is the process of developing a particular research design that will result in empirical facts that are consistent with ideas encountered in the actual world. The acknowledged of the study and original notions are open to interpretation. Operationalized variables also act as a link between the idealized realm of ideas and the outside reality. Additionally, it establishes the measuring scale. An instrument or measure called a scale is used to distinguish between two sets of variables (Sekaran, 2003). Since the Likert scale is the most widely used evaluation tool, it has been used as a measurement tool in several studies.

## **Sample Design**

The notion that has been embraced for the investigation is as follows: The whole group of subjects, events, or things that the researcher will look at. As a result, while creating the sample, ABC bank credit cards were taken into consideration as the population. The population is the whole set of occurrences from which the sample was drawn (Saunders et al., 2009). There were 87,052 people in each credit card category. The sample size for this study was determined by considering a rational basis of deciding the sample size. The number of customers with each category and selected the sample size of this study is 384.

The data is collected through both primary and secondary sources. A survey is employed to gather data from respondents using a self-administered questionnaire in order to get primary data. The researcher will use the questionnaire to study the factors affecting customer attitudes of social media advertising for credit cards in the banking industry.

## ***Data Analysis***

The best mix of elements impacting consumer attitudes toward social media is determined by analyzing the correlations between the different components using data analysis. The information gathered from the questionnaires was examined using SPSS version 25.0 (Statistical Package for the Social Sciences). In this research, statistical analysis was utilized to test the hypotheses and explore the correlations between the variables. The objectives of this research were deemed to need the use of factor analysis, correlation, regression, and multiple regression analysis. Two phases made up the analysis. In the first stage, reliability analysis employing the Cronbach's Alpha coefficient was used to assess the survey's construct validity. The coefficient of correlation and regression analysis were also used using SPSS to look into the links and effects between the variables. To effectively comprehend the problem, descriptive statistics analysis is performed utilizing visualization tools like bar charts and pie charts.

### *Data Presentation and Analysis*

The findings of a study technique that was used to assess the relationship between entertainment, informativeness, interactivity, credibility, irritation and attitudes towards social media advertising using a sample of 308 customers from the ABC bank are analyzed. Graphs and charts are used to illustrate the results of statistical analyses of descriptive, correlation, and regression statistics.

### *Analysis of the Profile of the Sample*

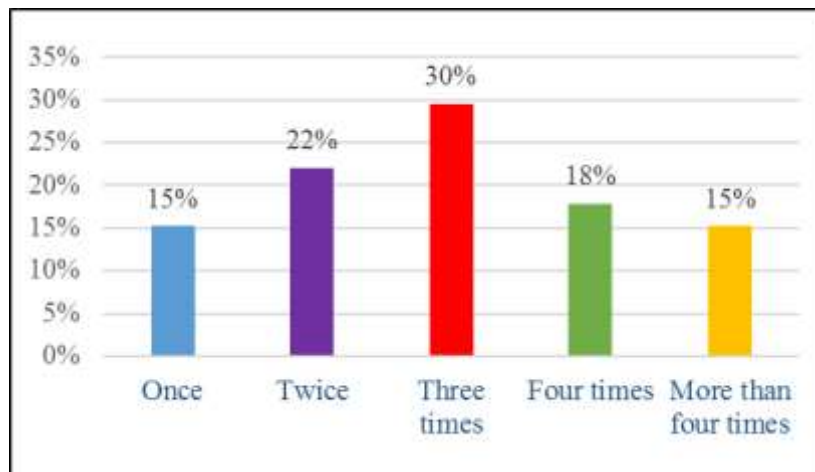
Gender, age, income level, and level of education of the respondents are all considered demographic characteristics. This information was gathered to evaluate the demographics of the sample.

The distribution of male and female respondents is based on the frequency analysis of gender. The gender distribution of the respondents in the sample is shown that 53% of respondents are female and 47% are male, with females being the majority of respondents. Out of 308 respondents, more than 50% of women are engaged in social media advertising because of the nature of the task they complete with it.

The age distribution of the sample is shown. That means that 45% of the sample's population is between the ages of 20 and 30, making up the bulk of the sample. As a proportion of the whole sample, there are 4% of respondents who are over 50, which is the lowest figure. In addition to that, 34% of the respondents are between 30-40 of the age, 8% of the respondents are between 40-50 of the age while 9% of the respondents belong to the age group of below 20. Based on the result of the age analysis it can be ensured that young customers have more exposure to social media advertisements.

The results indicate the income level of the respondents. According to that, it can be identified that the highest number of respondents earn an income between 50,001 – 100,000 and it is 39% of the entire sample. The minimum number of respondents earns more than 200,001 and it is 11% as a percentage of the sample. Meanwhile, 32% of respondents between 100,001 – 200,000 and 19% of respondents with less than 50,000 level of income.

The frequency of education level attained by participants in the sample is shown that the results obtained, shows most of the sample are with the education level of GCE A/L and it is 31% of the total sample while the minimum number of respondents in the sample are with the education level of professional and it is 6% of the entire sample and the category of others are same as well. Meanwhile, 29% of the respondents are graduates, 11% of respondents are postgraduates, 9% of the respondents are undergraduates and 8% of the respondents are with GCE O/L.



**Figure 2.** Frequency of Exposure to Social Media Advertisement by ABC Bank Credit Cards by the Respondents

Figure 2 indicates the Frequency of exposure to social media advertisements of ABC bank credit cards by the respondents during the last month. According to the obtained result, it can be identified that most of the respondents have been exposed three times to social media advertisements of ABC bank credit cards and it is 30% of the total sample. The minimum number of respondents has been exposed to social media advertisements of ABC bank credit cards once or more than four times and both are in 15% as a percentage of the entire sample during the last month.

The frequency of normal exposure to social media advertisements by ABC bank credit cards can be identified. Accordingly, most of the respondents have been exposed to social media advertisements by ABC frequently and it is 43% of the total sample. Meanwhile, 32% of the respondents have been exposed highly frequently and 25% of the respondents have been exposed somewhat frequently.

### **Test of Reliability**

The frequency of normal exposure to social media advertisements by ABC bank credit cards can be identified. Accordingly, most of the respondents have been exposed to social media advertisements by ABC frequently and it is 43% of the total sample. Meanwhile, 32% of the respondents have been exposed highly frequently and 25% of the respondents have been exposed somewhat frequently.

**Table 10. Coefficient Values**

Subject	Cronbach's Alpha Value	Comment	Number of items
1. Entertainment	0.808	Accepted	5
2. Informativeness	0.778	Accepted	6
3. Irritation	0.718	Accepted	4
4. Credibility	0.868	Accepted	3
5. Interaction	0.773	Accepted	4
6. Attitude	0.816	Accepted	5

**Source:** Authors' estimation

The result indicates the Cronbach's alpha values for each variable as 0.808 for entertainment, 0.778 for informativeness, 0.718 for irritation, 0.868 for credibility, 0.773 for interaction, and 0.816 for attitude. Cronbach's alpha values in the range of 0.7 to 0.9 are regarded as having outstanding dependability (Taherdoost, 2016). Consequently, the questionnaire is suitable to establish the study topics.

### Test of Validity

The degree to which a researcher is successful in measuring what he/she set out to measure is known as validity. Saunders et al. (2009) assert that it is essential for researchers to establish the measure of validity.

The degree to which the measuring tool fairly covers the research topics is referred to as content validity. The definition of "sufficient coverage" may be determined by doing literature research or consulting with experts. An academic supervisor from the university assessed the instrument used in this investigation. Therefore, the validity of the instrument is established for the researcher.

**Table 2. Frequency Table**

Variables	Mean	Std. deviation	Variance
Entertainment	5.34	.689	.476
Informativeness	5.49	.659	.435
Irritation	5.06	.641	.411
Credibility	4.94	1.107	1.226
Interactivity	5.45	.682	.466
Attitude	5.57	.654	.428

**Source:** Authors' estimation

Table 2, frequency table displays the mean, median, standard deviation, and variance of the data set along with any missing values. Using the mean values from each question, all the missing values are filled in. With a mean of 5.57, 0.654 standard deviation, and 0.428 variance, attitude has the highest values. The lowest mean score for credibility is 4.94, with 1.107 standard deviation and 1.226 variance. The median value for entertainment was 5.34, with a standard

deviation of 0.689 and variations of 0.476. The average values for annoyance/irritation and interactivity were 5.06 and 5.45, respectively, with standard deviations of 0.641 and 0.682 and variance values of 0.411 and 0.466. The average value of these independent and dependent factors is more than 4, indicating that those independent variables have a favorable influence on perceptions of customers of social media advertising.

### Correlation Analysis

This study assesses the correlation or link between the dependent variable (consumer attitudes towards social media advertising) and the independent variables, (entertainment, informativeness, credibility, irritation and interactivity) of this study. The importance of a relationship between two variables is essential for assessing the outcomes of the variables.

**Table 3. Correlation Analysis**

Variable	Pearson's Correlation Coefficient	P-value
Entertainment vs. Consumer Attitudes	0.565	0.000
Informativeness vs. Consumer attitudes	0.589	0.000
Irritation vs. Consumer Attitudes	-0.231	0.000
Credibility vs. Consumer Attitudes	0.467	0.000
Interactivity vs. Consumer Attitudes	0.644	0.000

**Source:** Authors' estimation

Correlation statistics show the relationship between two variables. To determine if there is a connection between variables and, if so, which way the relationship is moving, is the fundamental aim of correlation analysis (Saunders et al., 2009).

According to the information in Table 3, there is a moderate correlation between entertainment, informativeness, credibility and interactivity with consumer attitudes towards social media advertising in ABC bank credit cards. All of the variables may be recognized as having a significant positive connection since their P values are all less than 0.05 except irritation due to it has a negative Pearson coefficient value which indicates a negative relationship.

This leads to the conclusion that entertainment, informativeness, credibility and interactivity have significant positive associations with consumer attitudes towards social media advertising in ABC bank credit cards while irritation has a significant negative association.

### Hypothesis testing

**H1a:** There is a significant relationship between entertainment and customer attitudes towards social media advertising in ABC bank credit cards.

Results show that there is a.565 correlation coefficient between consumer attitudes toward social media advertising and entertainment, with a p value of 0.000, which is less than the 0.01 threshold. As a result, there is a substantial link between the two variables. It suggests that

entertainment and consumer attitudes regarding social media advertising in ABC bank credit cards have a somewhat favorable significant link. Consequently, H1a of this research is approved.

**H2a:** There is a significant relationship between informativeness and customer attitudes towards social media advertising in ABC bank credit cards.

There is a .589 correlation coefficient between consumer attitudes toward social media advertising and informativeness, with a p value of 0.000, which is less than the 0.01 threshold. As a result, there is a substantial link between the two variables. It suggests that informativeness and customer attitudes regarding social media advertising in ABC bank credit cards have a somewhat favorable significant association. The H2a of this research is thus acceptable.

**H3a:** There is a significant relationship between irritation and customer attitudes towards social media advertising in ABC bank credit cards.

There is a -0.231-correlation coefficient between consumer annoyance and attitudes toward social media advertising and a 0.000 p value, which is less than the 0.01 threshold. As a result, there is a substantial link between the two variables. It suggests that annoyance and customer perceptions of social media advertising in ABC bank credit cards have a somewhat unfavorable significant association. The H4a of this investigation is thus approved.

**H4a:** There is a significant relationship between credibility and customer attitudes towards social media advertising in ABC bank credit cards.

There is a .467 correlation coefficient between consumer attitudes about social media advertising and credibility, with a p value of 0.000, which is less than the 0.01 threshold. As a result, there is a substantial link between the two variables. It suggests that customer attitudes regarding social media advertising in ABC bank credit cards and perceived legitimacy have a somewhat favorable significant association. The H3a of this investigation is thus acceptable.

**H5a:** There is a significant relationship between interactivity and consumer attitudes towards social media advertising in ABC bank credit cards.

The correlation coefficient value between interactivity and consumer attitudes toward social media advertising is .644 and p value is 0.000, which is less than the 0.01 level. As a result, there is a substantial link between the two variables. It suggests that there is a somewhat substantial favorable association between customer views regarding social media advertising in ABC bank credit cards and interactivity. The H5a of this research is thus approved.

## Multiple Regression Analysis

**Table 4. Model Summary**

Model	R	R Squared	Adjusted R Squared	Std. Error of the Estimate
1	.746a	.556	.549	.43955

**Note:** Predictors: (Constant), Entertainment, Informativeness, Irritation, Credibility, Interactivity

Source: Authors' estimation

**Table 5. ANOVA<sup>a</sup> Table**

Model	Sum of Squares	df	Mean Square	F	Sig
1 Regression	73.036	.5	14.607	75.606	.000 <sup>b</sup>
1 Residual	.367	.058	.374	6.378	.000
Total	.027	.037	.032	.723	.471

a. Dependent Variable: Attitude

b. Predictors: (Constant), Entertainment, Informativeness, Irritation, Credibility, Interactivity

**Table 6. Coefficients<sup>a</sup> Table**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.589	.349		4.550	.000
Entertainment	.131	.050	.139	2.641	.009
Informativeness	.248	.049	.250	5.040	.000
Credibility	.080	.027	.136	2.992	.003
Irritation	-.093	.040	-.091	-2.329	.021
Interactivity	.366	.045	.382	8.102	.000

a. Dependent Variable: Attitude

Regression analysis for the independent variables and the dependent variable is shown in Table 4. According to the model summary,  $R^2 = 0.556$  (56%). This shows that the model is able to predict 56% of the variation in consumer attitudes towards social media advertising in ABC bank credit cards, with the remaining 44% of the variance in consumer attitudes towards social media advertising in ABC bank credit cards possibly impacted by factors that were not taken into account in this research. Additionally, the model's ANOVA reveals that the F value is 75.606 and that the significant value is 0.000, which is less than 0.01.

According to the coefficient table 6, the estimates of the model coefficient for  $\beta_0$  (Constant) is 1.589 and  $\beta_1$  (entertainment) is 0.131 with a significant value of 0.009,  $\beta_2$  (informativeness) is 0.248 with a significant value of 0.000,  $\beta_3$  (credibility) is 0.080 with a significant value of 0.003,  $\beta_4$  (irritation) is -0.093 with a significant value of 0.021 and  $\beta_5$  (interactivity) is 0.366 with a significant value of 0.000 which are lesser than 0.05 level.

Based on the regression coefficient, a regression equation can be established as follows:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \epsilon$$

$\beta_0, \beta_1 =$  Regression Coefficient

$X_1 =$  Entertainment (E)



$X_2 = \text{Informativeness (I)}$

$X_3 = \text{Credibility(C)}$

$X_4 = \text{Interactivity (INT)}$

$X_5 = \text{Irritation (IT)}$

$Y = 1.589 + 0.131(E) + 0.248(I) + 0.080(C) + 0.366(INT) - 0.093(IT) + \epsilon$

If the work satisfaction components are considered to be constant or zero, then consumer attitudes towards social media advertisements of ABC bank credit cards is raised by 1.589, according to the equation, which has a constant value of 1.589. Additionally, the regression equation shows a connection between entertainment, informativeness, credibility, irritation, and interactivity with consumer attitudes towards social media advertisements of ABC bank

## Conclusion

According to the results of the current study, customers are generally in accord with their sentiments about social media advertising for ABC bank credit cards, with the exception of irritation, where there is a mean value of over 3. A degree of irritation indicated disapproval of the comments. This shows that consumers think that social media advertising on ABC bank credit cards is influenced by a number of critical aspects, including amusement, informational value, aggravation, credibility, and interaction. In addition, the research found that irritability had a negative effect on customer views regarding social media advertisements for ABC bank credit cards whereas amusement, informativeness, credibility, and interaction had favorable effects.

According to the regression analysis's findings, customer views about social media advertisements for ABC bank credit cards were shown to be positively impacted by entertainment, information, credibility, and interaction, while irritation had a negative influence with a 0.556 R<sup>2</sup> value. Therefore, it was discovered that customer opinions about social media advertising for ABC bank credit cards were significantly predicted by amusement, informativeness, irritation, credibility, and interaction. The results of the correlation and regression analysis provided empirical support for the claims made by Yuaxin et al. (2011), Ashmawy (2014), and Yakoop et al. (2009). They suggested that some of the most important aspects in shaping consumer attitudes toward social media advertising include Entertainment, informativeness, irritation, credibility, and interaction.

The study's findings revealed a positive and significant correlation between consumer attitudes toward social media advertisements for ABC bank credit cards and entertainment, informativeness, credibility, and interactivity, while a negative correlation was found between irritation and consumer attitudes. Interactivity was shown to have the greatest influence on consumer perceptions toward social media advertising of these four factors. In comparison to the other three factors, irritation had a strong but somewhat lesser influence. The study's conclusions concur with those of earlier research by Ashmawy (2014).

What are the factors affecting consumer attitudes toward social media advertising in ABC bank credit cards? was the research question addressed in this thesis. Additionally, the researcher sought to identify which model's proposed variables would most likely have an impact on consumer attitudes toward social media advertising in ABC bank credit cards, as well as which variables would have the least impact and which variables would not. 308 people participated in this research project. The majority of the customers chosen for this survey are in their 20s to 30s in age.

Examining the factors affecting consumer attitudes of social media marketing in ABC bank credit cards was the major goal of the present research. The study thus established five attitude factors, including entertainment, informativeness, irritation, credibility, and interaction.

With five factors acting as independent variables and consumer attitudes acting as the dependent variable, multiple regression analysis was used to fulfill the study goals. The association between the five independent factors and the dependent variable was determined using the correlation analysis. While there is a weak degree of negative correlation between consumer views regarding social media advertising in ABC bank credit cards and irritation, there is a considerable level of positive correlation between entertainment, informativeness, credibility, and interaction.

Additionally, all of the supporting factors were shown to be statistically significant when multiple linear regression analyses were performed between the independent variables and the dependent variable, which are consumer attitudes about social media advertising in ABC bank credit cards. Interactivity had the most impact on customers' attitudes about social media advertising, followed by informativeness, credibility, and entertainment. Irritation had the smallest impact.

## **Recommendations**

Interactivity can be identified as the most important factor for ABC credit cards to influence the consumer attitudes towards their social media advertising. As interactivity has the highest relationship with consumer attitude towards social media advertising of ABC bank credit cards. Therefore, when use these factors in the social media campaigns, ABC bank should pay a special attention to the interactivity.

Informativeness is another crucial factor as well. Most of the customers are being ready with more information before they make a decision regarding a purchase. Therefore, ABC bank should provide more details with the product and make them available in different social media platforms. Not only that, the content of the social media advertisement by the bank should be entertaining. The customer will not pay attention if it is not otherwise. Consequently, it ought to be enjoyable. In addition, credibility as well a critical aspect to take into account when using social media for advertising. Through the content of the advertisement, the customer gains confidence in the brand. In order to provide reliable information to customers, ABC bank should rely on the marketer for the do so. From there, businesses may construct a positive impression in the minds of customers and gain an advantage over rivals. As a result, when advertising through social media, customers will pay close attention the brand or item.

The study found that social media advertising in the banking industry had an exponentially greater impact. Therefore, administration should concentrate mostly on statistically significant features in this tested model in order to assess this impact.

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