

THE CONSUMER ATTITUDE TOWARDS SOCIAL MEDIA ADVERTISING AND THE INFLUENCE OF CORPORATE REPUTATION ON CONSUMER RESPONSE

Faheemullah and Usman Yousaf

Quaid-I-Azam School of Management Sciences, Quaid-I-Azam University
Islamabad, Pakistan

***Abstract-**The purpose of this study is to examine the influence of corporate standing and attitude towards social media on consumer response. Social media advertising is progressively adopting plots in specialists and researchers. We had assumed total respondents 200 and we achieved the target. Meanwhile we adopted convenience sampling technique in this research. We distributed the questionnaires in order to collect and analyse the data while using linear regression. And that helped us in compilation of the research work. We found a significant relationship between consumer's attitude toward social media advertising and their responses. Again, it was noted that corporate reputation significantly influences this relationship absolutely between relationship of corporate standing and consumer response. This study is limited to the convenience audience and it is designed as a cross-sectional only. So, there remains a lot of gap to be filled up in sense of the Area or we can say it as geographical perspective and the audience's perspective that we call target market of the research. And it makes it difficult to generalize the findings and assume for variations that happened in the attitude of consumers. This study says about the influential role of the corporate reputation in consumer's attitude toward social media advertising.*

Keywords: Social media advertising, corporate reputation, Consumer response.

1. INTRODUCTION

Since 2004 we have observed that social media got more reputation and large following after the invention of Facebook and Google and its other competitors. And this new decade we also see gradual replacement of the print media with digital media. Social media is not only Facebook and Google but other online products that include monetization along with motivational materials which influence individual's mind and attention (Kaplan & Haenlein, 2010). Social media has changed the way people interconnect. In the old times people were used to one-way dialogue via phone or snail mail. Through social media people have developed the culture of collective information communication (Labbaika, August 2015).

Studies on social media advertising and online advertising have indicated the influence of corporate reputation on consumer's attitude (Chu, 2013). Other studies have indicated that social media has become a new publicity platform which lets users to attract each other to exchange products and services (Chu, 2013).

Kaplan & Haenlein (2010) quoted social media as "a group of internet-based applications that are build on the ideological and technological foundations of Web 2.0 and that allow the creation and exchange of User Generated Content (UGC).

It means there is a noticeable change in the way we browse the internet. Now we can post information about friends and families; we can post pictures; we can send message to the friends; we can update status about upcoming events; and now we can find peoples that we never imagined to find or can talk with; this dramatic change is due to continuous growth of information technology as well as social media (Ashmawy, 2014).

Today's view of the marketing includes selling better product with the reasonable prices. While collaborating well with the current consumers the aim of any business is to attract more customers (Refaie, 2012).

Because of drastic changes in advertising, the companies now are moving away from advertising on television to other media, such as, social media to enhance their target consumers. (Logan, 2012).

For many companies doing business in fashion, travel and electronics the greatest sale channel is the social media. They send advertising messages to influence potential customers. There is enough evidence to say that the social media is changing-industries for their key marketing decisions (Yuanxin, 2011).

The overall purpose of this paper is to examine the influence of corporate reputation on consumer's attitude towards social media advertising and their behavioural response. The study shared here showed a positive relationship of corporate reputation on consumer's attitude using social media

2. LITERATURE REVIEW

2.1 Social media and advertising

The term 'social' is characterized as activities or pleasurable interaction with other". To be social requires collaboration among parties surrounded by a community (Merriam-Webster, 2015). And the term 'media' means "a specific procedure of coordination or standard of refinement, transmission, or communication. Dictionary meaning of social media emphasize it as "communication of ideas or data using internet (Merriam-Webster, 2015).

Inn the context of above, the discovery of social media has led to a crucial detachment between companies and consumers by allowing individual collaboration (Yan, 2011).

The starting of the Internet, more specifically now with the advent of Web 2.0 have drastically improved the marketing (Stelzner, 2014). Various technologies of Web 2.0 have developed tools which permit instant and reciprocal or two-way communication.

And Web 2.0 and the social media have reversed or nullified the limitations of traditional media, such as, printing with affluent usage of the internet (Stelzner, 2014). Another study says that the social media have led to the enhancing to the social esteem (Gonzales, 2011). In another study the researcher found that the social media habit has developed or changed not only in individuals but also in organizations (Tuurosong, 2014). In this study the researcher describes that 59% of the consumers appraised the use the social media daily, at least, once a day. All evidence indicates that firms or companies now use social media to promote their products or services. However, it remains unclear how consumer's attitudes relate to advertisements? Several

organizations have used social media in their advertising. For instance, a researcher (Boateng, 2014) says that telecommunication corporations in Ghana which recycled mobile phones used social media to reach potential customers.

2.2 Consumer's attitude toward social media advertising and consumer response

Since its beginning, advertising has been used to deliver exact and accurate information, also called rational information (Ekstrom & Gustafsson, 2012). Advertising is a component of the marketing mix. It is also defined as "any paid form of promotion of ideas, goods or services by an identified sponsor" (Kotler and Armstrong, 2012). On the other hand, the Richards, & Curan, (2012) describes that "advertising is a paid, mediated form of communication from an identifiable source designed to persuade the recipient to take some actions now or in the future." Hence building an image of a product or a service and persuading potential customers to buy the product or the service is the main purpose of advertising.

Basically, advertising is part of the promotional mix; it is an important component of corporate marketing strategy and plays a key role in the communication process among an organization and its end users. The core objective of the advertising is to influence the consumers and to achieve the preferred responses (Chouhoud, 2013).

Likewise, the advertising has to deliver information or to build a positive response that drives beyond just holding attention of the customer for the ad but produce a positive attitude for a brand (Ekstrom. & & Gustafsson, 2012). While the advertising has become a source of remunerations but there are specific restrictions.

Prior researches have publicised that the consumer's attitudes toward advertising influence their reactions, specifically, their buying intentions (Albert Caruana & Michael. Ewing, 2010). It is reported that the undesirable consumer's attitude might be the outcome of lack accountability in social media advertising (Agnihotri, 2012). In a current study the researcher has found that the when social media advertisement is customized for a consumer than she or he develops a positive attitude toward social media advertisement. Furthermore, this researcher has publicised a substantial affiliation with consumer's attitude toward social media advertising and influence of consumers (Sun & Wang, 2010).

(Chu, Kamal & Kim, 2013) studied the young consumer's attitude toward social media advertising and their behavioural responses and distinguished that the brand perception influences consumers attitudes toward social media advertising. Many studies indicate that that there is a significant relationship among consumer's attitude toward social media advertising and their behavioural responses.

Consumer's attitude towards social media advertising has developed into a significant domain of study related to consumer's sensitivities towards the corporate reputation. That's why it has a bigger influence on consumers (D. Motwani, D. Shrimali, & K. Agarwal, April 2014).

Bati (2015) studied the attitudes of young consumers towards social media advertising, using a sample of 200 students in a university located in Istanbul. He found that 66.9% of students felt social media tool for advertising is valuable; 50% of them admired at least one company; 54% of the them kept an eye on of at least one or more companies ads; 57.2% of students identified or

liked a particular corporation or the brand; 42.8% demonstrated trust in social media sites and 47.5% felt that social media advertising is appropriate.

2.3 Corporate reputation, social media advertisement and consumer response

There are diverse descriptions of what reputation might comprise of but the key argument is that the corporate reputation can produce an image. Whether that image will enhance reputation will depend on what the organization or companies do? Corporate reputation is a ‘soft’ theory. It is the complete valuation in which a group is held by its interior and exterior participants and its built on its past activities. A business may have a diverse reputation with each participant conferring to their involvements in dealing with the business or in what they have heard about it from others (Kim Harrison, 2015).

In the other study the researcher found that the corporate reputation is seen as a serious imperceptible resource, significant to the firm’s reputation and therefore longstanding survival. Assuming that a respectable or higher corporate reputation have a positive influence and considerably increases attention from consumers (Tracey, 2014).

Another research suggests a different definition of corporate reputation as “a perceptual picture of a corporation’s historical actions and upcoming scenarios which defines the firm’s inclusive charm to all of its significant elements when related with new prominent competitors” (Walker, 2010). In context of above study the researcher has identified that the corporate reputation depends on awareness and views of a significant individual of inner stakeholders slightly more than the exterior participants. It also depends on the key role of senior managers who manage and expand their firm’s reputation (Tracey, 2014).

Another research described that corporate reputation has the capability to influence consumer’s response toward product or service advertisements regardless of the standard (Rutsaert, Pieniak, & McConnon, 2013).

While the corporate reputation is built as a result of organization behaviours and the quality of interaction by various participants, the reputation can fluctuate between the business as well as participating crowds (Ali, Lynch, Melewar, & Jin, 2015).

Innovative announcement through social media to general public in terms of corporate reputation leads to construction of healthy relationships with consumers (Kim, & Rhee, 2011).

It is a well-known fact that the concept of corporate reputation emerged at the beginning of this century and most of CEO’s and executives have started to learn about its impact. In a “World Economic Forum” report, the 59% of the CEO’s responded that reputations as the most success factor in stock marketplace enactment, productivity and profit on investments (Carroll, 2016). For another large study Weaver (2015) interviewed 850 CEO’s (400 in the United States, and 450 in Europe) on behalf of the World Economic Forum. 99% of U.S. CEO’s said that a corporation’s reputation plays a huge role in influencing opinions about goods and services; 80% said consumers are more eager to pay for merchandises and services from a company with a good reputation, labour and environmental records (Weaver, 2015).

3. METHODOLOGY

3.1 Design, sample and data collection

To complete this study, we used the survey research design. This was intended to facilitate collection of huge amount of data to investigate the issues and simplify findings. The respondents were carefully chosen from Pakistan using a convenient sampling technique. This practice speeded up data collection and allowed the investigators to involve respondents who were accessible and willing to participate in the study. The questionnaires were self-administered and returned to us instantaneously. Out of a total of 225 respondent only 200 were used in the analysis. The education, gender and age statistics of the defendants have been shown in the Table I. 60.0 % of respondents were males and the remaining the 40.0 % were of females; 45.5 % of them were of the age of 21-23, 31.5 % were 17-20 years old and 23.0 % of them were above the age of 24.

3.2 Measures

To measure the influence of corporate reputation on consumer's attitude towards social media advertising we have adopted all the measures from the existing literature, specifically, the consumer response measures from Sun & Wang, (2010). The other part of this study was based on the corporate reputation measures was adopted from Walsh (2009). Four items were used in measuring of the constructs. Table-1 shows the reliability statistics about all the constructs as in the form of Cronbach's Alpha.

Table 1. Demographic characteristics of respondents

Demographic variable	Frequency	(%)	Cumulative Percent
Age			
17-20 years	63	31.5	31.5
21-23 years	91	45.5	77.0
24 and above	46	23.0	100.0
Total	200	100.0	
Educational Level			
Bachelors	77	38.5	38.5
Masters	96	48.0	86.5
M.Phil. / Ph.D.	27	13.5	100.0
Total	200	100.0	
Gender			
Male	120	60.0	60.0

Female	80	40.0	100.0
Total	200	200	

According to Table-1, the number of male respondents is more than the female respondents. The number of male respondents is 120 (60.0%), where as the female respondents were 80 (40.0%). The total sample of the respondents in this research is 200 people. The highest education level of majority respondents (96) 48% was Master's Degree followed by Bachelor's Degree holders 77 (38.5%). A total of 27 (13.5%) respondents had M-Phil and PhD Degrees.

3.3 Descriptive Analysis

Descriptive analysis is used to describe the information about a population or sample (Saunders et al., 2012). It allows researchers to summarize the large quantities of data about the sample using manners that are easy to understand. It includes graphical technique such as frequency table, percentage and numerical technique such as central tendency which usually consist of mean, median and mode for summarizing data. Measure of dispersion is also used under descriptive analysis which involves range, variance and standard deviation.

Table 2. Descriptive and reliability

Constructs	N	Mini	Maxi	Mean	Std. Deviation
<i>Corporate reputation</i>	200	1.00	5.00	3.605	1.10684
I believe in social media advertisement of companies that are concerned about their customers.					
I believe in social media advertisement of companies I recommend to my friends and relatives	200	1.00	5.00	3.490	1.07502
I believe in social media advertisement of companies that can be generally be trusted	200	1.00	5.00	3.345	1.11002
I believe in social media advertisement of companies that I am satisfied with my overall experience	200	1.00	5.00	3.430	1.05863
<i>Consumer's attitude toward social media advertising</i>					
Overall, I consider social advertising a good thing	200	1.00	5.00	3.730	.89504
Overall, I like social media advertising	200	1.00	5.00	3.570	1.06808
I consider social media advertising very essential	200	1.00	5.00	3.610	1.04082
I would describe my overall Consumer's attitude toward social media advertising very favourably	200	1.00	5.00	3.510	1.01244
<i>Consumer response</i>					

I will search for related information about advertisements shown on social media	200	1.00	5.00	3.415	1.12655
I will buy a product/service advertised on a social media	200	1.00	5.00	3.210	1.07315
I will pay attention to advertisements shown on a social media	200	1.00	5.00	3.275	1.09791
Overall, I am persuaded by social media advertisement	200	1.00	5.00	3.310	.98425

All constructs were assessed through a 5-Point-Likert scale ranging from “strongly agree” (5) to “strongly disagree” (1). Factor loadings and Cronbach’s alpha were also used. Based on Table-2, the informative has the highest mean among all the constructs was found to be 3.730. This shows that the average level of consumer’s attitude towards social media advertising on consumer response are more towards “Agree”. On the other hand, the lowest mean among all the constructs was 3.275, which indicate that average response were “Neutral,” The remaining constructs have similar level of agreement in which the mean score are strongly towards “Agree.” Overall, the average levels of agreement for all the constructs are more on the “Neutral” to “agree”.

N=This is the number of valid observations for the variable. The total number of observations is the sum of N and the number of missing values. In our case the total numbers of observations are 200.

Minimum: This shows the minimum, or smallest, value of the variable which is 1 representing “Strongly Disagree”

Maximum: This is the maximum, or largest, value of the variable which is 5 representing “Strongly Agree”

Mean: This is the arithmetic mean across the observations. It is the most widely used measure of central tendency. It is commonly called the average. The mean is sensitive to extremely large or small values.

Std.: Standard deviation is the square root of the variance. It measures the spread of a set of observations. The larger the standard deviation is, the more spread out the observations are. Standard Deviation for almost all the observations is same showing slight spread of responses.

3.4 Scale Measurement

Reliability test

Table 3: Reliability Test -Cronbach’s alpha

Constructs	No. of Item	Cronbach’s alpha
Consumer response	4	0.819
Consumer’s attitude towards social media Advertising	4	0.818
Corporate reputation	4	0.850

Inferential Analysis

Inferential analysis was used to determine the substantiated hypothesis (Barnes, Lescault, & Andonian, 2013). In other words, inferential analysis was used to test a specific hypothesis. In addition, it was used on the sample to make inference or judgments about the population. It involves Pearson's Correlation Analysis.

Pearson's Correlation Analysis

The Pearson's Correlation Coefficient is used to measure the linear relationship in terms of strength and direction between two variables (Liang, 2011). It is with a letter of "r" to represent Pearson correlation. The correlation coefficient ranges from +1.0 to -1.0 (Saunders et al., 2012). When the correlation result is +1, it means there is perfect positive relationship between the variables (Schiffman, 2010). If the result is -1 means there is a negative relationship and 0 correlations refer to no linear relationship between two variables. In addition, researchers also use "r" square to measure the proportion of the dependent variable that can be explained by various independent variables (Ana Maria Casado, 2015). It is a measure obtained by squaring the correlation coefficient, also known as coefficient of determination (Molly, W, & Samer, 2011).

Correlation

The correlations between influence of corporate reputation on consumer response range between significant value of 0.000 and the R value of 0.554. There is a positive significant relationship of consumer's attitude towards social media advertising and between consumer response with the significant value of 0.000 and R values 0.441 and 0.554 respectively.

Table 4 Correlations

Correlations		Corporate Reputation	Consumer's attitude towards Social Media Advertising	Consumer Response
Corporate Reputation	Pearson Correlation	1	.530**	.441**
	Sig. (2-tailed)		.000	.000
	N	200	200	200
Consumer's attitude towards Social Media Advertising	Pearson Correlation	.530**	1	.554**
	Sig. (2-tailed)	.000		.000
	N	200	200	200
Consumer Response	Pearson Correlation	.441**	.554**	1
	Sig. (2-tailed)	.000	.000	
	N	200	200	200

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

Based on the correlation matrix, above Table-4, the p-value (sig.) of the correlation between independent variables (corporate reputation and consumer's attitude towards social media advertising) and the dependent variable (consumer response) is less than 0.01. This reflects that there is a significant relationship between them. The positive value of correlation coefficient indicated that independent variables and dependent variable are positively related.

Model Summary

Table-5: Model Summary

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.580	.337	.330	.61730	1.875

a. Predictors: (Constant), Consumer's attitude towards Social Media Advertising, Corporate Reputation

b. Dependent Variable: Consumer Response

Table-5 shows that the R-Square is 0.337 which indicated that 33.7% variances in consumer response and can be explained by the corporate reputation and consumer's attitude towards social media advertising whereas the 61.7% of variances in consumer response are based on unknown factors.

Test of significance

ANOVA

Table 6: ANOVA

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	38.130	2	19.065	50.031	.000
	Residual	75.069	197	.381		
	Total	113.199	199			

a. Predictors: (Constant), Consumer's attitude towards Social Media Advertising, Corporate Reputation

b. Dependent Variable: Consumer Response

Results of Regression Analysis Coefficients Regression

Table 7: Coefficients Table

Coefficients					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	0.924	0.242		3.816	0
Corporate Reputation	0.194	0.064	0.206	3.006	0.003
Consumer's attitude towards Social Media Advertising	0.473	0.073	0.445	6.496	0

a. Dependent Variable: Consumer Response

Based on Table-7, the standardize coefficients (Beta) among the independents variables ranged weakest of 0.206 (between corporate reputation and consumer response) to the strongest relationship of 0.445 (between Consumer's attitude toward social media advertising and consumer response). This shows that the consumer's attitude towards social media advertising has the strongest effect on overall consumer's response. Whereas corporate reputation has the lesser impact on the overall consumer's response.

As shown in the Table-7 the first variable (constant) represents the projected value of consumer response when all the other variables are held constant. While the corporate reputation shown in consumer behavioural response have significant positive relationship with (Beta =0.206, t value =3.006, p value = 0.003). Hence the H1 is proved. Although the consumer's attitude towards social media advertising have significant positive relationship with (Beta =0.445, t value =6.496, p value = 0.000). Hence the H2 is also proved.

3. DISCUSSIONS AND CONCLUSIONS

In this work, we were trying to find whether corporate reputation affects the consumer's attitude towards social media advertising" and we were also trying to explore which variables of would likely effect the consumer's attitudes toward social media advertising, and which variables would have least effects.

As we have already mentioned in Chapter-1 that the overall aim or objective of this study was to study the influence of corporate reputation and consumer's attitude towards social media advertising and consumer response. This study was conducted by using students of the universities because the young users are the users of social media. In majority of Pakistani

institutes it is very tough to find accurate figures of students enrolled and to base the study on those uncertain figures. Consequently, the sampling technique were confined to students of the Quaid-I-Azam University Islamabad.

In our research we found that the respondents had a positive attitude toward social media advertising. They reflect on the details to buy a product advertised on social media, (Okoe, 2015). It also proves why the consumers are influenced by social media advertising (Boateng H., 2015). The outcomes also suggest that the corporations or firms in which propose use social media advertising must mould their corporate image for themselves. Such companies would also link their corporate web sites with social media so that the visitors can authenticate the validity of the ads (Marsh, 2014).

Even though the results of the data analysis (correlation) have shown motivating results. All the studying the influence of corporate reputation and Consumer's attitude towards social media advertising on consumer behavioural response related variables are maintained. As corporate reputation, Consumer's attitude towards social media advertising and consumer response have a positive relationship with Consumer's attitudes towards social media advertising, as well as positive relationship with consumer behavioural response.

Additionally, when simple linear regression analysis has run among the independent variables and the dependant variable, which is consumer behavioural response, all of the sustained variables have substantiated to be significant. While, as a partial or limited total of studies have been accompanied or conducted to measure the influence of corporate reputation and Consumer's attitude towards social media advertising on consumer behavioural response, so this research is invented to make available an experiential study to quantify the influence of corporate reputation and Consumer's attitude toward social media advertising on consumer behavioural response. Future research may involve other variables that can also influence consumer's attitude toward social media advertising and consumer's behavioural objective. This study is limited to a random sampling method and a longitudinal technique. Last but not least, the future studies may involve many more independent variables, especially focused on a specific product or service. This may also be significant to any company who wants to know to what strategy of social media advertising will increase consumer responses towards a particular product or a service.

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