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CONSUMERS` ATTITUDES TOWARD SOCIAL MEDIA AND TARGETED ADVERTISING IN THE CZECH REPUBLIC

Review paper / Pregledni rad
UDC / UDK: 658.89(437)
DOI: 10.51650/ezrvs.16.3-4.3
Received / Primljeno: 20/06/2022
Accepted / Prihvaćeno: 19/07/2022

Social media has tremendously impacted consumers and businesses in the last decade. This relatively new communication channel breaches boundaries year after year in what it can do for its users, no matter the side they are on. Certain benefits can be identified on the consumers` side, but on the business' side as well. Innovation in communicating product and service value using social media evolves very rapidly, with new ways of reaching and gaining the attention of potential consumers being of essential importance. In relation to this, it is valuable to constantly monitor new and emerging consumers` tastes and preferences, not only in products and services they use and buy but in the media and channels they receive information about them. Consumer attitude insights can help social media marketers in developing appropriate social media strategies when marketing their products and services. In this stance, consumers` current attitudes about media, especially social media like the ever-present social networks and advertising techniques that can be used on these networks, is valuable information that can vary across regions, countries, and continents. The aim of this paper was to investigate consumers` attitudes toward social media and targeted advertising in the Czech Republic. The research was conducted on youth and adult population groups regarding their exposure to social media, attitudes regarding the usefulness of social media advertising, buying behavior, irritation, and targeted advertising. The results show certain differences in age groups that can be useful in tailoring successful marketing strategies on social media.

Keywords: *social media, targeted advertising, consumers.*

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1. Introduction

Since its inception in mid 2000s, social media have changed human lives in numerous ways. So naturally, businesses providing for human needs and wishes followed a massive influx of users to the social media networks. With social media networks, businesses gained an important channel through which consumers could be reached in ways never imagined before. This created vast possibilities for them, but also a change in their game plan. Suddenly, millions of social media users could interact and share information together by the click of a computer mouse easier than before. Consumers` preferences toward different products and services started to change even more rapidly in the last decades, and paired with easier communication via social media, forced many businesses to change their old methods of doing business. Social media have shifted power from marketers to consumers (Ertemel & Ammoura, 2016). With traditional printed media losing its` significance in advertisement, implementation of various marketing strategies through social media channels became crucial focus of businesses and researchers today. At the moment, social media marketing can be considered a fairly well-researched topic, with researchers mainly focusing on definitions of social media marketing and its` many incarnations, as well as focusing on consumer behavior related to social media marketing. But still, there is an ever-present need to closely monitor consumers` attitudes and preferences related to marketing channels they use, that being social media today, because in this fast-changing world, it is important to stay "tuned in" because things can change very rapidly and sometimes, unexpectedly. The purpose of this study was to investigate current consumer attitudes toward social media advertisement in the Czech Republic.

2. Social media marketing, advertising & targeting

Social media and social media marketing are still rather new forms of communication and business activities. Many researchers are defining social media and social media marketing in similar but different manners. Parr, in 2008, defined social media as "the use of electronic and Internet tools for the purpose of sharing and discussing information and experiences with other human beings in more efficient ways". Lewis, in 2010, defined social media as „the current label for digital technologies that allow people to connect, interact, produce and share content". The more prevalent definition stated by Kaplan & Haenlein in 2010 characterizes social media as a „group of Internet-based applications that build on the ideological and technological foundations of Web 2.0 and that allow the creation and exchange of user generated content". As such, social media allowed enhanced marketing efficiency (Sharma & Verma, 2018) that lead to extended usage of social media networks for various marketing purposes. Throughout the years, social media marketing had various definitions as well. Akar & Topcu (2011) as cited in Sharma & Verma (2018) viewed social media marketing as the "use of social media channels to promote a company and its products" which is a rather straightforward definition. But, as Charlesworth (2018) stresses out, social media is "all about sharing, relationships and engaging in communities and networks", a rather small proportion of what is called social media marketing today is actually involved and using this for marketing purposes. Charlesworth argues that a lot of marketing promotion today is actually "marketing on social media" rather than "social media marketing". Charlesworth (2018) points out that marketing on social media is comprised of two basic elements: social media marketing that engages consumers (social media users) and social broadcast (content that is distributed via social media but not engaging social media users or potential consumers). Social media advertising, therefore, makes a big part of marketing on social media. As stated by the same author (2018), social media advertising "allows marketers to share their product and brand information – including promotions – with a wider audience of potential customers using programmatic advertising that targets user data". As pointed out by Gordhamer (2009), social media marketing is different than traditional marketing, so special attention needs to be given to marketing strategy building and consumer relationship building while trying to be more sincere in its communication with users, and also be more available in every social media possible in accordance to the overall marketing strategy. Advertising, in general, gained incredible possibilities with social media. Kelly et al. (2009) pinpoint several characteristics that can be attributed to social media advertising as opposed to web-based advertising. These characteristics are social exchange, private space, rituals and shared meanings, personal branding, perception of risk and "place for friends". Furthermore, Luna-Nevarez & Torres (2015) identified "perceived usefulness, perceived ease of use, advertisement intrusiveness, and incentive offering as drivers of consumers' attitude toward social network advertising". Kelly et al. (2009) also specify that marketers should put into focus the very usefulness of the products and brands they are promoting, having in mind that social media users consider social media networks their private space for communication and are often off put by promotional advertisement unless the messages relate to them in any meaningful way. Luna-Nevarez & Torres (2015) state that marketers should "develop advertising stimuli that are noticeable, eye-catching, and easy to read, understand, and follow, so that users may quickly capture the utilitarian benefits of the advertised products or brands". The same study (Luna-Nevarez & Torres, 2015) states that "social network services provide marketers with an information-rich environment for developing effective targeting" and concludes that "firms should target their ads with the minimum levels of intrusiveness for the user, as a negative relationship between intrusiveness and attitude toward the social network ads was demonstrated". Targeted online advertising can be defined as any form of online advertising that is based on information the advertiser has about the advertising recipient, such as demographics, current or past browsing or purchase behavior, information from preference surveys, and geographic information (Schumann et al., 2014). The reason for its rapid expansion lies beneath the fact that the prevalent free web sites on internet are mostly dependent on advertising revenues. Using targeted online advertising, these free web sites can increase their advertising revenues and advertising relevance and thus boost their effectiveness as a business. With targeted online advertising (including also social media targeted advertising), the ongoing concern is user/consumer privacy. As some studies have shown (Turow et al., 2010; Alreck & Settle, 2007), consumers have serious privacy concerns with targeted advertising, often rejecting or dismissing such advertisement. This situation makes handling of this matter by web sites and social media all the more important as mishandling of the before mentioned could possibly lead to downfall of advertising revenues. Consumer reaction to this type of advertising is in focus of many brands and companies. Certain concerns have been raised to targeting consumers too much or going too narrow, which also reduces advertising efficiency and can lead to consumer rejecting or dismissing advertising that could positively influence their buying behavior. "The largest brands in the world recognize the perils of overtargeting audiences at the expense of tried and true mass-reach strategies" (Fulgoni, 2018). Still, benefits that can be gained from targeting your consumers surpass the potential downfalls of the same. Two most obvious benefits or advantages in contrast to more traditional mediums are segmentation facilitation because online advertising can be linked to the activity consumers are utilizing (browsing, searching, sharing,…) and second, the possibility to measure the efficiency of advertising is immeasurably valuable to marketers (IMCO, 2021). The same study points out three different types of targeting (IMCO, 2021): contextual (based on content that is visited via web sites or search query), behavioral (based on shared content on social media) and segmented targeting (based on voluntary information given by consumers).

3. Methodology

In this section, aims and research questions, respondents` profile and research method will be presented.

3.1. Aims and research questions

The purpose for conducting this research was to determine attitudes of consumers toward social media and targeted advertising in general. The study aims to determine current attitudes relating to exposure to social media, attitudes relating to their perceptions of usefulness of advertising presented through social and other media, their intention to buy in regard to advertisements they encounter on social media, consumers irritation attitude about social media and targeted advertisements and perceptions relating to targeted advertisements they encounter on social media or are exposed to.

The questions that guided the research are as follows:

RQ1: Is there a specific difference in age groups of participating respondents regarding their exposure to social media?

RQ2: Is there a specific difference in age groups of participating respondents relating to their perception of usefulness of advertisements present on social media in regard to other more traditional media?

RQ3: What are participating respondents' attitudes toward intention to buy, irritation attitude and perceptions relating to targeted advertisements on social media?

3.2. Respondents` profile

The research study consists of a sample size of 84 male and female respondents living in the Czech Republic, Central Bohemian Region. The respondents vary among all age groups, which was the independent variable in the study to compare data with other variables. The most represented age group is between 16 and 25 years old (51%), with age group between 26 and 35 being the second most represented age group (17%). Other age groups are represented as follows: 36 to 50 (15%), 51 to 60 (13%) and over 61 (4%). In order to use age group as the independent variable, it was decided to combine respondents' age group to two main age groups. Youth age group, (ranging from 16 to 25 years old) representing 51% of the sample size (n=43). All other age groups from 26 to 61 years and older were combined to represent adult age group (49%, n=41).

Table 1 Age Groups

Age Group I	Number	Percentage
16-25	43	51%
26-35	14	17%
36-50	13	15%
51-60	11	13%
61+	3	4%
Total	84	100%
Age Group II	**Number**	**Percentage**
Youth	43	51%
Adults	41	49%
Total	84	100%

Source: research results

The rationale behind the divide was that teenagers and students have no regular income of their own and their participation in the market is different from the adult age group where some kind of regular income is presumed. Related to this, youth and adults have different life-cycle stages. Another presumption would be that the youth age group can be considered more technology savvy, henceforth an early adopter in the market.

3.3. Research method

An online survey was administered in November and December of 2021 using a snowball sampling technique. The questionnaire was written in Czech language because all participants were Czech Republic residents and the survey was limited to Central Bohemian Region (Prague). Respondents could fully understand the questions and respond accordingly this way. The survey consisted of several parts: sample characteristics regarding age, exposure to social media, perceptions in regard to other traditional media and social media advertising. Simple Yes-No questions and Likert-scale type questions were used. Collected data was analyzed by descriptive statistics in order to efficiently present the results that were obtained during the survey. Median, mode, standard deviation, range, maximum and minimum were used, as well as percentages. Data from different age groups were compared using two-tail t-tests in order to determine if the difference between age groups is statistically significant. Pearson Coefficient was used to determine the relationship between variables.

4. Results and discussion

The results of the conducted survey will be presented and discussed in this section.

4.1. Exposure to social media

Exposure to social media was measured by identifying which social networks the respondents are using frequently, how many social networks the respondents are using simultaneously and which is the social network that they spend the most time on. The results show that social media networks are used in a greater degree by the youth age group respondents than the adult age group respondents. The research results show that a larger number of respondents from the youth age group are using almost every social network asked in the survey. The most used social network in both groups is Whatsapp, which is used by 79% of youth age group respondents and 71% of adult age group respondents. Every respondent in the youth age group is using some kind of social network, while only 10% of respondents in the adult age group are not using any social network at all. The difference in social networks used between the two age groups is not statistically significant ($t(13)=1,44$; $p=0,17$). There is no evidence that there is a difference between the means of the two age groups. Results show that the respondents from the two age groups are mainly using the same social networks, with Facebook, Messenger, Whatsapp, Instagram and Youtube being the most prevalent. The results are in line with the current list of most popular social networks used (https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/, 2022).

Table 2 Social Networks – used (by platform)

Youth	N	%	Adults	N	%
Facebook	32	74%	Facebook	23	56%
Messenger	33	77%	Messenger	24	59%
Whatsapp	34	79%	Whatsapp	29	71%
Instagram	25	58%	Instagram	14	34%
Tiktok	3	7%	Tiktok	1	2%
Twitter	10	23%	Twitter	6	15%
Youtube	30	70%	Youtube	21	51%
Skype	4	9%	Skype	7	17%
None	0	0%	None	4	10%

Source: research results

When asked on which social network the respondents spent the most time, the majority of respondents from the youth age group stated that it is Instagram (40%) followed by Youtube (21%). Although 95% of youth that participated, use Facebook, only 14% of them spend the most time on this particular social network. The same cannot be stated for the adult age group, percentage wise at least, as they spend the most time on Messenger (22%) and Whatsapp (22%) equally, which are text messaging oriented social networks. It can be concluded from the results that adults spend more time on text messaging social networks which are used almost predominantly for communicating with other users, not so much for sharing content. Youth is dominantly spending time on Instagram which is a graphic/photo oriented social network that allows them to fulfill their creative, investigative and “self-searching” needs (https://mediasmart.uk.com/social-media/why-do-teens-love-instagram/,2022). The difference in most time spent on social networks between both age groups is not statistically significant (t(15)=0,098, p=0,92) meaning that here is no evidence that there is a difference between the means of the two age groups that can be generalized to a wider population.

Table 3 Social Networks - most time spent (by platform)

Youth	N	5	Adults	N	%
Facebook	6	14%	Facebook	7	17%
Messenger	6	14%	Messenger	9	22%
Whatsapp	0	0%	Whatsapp	9	22%
Instagram	17	40%	Instagram	6	15%
Tiktok	2	5%	Tiktok	0	0%
Twitter	1	2%	Twitter	2	5%
Youtube	9	21%	Youtube	3	7%
Skype	0	0%	Skype	0	0%
Other	1	2%	Other	1	2%
None	1	2%	None	4	10%

Source: research results

The respondents in the youth age group (49%) are using five different social networks as evidenced in Table 4. From the table, it is also evident that the majority of respondents from the youth age group on average use from four to six different social networks at the same time. Results from the adult age group shows that only one social network on average is used by 24% of total number of adult respondents. Results for the simultaneous use of two (10%), three (12%), four (15%), five (10%) or six (15%) different social networks are almost evenly distributed. This is in line with the research conducted by Pew Research Center in 2018 (https://www.pewinternet.org/wp-content/uploads/sites/9/2018/05/PI_2018.05.31_ Tee nsTech_FINAL.pdf, 2022). Also, 10% of the adult respondents are not using any kind of social network. The difference in number of simultaneous use of different social networks between both age groups is not statistically significant (t(19)=0,088, p=0,93) meaning that here is no evidence that there is a significant difference between the two age groups.

Table 4 Social Networks – number (by platform)

Youth	N	%	Adults	N	%
one	0	0%	one	10	24%
two	0	0%	two	4	10%
three	2	5%	three	5	12%
four	7	16%	four	6	15%
five	21	49%	five	4	10%
six	10	23%	six	6	15%
seven	2	5%	seven	2	5%
eight	1	2%	eight	0	0%
zero	0	0%	zero	4	10%

Source: research results

Given the presented results, it is evidenced that marketers should use multiple social networks in order to more efficiently reach the youth age group that would ideally be incorporated in their integrated social marketing strategy thus using the number of connections, their strengths and their location in the network to be successful in their campaigns as stated by Li et al. (2021), as youth age group use four to six social networks on average. This will result in more youths being exposed to the message marketers are trying to send out to the market, possibly even creating "viral" effects through multiple social networks.

4.2. Attention and Usefulness of advertising – social media vs. traditional media

When youth age group respondents were asked about attention to advertising, the majority of them (81%) stated that social platforms are the medium where they notice advertisements the most, followed by World Wide Web (14%). At the same time, among the adult age group, the results are almost equally divided among social media (34%) and television (37%), followed by World Wide Web (27%).

It can be concluded that the most valuable mediums in the Czech Republic, among the respondents of both age groups, are internet-based mediums like social networks and World Wide Web. Traditional mediums, especially Newspapers, Radio and Billboards are not the mediums where the respondents noticed advertisements, in both age groups.

Table 5 Attention to advertising – by medium

Youth	N	%	Adults	N	%
Social media	35	81%	Social media	14	34%
TV	2	5%	TV	15	37%
Radio	0	0%	Radio	1	2%
Newspapers	0	0%	Newspapers	0	0%
Billboards	0	0%	Billboards	0	0%
Web	6	14%	Web	11	27%

Source: research results

Television as a medium only stands out in the adult age group, where 37% of respondents still notice advertisements, given that their exposure to social media probably came later in their life cycle, indicating that adults still spend time watching TV which is in line with the generation gap in TV consumption statistics (https://www.statista.com/chart/15224/daily-tv-consumption-by-us-adults/, 2022). This is also in line with Belch & Belch (2004) stating that marketing campaigns should use various media channels to properly influence their target audiences. Also it is in line with research conducted by Nhedzi (2018) that states that traditional media consumption (TV among others) is still very much preferred by the older generation. The difference in means for both age groups is not statistically significant ($t(8)=0{,}05$, $p=0{,}95$) meaning that there is no evidence of a significant difference in the groups observed. The marketers should predominantly use internet-based mediums in order to reach out to both age groups, with not-excluding television as a channel if they are to fully reach the adult age group respondents.

The respondents were surveyed on usefulness of advertisement when making their purchase or buying decisions. Usefulness of advertisement was questioned related to the medium it was distributed to the market audience. Their answers ranging from 1 (very useful) to 5 (not useful at all)[4] related to Social Networks, TV, Radio, Newspapers, Billboards and World Wide Web were observed. The results for the youth age group are presented in Table 6 and the results for the adult age group are presented in Table 7.

Table 6 Usefulness of advertisements (youth) – by medium

Youth	Mean	Median	Mode	SD
Social sites	2,81	3	2	1,12
TV	3,05	3	2	1,41
Radio	3,42	4	5	1,45
Newspapers	3,51	4	5	1,62
Billboards	3,07	3	3	1,40
Web	2,49	2	2	1,14

Source: research results

Youth age group respondents valued World Wide Web as the most useful medium when making their buying decision (Mean=2,49, Median=2, Mode=2, SD=1,14), followed by social networks (Mean=2,81, Median=3, Mode=2, SD=1,12). Newspapers were regarded as the least useful medium when making buying decisions (Mean=3,51, Median=4, Mode=5, SD=1,62).

Table 7 Usefulness of advertisements (adults) – by medium

Adults	Mean	Median	Mode	SD
Social sites	3,24	3	5	1,50
TV	2,93	3	1	1,62
Radio	3,66	4	5	1,56
Newspapers	3,54	4	5	1,48
Billboards	3,66	4	5	1,48
Web	2,54	2	2	1,27

Source: research results

Adult age group respondents valued World Wide Web (Mean=2,54, Median= 2, Mode=2, SD=1,27) as the most useful medium as well, when making buying decisions. The respondents pointed out TV (Mean=2,93, Median=3, Mode=1, SD=1,62) to be the second most valued medium in the adult age group. This is, again, in line with the research conducted by Nhedzi in 2018. There is no significant difference in the means of both groups ($t(10)=-0,36$, $p=0,72$) meaning that there is no significant difference statistically between both groups.

[4] Usually the Likert-scale questions point out value of 1 as the worst or the least important value of a factor and 5 or higher as the best or very important value of a factor, but in this survey the reverse validation was used because, in the Czech Republic, primary and secondary schools use a 5-point grade system, with 1 as the best and 5 as the worst, so the respondents were instructed to grade usefulness „as in school".

The results offer useful insights to marketers into which mediums to choose or integrate to provide really valuable content regarding their products and services in a wider medium planning strategies. The results stress out that the World Wide Web should be the center focus of any serious marketing campaign, and this would address official internet pages, web shops and blogs of companies to have valuable and important content that could prove useful in making buying decisions by consumers. Social networks should be integrated into marketing campaigns if marketers wish to reach to the youth age groups, as well as television campaigns in a lesser extent (Mean=3,05, Median=3, Mode=2, SD=1,41).

4.3. Awareness, Irritation, Preferences and Buying Behavior related to Social Media and Targeted Advertising

The last section of the survey was focused on obtaining respondents attitudes toward advertisement on social media, especially, attitudes linked with their awareness of targeted advertising. When asked if they are aware of targeted advertising while spending time on social media, majority of respondents of both age groups responded positive, thus recognizing targeted advertising that is related to them specifically and based predominantly, on their past web searching history and social media behavior. The results also show that awareness is much stronger in youth (84%) than adults (54%), but also that higher percentage of adults (29%) don't know if advertisement is targeted directly to them, apart from youth with the same answer (9%).There is no significant difference in the means of both groups (t(3)=0,059, p=0,956) meaning that there is no statistically significant difference between groups.

Table 8 Awareness of Targeted Advertising

Youth	N	%	Adults	N	%
Yes	35	82%	Yes	22	54%
No	4	9%	No	7	17%
I don't know	4	9%	I don't know	12	29%

Source: research results

Respondents` preference toward Targeted Advertising shows higher preference for Targeted advertising among youth (40%) compared to adults (20%) as evidenced in Table 8. The obtained results among the youth age group can be linked with the research done by Grenis Media (https://www.grenismedia.com/blog/45-digital-and-targeted-advertising-statistics/# targ eted-advertising-statistics, 2022). Dislike for Targeted Advertising is more prevalent among the adult age group respondents, as 41% of them doesn't prefer Targeted Advertising. Results showed a distinct difference among the respondents of the survey in regard to preference toward Targeted Advertising between age groups, but still, the difference is not statistically significant as t(4)=0,14, p=0,89 meaning we cannot generalize the findings, but only apply them to respondents of the survey.

Table 9 Preference toward Targeted Advertising

Youth	N	%	Adults	N	%
Yes	17	40%	Yes	8	20%
No	7	16%	No	17	41%
I do not care	19	44%	I do not care	16	39%

Source: research results

Irritation by advertisement can be a very potent factor influencing change in consumer behavior and attitude. Irritation can also be the cause factor of negative word of mouth (Murtaza et al., 2020). Both of which should be taken into account when tailoring social media marketing campaigns and/or strategies, possibly minimizing the level of irritation occurrence if possible. This is especially the case if the advertising content contains annoying, insulting or offending and manipulative methods and techniques that consumers have the ability to recognize. Inevitably, this type of content or techniques will lead to consumer completely changing his opinion or attitude toward the presented product or service almost surely minimizing consumers` intention to buy the product or service. When asked if they are irritated by the presence of advertising on social media, the respondents in both age groups gave similar answers presented in Table 10.

Table 10 Irritation by Social Network Advertising

Youth	N	%	Adults	N	%
Yes	29	67%	Yes	25	61%
No	2	5%	No	2	5%
Neutral	12	28%	Neutral	14	34%

Source: research results

Majority of youth respondents (67%) and adult respondents (61%) find social media advertising annoying, while neutral position is obtained from 28% of respondents from the youth age group and 34% from the adult age group, representing that a slightly higher number of respondents in the adult age group doesn’t react to them in either positive nor negative way. Furthermore, to address the results of this study regarding the preference to social media advertisement and irritation, research conducted by Murtaza et al. (2020) shows that there is a negative and also insignificant relationship between irritation and attitude toward social media advertisement and “as no relation or dependency is found between irritation and attitude, irritation does affect consumer when there is interruption between advertisements between informative videos or conversation, other than that irritation does not change consumer’s attitude“ toward social media advertisement. Social media advertisement can stay the preferred type of advertising despite irritating consumers with interruption at some occasions. There is no significant difference in the means of both groups (t(3)=0,36, p=0,74) meaning that there is no statistically significant difference between groups.

Table 11 Buying Behavior related to Social Media Advertising

Youth	N	%	Adults	N	%
Never	3	7%	Never	6	15%
Exceptionally	27	63%	Exceptionally	24	59%
Sometimes	12	28%	Sometimes	10	24%
Very often	1	2%	Very often	1	2%
Always	0	0%	Always	0	0%

Source: research results

Although many studies show that social media advertising can have a positive impact on consumers` buying behavior (Forbes & Vespoli, 2013) or that social media advertisement is a major information influence for consumers` decision making process (Andrew, 2016), the results of this study show low frequency of actual buying related to this type of advertisement. The results show that, both youth and adults, only exceptionally buy products or services linked with social media advertisement. When asked how often they buy products or services based on social media advertisement, majority of youth (63%) replied exceptionally and adults replied the same (59%). Still, social media advertisement can be regarded as a viable marketing channel; because 28% of youth and 24% of adults answered that they sometimes buy products and services linked with social media advertisement. There is no significant difference in the means of both groups ($t(8)=0.05$, $p=0.95$). In order to investigate the relationship between variables presented in this section of the paper, a Pearson correlation coefficient matrix was created for youth and adult age groups regarding awareness, irritation and preference variables (Table 12).

Table 12 Correlation Coefficients Matrix I

Youth	AWARENESS	IRRITATION	PREFERENCE
AWARENESS	1		
IRRITATION	-0,030412703	1	
PREFERENCE	-0,063655931	-0,302551584	1
Adults	**AWARENESS**	**IRRITATION**	**PREFERENCE**
AWARENESS	1		
IRRITATION	0,142004932	1	
PREFERENCE	0,27045511	-0,219313365	1

Source: research results

The results show that irritation by social media advertisement has a small negative strength of association with awareness of social media advertisement in the youth age group, meaning that as awareness increases, irritation by social media advertisement decreases. But, coefficient value of -0.030412703 is so close to zero that there isn't strong evidence for a significant association between these two variables. The same relationship can be observed regarding preference and awareness of social media advertisement, but again, the coefficient value is so close to zero that a significant association between the variables cannot be determined. Negative, but small strength of association (-0.302551584) has been observed regarding irritation and preference by social media advertisement, meaning that as irritation increases preference for social media advertisement decreases among the youth age group respondents. Results identified with the adult age group of respondents showed a positive and small strength of association (0.142004932) linked to relationship between awareness and irritation, meaning that as awareness increases, irritation increases as well. The same relationship is evidenced regarding awareness and preference, but the relationship between this two variables is stronger (0.27045511) than the previous one (0.142004932). Negative and small relationship has been evidenced between irritation and preference, meaning as irritation increases preference for social media advertisement among adults decreases. From the matrix it can clearly observed that there is a distinctive difference between youth and adult age group respondents. In youth, as awareness increases, both irritation and preference decreases, but the coefficient values are so close to zero that there is no evidence for a strong association between the variables in question. In adults, as awareness increases, both irritation and preference increases as well. Results here show a bit stronger but still small and positive association between the variables. In Table 13 Correlation coefficients related to buying behavior, irritation and preference variables are presented.

Table 13 Correlation Coefficients Matrix II

Youth	**BUYING**	**IRRITATION**	**PREFERENCE**
BUYING	1		
IRRITATION	0,072489444	1	
PREFERENCE	-0,029798792	-0,302551584	1
Adults	**BUYING**	**IRRITATION**	**PREFERENCE**
BUYING	1		
IRRITATION	-0,205001546	1	
PREFERENCE	0,301061857	-0,219313365	1

Source: research results

In youth, the results presented in Table 13 are insignificant. The relationships between buying behavior (frequency of buying to be precise) and irritation and preference variables are very small and very close to zero so no significant association can be made here. In adults, as buying increases irritation decreases and the association is small and negative. Also, as buying increases preference of social media advertisement increases as well, meaning the association is small and positive. Overall, since all the relationships presented are small and/or close to zero, it can be concluded that there are also other more significant factors influencing participants of the study.

5. Conclusion

Certain potentially important and useful conclusions can be derived from this study despite its limitations. Firstly, related to exposure to social media by youth and adult age group respondents of the study, it can be stated that younger respondents mostly use messaging social media networks like Whatsapp and Messenger, with video/image oriented networks being important also, especially Youtube and Instagram, at the same time adult age group respondents mostly use messaging oriented social media, with other networks being used by a smaller number of adult respondents in regard to youth respondents. Youth age group respondents spend the most time on before mentioned video/image oriented networks like Instagram and Youtube, while adult age group respondents prefer to spend their time mainly on Whatsapp and Messenger. Also, most youth respondents used five different social media networks, in regard to adult respondents using only one or a few different networks. Possible managerial implications in regard to this finding could be to properly address the differences in age groups in course of their market segmentation by marketers. In order to reach younger market participants, marketers should use multiple networks with emphasis on creating valuable and attractive content or promotions on video/image oriented networks. Also, creating messaging promotions on message oriented social media networks could be potentially successful with adults. Secondly, social media networks and web pages are, unsurprisingly, the most prevalent media channel where advertisement is noticed for both age groups. Traditional media are slowly losing momentum, despite still being a "go to" channel for mass promotions. This could be linked to the fact that more and more consumers are spending even more time on social media networks and "surfing the web" than watching television or reading newspapers (something that can be connected with their smartphones being "at hand" at all times). Youth respondents value advertisement on web pages and social media networks as most useful, while adult respondents deem advertisement on web pages and TV as most useful. In light of before mentioned, marketers should put their main focus and utilize social media network advantages in personalization, customization and direct marketing possibilities using the "real-time" component of social media communication in order to engage potential consumers young and old, but, at the same time, not neglecting mass mediums like TV for increasing brand awareness or for brand value building purposes. Youth are more perceptive about targeted advertisement than adults are, and their preference toward targeted advertisement is also higher than of adults. Still, there are a high number of respondents of both age groups surveyed in the study that are ambivalent toward preference of targeted advertising. Potential harm to marketers or companies providing targeted advertising services related to this finding could be twofold. Promoting products and services of their certain interest after they already purchased the product or consumed the service. This could push consumers to change their preference to the negative side because advertisement after the purchase is redundant and can seriously irritate consumers. Second, targeted advertisement that is often interrupting consumers` activity on social media could produce the same effects, thus eliminating the rate of success of said advertisement. This is corroborated by the study findings, as a high percentage of respondents find targeted social media advertisement irritating. Nevertheless, as other studies showed, general attitude or preference toward advertisement can be positive overall, if before mentioned interruptions are removed. Marketers should then carefully tailor their marketing campaigns.

The most important point of the study is that social media is and will be crucial in market communication with wider audiences. But given the opportunities that social media provides and vast differences among potential consumers, marketers will need to adjust their efforts specifically to certain market segments. Age is an important variable in market segmentation. Consumers of different age perceive, value and use social media differently as showed in this paper. Not addressing and not monitoring the differences could prove harmful to marketers and companies in the long run.

Limitations of the study can be attributed to small sample size and limited geographical location of the participants surveyed. Further research should be directed to investigating consumers` attitudes in depth, especially regarding their awareness and preferences toward social media advertisement in order to provide data that could be useful to create successful advertisement that will benefit consumers and companies alike.

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Sažetak

STAVOVI POTROŠAČA PREMA OGLAŠAVANJU NA DRUŠTVENIM MEDIJIMA I CILJANOM OGLAŠAVANJU U REPUBLICI ČEŠKOJ

Društveni mediji u posljednjem su desetljeću na ogroman način utjecali na potrošače i tvrtke. Ovaj prilično novi komunikacijski kanal iz godine u godinu prelazi granice u onome što može učiniti za svoje korisnike, bez obzira na kojoj su strani. Određene prednosti mogu se identificirati na strani potrošača, ali i na poslovnoj strani. Inovacije u komuniciranju vrijednosti proizvoda i usluga korištenjem društvenih medija razvija se vrlo brzo, pri čemu su od suštinske važnosti novi načini dosezanja i privlačenja pozornosti potencijalnih potrošača. S tim u vezi, vrijedno je stalno pratiti ukuse i preferencije novih i nadolazećih potrošača, ne samo u proizvodima i uslugama koje koriste i kupuju, već I u medijima i kanalima putem kojih o njima dobivaju informacije. Uvidi u stavove potrošača mogu pomoći trgovcima na društvenim mrežama u razvoju odgovarajućih strategija prilikom plasmana svojih proizvoda i usluga. U tom su pogledu, trenutni stavovi potrošača o medijima, posebno društvenim medijima, kao što su društvene mreže i tehnike oglašavanja koje se mogu koristiti na tim mrežama, vrijedne informacije koje mogu varirati u različitim regijama, zemljama i kontinentima. Cilj ovog rada bio je istražiti stavove potrošača prema društvenim medijima i ciljanom oglašavanju u Republici Češkoj. Istraživanje je provedeno na skupinama mladih i odraslih u pogledu njihove izloženosti društvenim mrežama, stavova o korisnosti oglašavanja na društvenim mrežama, kupovnog ponašanja, iritacije i ciljanog oglašavanja. Rezultati pokazuju određene razlike u dobnim skupinama koje mogu biti korisne u stvaranju uspješnih marketinških strategija na društvenim mrežama.

Ključne riječi: *društveni mediji, ciljano oglašavanje, potrošači.*