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**PERCEPTION OF BANGLADESHI
CONSUMERS TOWARDS SOCIAL MEDIA
ADVERTISEMENTS IN:**

FACEBOOK, LINKEDIN, YOUTUBE AND TWITTER

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Abstract

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The number of internet users in Bangladesh is rising faster than ever before. This rise can be traced back to several determinants including easy access to the internet and the low cost of internet access and so on. For example, this rise and others factors that is already patronized when have created an environment to evolve advertisements through social media. The basic four social media platforms where the advertisements appear in these Facebook, LinkedIn, YouTube and Twitter.

The aim of this thesis was to explore perceptions towards social media advertisements within these four media domains. As we know in psychology, perception is a complicated phenomenon, the trace of it must be what. To avoid such complication, two research papers were taken as basement and this paper had made an attempt to explore perception regarding advertisements through social media. These two scholarly works are the works led by Pollay and Wolin consecutively. The model that had been used here can be named as “Seven Factor Belief” model. In short, this thesis made an attempt to trace the perception regarding social media advertisements of consumers and this study solely focused on Bangladesh.

The findings of this paper are centered to the paradigm shift of advertising of Bangladesh and it has been clearly illustrated these four sectors of advertising have become how unclear. Bangladesh has already reached the stage where the influence of social media is not negligible and the perception regarding this sector of advertising is becoming how with the passage of time.

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1. INTRODUCTION

Since the introduction of the internet in the large scale, the usage as well as dependency on the internet for different purposes has been rising rapidly. Though there does not exist adequate statistics to measure this growth, this is easily understood from the day to day experience at least intuitively. And this rise has given birth to another the usage as well as the dependency over social media. And in this case also, the usage is going up with the passage of time. However, the magnitude of the rise may vary and that can be the subject to another research .

The textbook definition of social media is simple and it can be “ 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” (Kaplan and Haenlein, 2010). The growth of social media as stated before is very fast. But the reasoning of too much growth can be logically reasoned by a handful of functions which are offered by the social media worldwide. These functions or features can include social networking, business networking, microblogging, video sharing, music sharing, scheduling and meeting tools (Rowlands et al., 2011; Mangold and Faulds, 2009).

Different studies have been found regarding social media in academics and all these studies have covered a vast number of heterogeneous issues in a heterogeneous number of discipline. But beside this, in marketing, it has become a hot cake issue as well. As the emergence of social media as well as its rapid rise of using it for different kind of communication as well as non-communication purposes, the study marketing has obtained a new breakthrough to market products by the means of advertisement as well. That is popularly known as social media marketing in some cases as well. A survey regarding the academic literature on social media is described in Table 1.

Table 1: A list of academic paper on social media

SL. No.	Sector name	Academic Literature
1	Business Development	Booth and Matic, 2011
2	Business Development	Li, 2012
3	Business Development	Trainor, 2012
4	Business Development	Huy and Shipilov, 2012
5	Business Development	Edosomwan et al., 2011
6	Demographics and Generation	Ruleman, 2012
7	Demographics and Generation	Hardey, 2011
8	Functions and Services	Branthwaite and Patterson, 2011
9	Functions and Services	Colliander and Dahlen, 2011
10	Functions and Services	Rothschild, 2011
11	Functions and Services	Noone et al., 2011
12	Functions and Services	Sharp, 2011
13	Functions and Services	Sarringhaus, 2011
14	Human Resources Management	Madia, 2011
15	Human Resources Management	Freer, 2012
16	Law and Privacy	Petty, 2012
17	Law and Privacy	Carpenter, 2012
18	Law and Privacy	Elefant, 2011
19	Learning	Thomas and Thomas, 2012
20	Learning	Machin-Mastromatteo, 2012
21	Learning	Mccorkle and McCorkle, 2012
22	Learning	Tuten and Marks, 2012
23	Learning	Castro, 2012
24	Marketing	Mitic and Kapoulas, 2012
25	Marketing	Taylor et al., 2011

26	Marketing	Kumar and Mirchandani, 2012
27	Marketing	Hensel and Deis, 2010
28	Marketing	Geho and Dangelo, 2012
29	Purchase	Powers et al., 2012
30	Relationship Management	Baird and Parasnis, 2011
31	Relationship Management	Sashi, 2012
32	Sales	Agnihotri et al., 2012
33	Sales	Andzulis et al., 2012
34	Sales	Rodriguez et al., 2012

This Table 1 has clearly illustrates how social media is gradually taking the serious attention of academicians. But a more important phenomenon regarding marketing that has been brought up with social media marketing is that has shifted the entire marketing process or paradigm from a static due to a dynamic one. We can state that this phenomenon is paradigm shifting events for marketing practices all over the world.

The Internet has emerged as a potential marketing from since 2011. However, this emergence was not an ordinary one but rather has shaped the marketing activities in a newer way. This can be identified as a breakthrough for marketing practices as until then all the methods for marketing available seemed to be traditional. For marketing, on the basement of this breakthrough, we can identify another age of marketing if we wish to proceed such research as well. This is explained in academic literature as welcoming move toward digital marketing (Heinonen and Michelsson, 2010).

But the arrival of social media and its mass acceptance by masses of people has paved another way of digital marketing and that way is popularly known as digital marketing. This can be identified as another major breakthrough within the internet technology. The breakthrough is in this sense that before the arrival of social media, the place of advertisement was not fixed. We need to post advertisement in the form of digital contents such as written posts, pictures or short

videos as well in heterogeneous process and since then search engine optimization has become one of the popular ways to do that digital advertising. The clear breakthrough between traditional digital marketing and social marketing lies on the platform where the advertising contents are provided. Moreover, the narrower definition of social media advertisement can be defined within supplying the digital contents to the social media for advertisement purposes.

The responsiveness toward the advertisements posted on social media is another issue. If people are not found to be responsive toward the digital contents posted there, the degree of social media importance for marketing purposes would be much more valueless. US and Asian people are found to be more responsive for social media contents than others (Neilson, 2012). But unfortunately, the US surpasses through number of study as well as the intensity of the study regarding social media that would make us understand more regarding the different heterogeneous dynamics of social media usage as well. Asian consumers have started to make their journey of taking transaction decisions through being influenced by the advertisements posted to the social media though it is gradually happening than others as well. Despite the high level of involvement in social media advertisement in different formats, the empirical evidence regarding such usage or about its dynamics is barely observed for Bangladesh or for the entire Asian domain (Patel et al. 2013). And this point of being not available of the empirical evidence regarding social advertisement at no level has made a strong crying need to formulate attempts for understanding the dynamics. But the consumer's perception regarding these four specified social media sites would make us more capable of understanding what actually is thought by the consumers towards the advertisements posted on these social media by using seven factors belief model.

Bangladesh (The Economic Times, 2012) is supposed to be one of the fastest growing countries for the online market as we know its population size is one of the largest in the world and the access to the internet is becoming more prevalent in the more remote areas too. Emarketer (2013) estimated that online buying in 2018 is high in density and is more in the preceding years and it is estimated to rise more in the coming years until there will another technological

breakthrough. From the standpoint of using social media such as Facebook, Twitter, LinkedIn and YouTube. And it is evident that these media can reach every single place in Bangladesh including remote and non-remote place.

The aim of this research is to understand the dynamics of perception regarding the social media advertising and this thesis is expected to inaugurate empirical inquiry regarding this, Moreover, if the perception can be revealed by using the five factors belief model, it would be easier for social media marketer to conduct their marketing more efficiently .

2. BACKGROUND OF THE STUDY

It has been already evident from the introduction that users with respect to the rise of internet access, the advertisements in the social media have been becoming more influential in influencing customers to create a targeted buying decision. But it is also documented that almost no thesis paper exists in this case either empirically or theoretically in order to understand this rising trend. From this point of research gap in academics, this paper has been motivated to explore perception in such cases as well.

The aim of this paper has been stated as below:

1. This paper is designed to make an inquiry so that the existing knowledge gap regarding the perception of the consumers toward the social digital media can be reduced.
2. The comparative insights regarding the perception of consumers towards marketing in the form of advertisement will be attempted to be found for Bangladesh perspective in a broader scale.
3. This thesis is designed in such a way that it will be attempted primarily to explore perception of customers toward social media marketing. In fact, in current time, there does exist a handful number of social media but of them all, Facebook, YouTube, LinkedIn and Twitter are more important. This thesis is devoted to understand the perception of the customers toward social media marketing in Facebook, YouTube, LinkedIn and Twitter.
4. This study will lastly offer an insight regarding Bangladeshi insights toward social media as a single medium and as a function of various heterogeneous issues.
5. As we have already observed there exists a frustrating situation for the Bangladesh perspective. This frustrating situation is that people are being more involved with making buying and selling decisions by being influenced through advertisements posted on social media. But almost no literature exists to explain as well as explore such dimensions at all

at least from Bangladesh perspective. This paper is expected to lay down the base for such an attempt .

The prime objective of this study is five but it is evident that this paper does possess an open access possibility to cover other heterogeneous issues associated with this. And these associated issues may come forward to us as the byproducts of explaining the main issues in this case.

3. LITERATURE REVIEW

3.1 Internet Behavior in Bangladesh

Internet behavior in Bangladesh has not been studied yet. Not only that, there does not exist any database from where at least a list of estimated figures can be obtained that can be used for different purposes in different times. It would not be overstating if we claim that despite the rise of users there does not exist anything sophisticated to understand this trend.

Despite the absence of large kind of dataset or the research project of multidimensional purposes, there does exist some researches that provide insights regarding the internet behavior from a Bangladesh perspective. However, the insights are too much small scaled but need to be reported as there does not exist any other more sophisticated works to be reported as to clarify the facts regarding internet behavior in Bangladesh.

For internet consumer research, Bangladesh issues are not yet taken seriously at all. But India, the neighboring country of Bangladesh, has already started to pioneer this type of research both for the purposes of better understanding and for the purposes of better policy formulation for the sake of implication as well. A list of research regarding Indian condition on different heterogeneous issues over internet behavior is given Table 2:

Table 2: List of paper on internet behavior

SL. No.	Paper Theme	Paper Details
1	Online Banking Environment	Malhotra and Singh, 2010
		Mann and Sahni, 2012
2	Online Shopping	Gehrt et al., 2012
		Bhatt and Bhatt, 2012
3	Internet Addiction	Goel et al., 2013

Beside this, belief structure model is paid importance in order to understand perception regarding this. A Study by Azeem and Haq (2012) first made an attempt in this subcontinent check belief structure for identifying perception regarding belief structure as well. Information obtained from

advertisements may differ from case to case. This case to case scenario difference denotes that the degree or the types of information obtained from them can differ if he is a student or he is a businessman. The classification of occupation has showed possibility of reading information in different ways in this regard and in generalized case, the fact is that people from different occupational backgrounds read the message of the digitalized contents in totally heterogeneous ways. But this heterogeneous situation can be observed from other perspectives as well and such probability cannot be ignored at all and at any common situation as well.

Kamal and Chu (2012a) has shifted this debate form occupational background to ethnicity and the aim was to discover the same thing but within ethnicity diversion. By comparing Arabs and Non-Arabs user's belief, it has been found on their study, those two groups do not react over digital content homogeneously at all. And this paper finally recommends culture as one of the most important determinants in this regard as well.

As mentioned already, amongst numerous number of existing social media platforms, we would not be able to consider all and we also need not to do that as all these social media are not homogeneously popular on the context of using rapidly. And from that standpoint four social media platform at chosen. Each of the media processes individual ways of advertisement and none of them would be homogenous at all. The intrinsic way of advertisement providing is described in table 3:

Table 3: Intrinsic way of advertisement for Social media

SL no	Social Media Name	Way of Advertising
1	Facebook	Advertisement banner
2	YouTube	Intrinsic video
3	Twitter	Sponsored Twits
4	LinkedIn	Advertisement

Social media advertisement has possessed an important insight of trustworthy place and this trustworthiness is assured by mutual participation for greater benefit. Now at least in this current time frame, every individual as well as every enterprise has access to social media and beside

this, those two actors possess individual accounts or single one account amongst all of the four social media. But some individuals may have multiple number of accounts though legally, Facebook, Twitter and LinkedIn does not support of operating multiple account by a single advertisement. And the same reasoning goes for any enterprise. But if an enterprise wishes to have each account against each department or each type of divisions individually, it could be done as this practice is seen as a normal phenomenon in this case. And this dual participation provides a platform of advertisement as a platform of trustworthy. Because when an enterprise provides advertisement and does not maintain that, the victims need not to go the court but he just needs to put his voice regarding that. The most important remainder is that this paper by no means does not support not going to the court or any kind of judicial party under any kind of situation. This voice can be risen in the Facebook as a form of a review on the products, as a form of comment under the video posted on YouTube, as a form of tweets in twitter. If this claim is true, the number of people victimized would be many. And this many of them from these victims have obtained a possibility to report that. And such virtual activities are enough to collapse that market alone. These negative incentives of being harmed are pushing the whole scenario to be in a position that can be named as trustworthy platform of advertising from both perspectives of consumers and the sellers or the producers or someone like this in product and service distribution channel as well.

Beside all of those, Facebook, Twitter, YouTube and LinkedIn are facing rapid growth in the terms of rising users. But this rising users would let us to rise the amount of advertisement in the platform as well. And Bangladesh is suspected not to be away of such rise. Normally intuitively, with the rise of easy and speedy access to internet facilities, the users of social media both by the number of users and by the intensity of usage on the terms of surfing level as well as amount of time spent here.

3.2 Definition

This thesis paper demands to clarify some definitions first in order to ensure the smooth understanding of further portions. The important disclaimer regarding this paper is that this paper is not full of too much academic jargons used for the sake of showing intellect but not for the sake of clarifying the research steps and self-justification of research findings as well.

Definition of the social network is critical and the reason of being it complicated lies on using it more rapidly. It can be well characterized as “web based services that allow individuals to construct a public or semi-public profile within a bounded system, articulate a list of other users with whom they share a connection, and view and traverse their list of connections and those made by others within the system” (Boyd and Ellison, 2007). And this definition can be thought to be perfect for the platform which provides space that provides space for social space and the social space provision can be from different purposes.

The success of social networking is noteworthy and it is happening more rapidly and this more rapidly happening can easily be understood from normal intuitive attempt. In short the success of a social media is huge in the past, it is huge in present and it would be huger in future (Breslin and Decker, 2007). And this huge rate of success would have thought to be continued until another breakthrough in this sector did happen as well.

People from different backgrounds can be active in social media. As social media does not undertake any norms that will hinder some people to use that, it is free for everyone to use that in flexible way as well. This clearly demonstrates that anyone can be active with respect to ignoring any sort of backgrounds such as age range, professional background, study level, religion, ethnicity, to be in major group or to be in minor group or to be in the mediocre group and so on. But more young people are observed to be more serious regarding using social media than other people are willing to be so (Pfeil et al., 2009). But this does not ignore those people who are using social media heavily but they do not belong to that age group of the young.

From the sense of purpose of being active in social media, the purpose can be divided into two individual sections. First section deals with professional networking and second section deals

with other heterogeneous purposes and this heterogeneous purposes may include personal branding, recreation or maintaining different purpose oriented friend circle and so on. Among four spectra of social media, LinkedIn is built solely for business purposes and this social media encourages people as to create more personal or organizational relation for professional development purposes and this professional purpose may include career development or business development. This sort of uni-focal social media permits us to use this platform for personal purposes but the entire environment has created such situation that none would dare to do that unless he or wish to express himself as certified joker as well. Lastly such platform may well have described as “allow professionals to interact with one another through business oriented information, endorsements, testimonials and reputation” (Murchu et al., 2004).

The activities that have been observed to cover by social media and provided to its respective users are literally huge in amount. Two social media platform may provide same feature but it would be totally misleading if anyone considers these two features homogenous as the possibility of existing similarity does not provide surety regarding that they are homogenous. Under the broader range of features provided by the social media platform, digital content sharing, calling via platform, chatting, posting comments and so on can be included. But there does not exist any standard set of features that must have to be provided for a platform to be a social media as well. Digital content sharing may include sharing any digitally transmittable object such as picture, video, documents and so on. Recently posting as a form of microblogging has been becoming more popular. Microblogging can be identified as that “Allows users to exchange small elements of content such as short sentences, individual images, or video links” (Kaplan and Haenlein, 2011).” The popularity of microblogging in social media can be reasoned by real time framework as well as its ability to reach blog to everywhere from the time of being posted (Zhao and Rosson, 2009). And this possibility of rapid attraction within the shorter period of time has already shifted its popularity within the shorter period of time as well.

Any social media who has the common option of sharing digital object either from user to user or from one to all has the option of sharing a videotaped document. Here one reminder is

appropriate and that is as a video clip either edited or not edited can be posted or exchanged here in a single format or in multiple format. And this formation type of video does not matter at all for declaring a platform as a social media platform. But beside these, there exists some social media who are very much concentrated on video contents and not only the video contents made by them but also user generated video contents, Vimeo and YouTube are two such platforms in this regard. Such specialized sites are popularly known as video sharing sites and video sharing sites are also too much popular and such popularity can be traced by its ability to allow (Murchu et al., 2004) user generated video uploaded, view, comment and to share within the site or other exogenous site crossing the home site where it is posted as a form of link that is automatic generated as video in real time basis.

There exists a handful amount of platform where user generated video is allowed but of them all YouTube has been able to secure the fastest growth (real.com, 2013) on the terms of number of contents and number of users as well.

3.3 Literature Review for Belief towards advertisement

Advertisements are sort of social engineering that are designed in such a way so that people at least feel themselves interested to buy or sell a or a group of certain commodities or services. Rapid access to internet worldwide has made two classification of advertisements. First one is web based advertisements and second one is not web based advertisements or the traditional advertisements. Despite this classification, all sort of advertisements is centered to that objective as well. And this center objective of customer attraction would be materialized by belief towards advertisement such that those advertisements are telling the truth as well. Hence strong influence of belief towards decision making through advertisement (Singh and Dalal, 1999; Pollay and Mittal, 1993; Wolin et al., 2002). is well stated for many years as well. But such belief has been introduced long ago by another scholarly works and it (Andrews,1989) was claimed such that the effect of advertisement for belief creation is a generalized event but this generalized event does not ignore the variation of the determination as well.

But these belief factors can be classified into two divisions and these two divisions (Bauer and Greyser, 1968) are respectively economic belief factors and social belief factors. Following this division, some researchers have followed these two divisions in order to trace the homogenous scholarly issues as well. Barksdale and Darden, (1972) and Muehling, (1987) have used this two factor model in order to trace next to homogenous research issues.

But this two factors model can be extended to later six factors model in order to obtain greater scholarly insights as well. And this expansion is done by Alwitt and Prabhaker (1992). But the expansion has been continued through different individual or the collective effort of the scholars. Later from this six factors have got expanded into seven factors by Pollay and Mittal (1993) through a robust model study. And this seven factor model study includes following seven factors as well:

1. Product information,
2. Hedonic/pleasure,
3. Social role and image,
4. 'Good for the economy',
5. Materialism,
6. Falsity/no-sense and
7. Value corruption

Firstly, Wolin et al. (2002) has put this model on the table of experiment to explore the perceptive facts of online market regarding belief and this is the startup of using seven factor model for such homogenous aspect as well. Beliefs as successful antecedent have been proved to be correct one form different aspects as well and this is evident from different (Wolin et al., 2002; Wang et al., 2009; Wang and Sun, 2010a, 2010b) study as well.

But it is not practical to include every single research made on this topic homogenous to the research interest already expressed hereby. To examine attitude towards social media advertisement, it is not possible as well as feasible to include all social media due to resources constraints on the form of time or due to mass level diversification existing among these

competitive social media. This study has chosen four social media among the competitive all four social media as well on the basis of more using. And these four competitive social media are

As follow:

1. Facebook
2. YouTube
3. Twitter and
4. LinkedIn

By methodology this study would adopt seven belief factors model as expressed in Pollay and Mittal (1993) and this would show a smooth pathway to obtain insight from the social media interaction as well.

But this seven factor models need to be scaled in order to go for further inferential analysis to reach into a research finding as well. And for the case scaling, this paper would follow the scale used by Wolin et al. (2002) in order to evaluate empirically so that we can determine the belief factors inferentially and it would assist us to reveal the belief factors regarding the perception towards advertisements in the social media and that was the main research goal of this paper.

3.3.1 Product Information

People can be motivated to buy a goods or services through provided marketing strategy but this does not mean at any condition that they would consume motivation provided by the marketing strategy or the marketing team as well. They obviously consume goods or services provided for consumption purposes as well. So product information with every single brief plays important role to construct belief basket. And every enterprise willing to be in the market for long run takes every single step so that consumer perception regarding product can be easily constructed and they do not feel deprived in this case as well. And the importance of product information for constructing belief factors is acknowledged in several works as well and some of the works are such as Ducoffe, 1996; Wolin et al., 2002; Wang et al., 2009; Wang and Sun, 2010a, 2010b. here

comes another question if customers react rationally, the rationality of advertisement can be on the question. But the fact is that people do not act rationally as it is illustrated by Thaler as well. Another fact is that advertisement has the role to make it accounted with probable as well as the potential customer mutually. And social media would be counted here if as a source of information that would provide knowledge regarding the quality of the products and so on. And this channel would be found to be influential in this regard as well from different research literature and that is mentioned here before as well.

3.3.2 Hedonic/pleasure

People must not be engaged with transaction decision or understanding of buying anything or being convinced of that transaction as well if he or she is not convinced that he or she would obtain a sort of pleasure through consuming it in any form. The shape or the pattern of pleasure must have to be similar or to follow a pattern as well but the existence is necessary as well. Now, the things that must have to be confirmed for an advertisement ignoring that is either telecasted on off line media or telecasted on online media is to show a path how information regarding production would assure the pleasure for consuming that. Scattered said pleasure or said production information has almost nothing to influence people to be the potential customer as well.

Web advertisements are found to be more interactive and more multimedia oriented comparatively with other format of advertisements telecasted offline in different format as well (Watson et al., 1998). Beside this, strong association between pleasure and attitudes is evident at least scholarly documented in different studies as well (Wolin et al., 2002; Wang et al., 2009; Wang and Sun, 2010a, 2010b).

3.3.3 Social role and image

Advertisement must have the ability to create social reaction so that it can purchase the brand value and social image as well (Pollay and Mittal, 1993). This is not the end game rather website advertisements must have to promote these products such that it pretends to be a way of spreading messages as it be a social canvas (Wolin et al., 2002). So from our two basement works, it is evident that advertisement is important for rising or at least continuing the sales at

least in the current level. And advertisement can do that or at least influence that by creating a social role and image of that goods or services. Lastly that social role and image influence to the buying decision of the potential customers at least.

3.3.4 Good for the economy

Web advertisements are doing lot in terms of the providing goods and services information towards potential customers by different way. If rationality assumptions are not relaxed or a bit slightly relaxed, we cannot assume that people would make a transaction decision without knowing the details of the products or at least knowing about the features whose would at least provide necessary utility for that goods and services also.

And advertisement does a lot in this flow of information provision. He provides exact information so that potential customers should not do a lot and can avoid being confused for making buying decision and the misperception regarding related about to homogenous products as well as overall market. Sometimes such misperception may influence people to buy goods directly from foreign goods as well.

In the terms of opportunity cost and trade off, this activity is beneficial for us as well and economic where the logic of economics lies in a way that not endured cost is also a profit and what is the textbook definition of opportunity cost as well.

3.3.5 Materialism

The buying trend of a potential customers does not follow a homogenous pattern as well. The determination of such pattern cannot be determined as well as it is documented with evidence that customers are observed to buy such products or services which they are not capable of buying that as well. And the reverse situation such that the potential customers are not buying but the price range of the targeted goods are under their command as well. Pollay and Mittal (1993) defines this as “set of belief structures that sees consumption as the route to most, if not all, satisfactions”. From Bangladesh perspective it is unclear what should be included under the definition of the broader line of “Materialism”. But roughly we can conclude that materialism

simply denotes the feeling that social media advertisements are making us convinced that we should buy such products or should not as vice versa.

3.3.6 Falsity/no-sense

It is not documented that advertisement always go for honest information. And most of the cases, the alternate happens though not justified by probability as well. And the authenticity of information provided by the advertisement provided by either web based or non-web based are subject to be verified in order to avoid being cheated at any level as well.

Previous studies regarding interaction between probability of existing such falsity or no sense and the buying decision of the potential customers are always contradictory as well. The works of Wolin et al., (2002), Wang et al., (2009), Wang and Sun (2010a, 2010b) shows empirical evidence with respect to this phenomenon as well.

And this trend of falsity can use this as short run purpose and in short run, it is evident that people would be able to be convinced but reputation loss or legal punishment according to existing consumer law reasoned by falsity would create a long run collapse for that respective business with huge damage in the long run.

And such phenomenon can bound the enterprise for a permanent but unavoidable shut down. Such cases are huge by number in this current paradigm of business world as well.

3.3.7 Value Corruption

Advertisements create values for that respective brand in different continuously varying format as well. And this created value has certainly some effects over the business as well. And this is effect is positively correlated with performance of that respective business in the terms of sale both by volume of quantity and class.

Web advertisements are not away of such phenomenon at all rather they must be thought to be more relevant as well. As we know that web advertisement is on real time basis and even if that is more concentrated on social media, they must be more relevant as well.

Advertisement with improper contents, misleading concept to the society or any kind of appearance by social or by philosophical must create a misleading appearance regarding that brand. It does not necessarily mean that their goods are not sufficient to provide the expected utility as it promised through advertisement. But that unpleasant value created by these advertisements would at least frustrate the expected potential customers not to be that as well.

And this phenomenon is seriously reported as stated here in different scholarly academic study as well in different heterogeneous dimension (Wolin et al., 2002; Wang et al., 2009; Wang and Sun, 2010a, 2010b) as well. And this has already become an important point to be concerned in this regard as well.

From this above mentioned discussion of seven belief factors including its derivation, the influence as well as importance of this stated seven belief factor is evident in different degree as well. And this study would follow this belief structure in order to derive these scenarios as well. Based on this belief model, the empirical work is concentrated on following research question for Bangladesh perspective and for four existing social media as well:

RQ: what are the belief factors that differentiates already taken these four competitive social media as well?

Here one reminder must be taken in consideration and that reminder is that we need to explore the facts and seven belief factor model is the basement to trace that. This paper is designed to discover these factors on the basis of these seven factor models and it is possible to omit some factors or to remain unchanged at all.

4. EMPIRICAL FRAMEWORK

Under the broader framework of empirical framework, three different sections need to be discussed briefly as well. These sections are as follows:

1. Estimation strategy
2. Sample Details
3. Variable details

4.1 Estimation strategy

This paper makes an attempt to go forward by using a specific estimation procedure so that the perceptual proposition can be derived through such methodology derivation is a sort of gigantic task to be completed due to mathematical complication associated with that and also the inherent probability distribution as well.

The seven belief factor model was firstly proposed by Pollay and Mittal (1993) through rigorous study but it was not at that time used to analyze online environment as till then online has not yet evolved as online as now understood as well. Later this seven factor belief model was used in web based perception analysis by Wolin et al. (2002). They have used a five scale measurement in order to trace these variables more tactfully at least for the sake of enumeration as well.

To identify the loadings factors, the measurement model would be used hereby so that we can derive factor value that would confirm us for further confirmation as well. And the measurement model would be performed individually for each social media as well. And the measurement coefficient would lead us toward revealing the perception pattern against the advertisements put on the social media as well.

4.2 Sample Details

The entire sample has been collected through online interviews by using online media to communicate and these interviews selflessly in such way that would confirm their selflessness to answer those questions as well. The total sample size is 1000 and distributed as below in Table 4:

Table 4: Sample Distribution

SL. No.	Media Name	Number of Observations
1	Facebook	250
2	Twitter	250
3	YouTube	250
4	LinkedIn	250
Total		1000

The sample size 1000 should be clarified as this research does follow a unique pattern and that is based a set of simultaneous assumptions. And that 1000 sample is not for all users that means when one go for Facebook, he may go for other media of social platforms but due to time constraint, it should not be expected that that human being would find it interesting to invest time in all four media in simultaneous degree due to rationality assumption. Beside this, except social platform usage a person may have much job to complete for as well.

And that is why we have taken sample of total 1000 where every 250 sample is dealing with every single one such as either for Facebook or other three and so on.

And another question may come why the number is 250. The reason of taking 250 lies on the law of large number. As we know according to law, when the sample size would be large enough or any experiment would be repeated again and again, we can expect that then, the regression would be provide result as next to the real world at least if and only if the assumptions regarding regression is maintained. Normally of sample size cover at least 30, we can assume that the sample size is large enough to capture the scenario through the regression as well.

For this paper, sample has been collected through using different online media. Firstly, a google form has been circulated through different media and that is concerned mainly to know three elements. and these are as follow

1. Personal details including personal contact information
2. Making inform about the details of this research and assuring that no information would be disclosed personally
3. making inquiry regarding which media amongst these four is used by him more and
4. Seeking permission whether that respondent is willing to attend to the survey process or not

If the response is positive and he or she is willing to attend in the entire process, A mail containing details of google form including the full questionnaire has been sent and the response to the later form has been recorded as data on which the further analysis has been carried out.

4.3 Variable details

Our considered model is seven factor belief model and it considers following seven factors as well:

- Product information,
- Hedonic/pleasure,
- Social role and image,
- ‘Good for the economy’,
- Materialism,
- Falsity/no-sense and
- Value corruption

Product information is scaled as below with respect to considered question as well and it is present in a matrix format:

Table 5: Product Information

SL. No.	Question Name	Scale Name	Scale number
1	Social media advertising is a very valuable source of information about sales	Strongly disagree	1
2		Disagree	2
3		Neutral	3
4		Agree	4
5		Strongly agree	5
6	Social media advertising tells me which brands have the features I am looking for	Strongly disagree	1
7		Disagree	2
8		Neutral	3
9		Agree	4
10		Strongly agree	5
11	Social media advertising helps me keep up to date about products available in the marketplace	Strongly disagree	1
12		Disagree	2
13		Neutral	3
14		Agree	4
15		Strongly agree	5

Like product information, hedonic pleasure also considers following three individual questions as well:

1. Sometimes I take pleasure in thinking about what I saw or heard in social media advertisements
2. Sometimes social media advertising is even more enjoyable than social media sites
3. Some social media advertisements make me feel good

And these set of questions with respect to measurement scale what is defined from 1 to five are provided below as scale matrix:

Table 6: Hedonic pleasure

SL. No.	Question Name	Scale Name	Scale number
1	Sometimes I take pleasure in thinking about what I saw or heard in social media advertisements	Strongly disagree	1
2		Disagree	2
3		Neutral	3
4		Agree	4
5		Strongly agree	5
6	Sometimes social media advertising is even more enjoyable than social media sites	Strongly disagree	1
7		Disagree	2
8		Neutral	3
9		Agree	4
10		Strongly agree	5
11	Some social media advertisements make me feel good	Strongly disagree	1
12		Disagree	2
13		Neutral	3
14		Agree	4
15		Strongly agree	5

Like hedonic pleasure, Social role and image also considers following three individual questions as well:

1. From social media advertising I learn what is in fashion and what I should buy for keeping a good social image
2. Social media advertisements tell me what people like myself are buying and using and
3. Social media advertising helps me know which products will or will not reflect the sort of person I am.

And these set of questions with respect to measurement scale what is defined from 1 to five are provided below as scale matrix:

Table 7: Social media and image

SL. No.	Question Name	Scale Name	Scale number
1	From social media advertising I learn what is in fashion and what I should buy for keeping a good social image	Strongly disagree	1
2		Disagree	2
3		Neutral	3
4		Agree	4
5		Strongly agree	5
6	Social media advertisements tell me what people like myself are buying and using	Strongly disagree	1
7		Disagree	2
8		Neutral	3
9		Agree	4
10		Strongly agree	5
11	Social media advertising helps me know which products will or will not reflect the sort of person I am.	Strongly disagree	1
12		Disagree	2
13		Neutral	3
14		Agree	4
15		Strongly agree	5

Like Social role and image, 'Good for the economy' also considers following three individual questions as well:

- Social media advertising improves people's standard of living
- We need social media advertising to support the social media
- There have been times when I have bought something because of a social media advertisement

And these set of questions with respect to measurement scale what is defined from 1 to five are provided below as scale matrix:

Table 8: Good for Economy

SL. No.	Question Name	Scale Name	Scale number
1	Social media advertising improves people's standard of living	Strongly disagree	1
2		Disagree	2
3		Neutral	3
4		Agree	4
5		Strongly agree	5
6		Strongly disagree	1
7		Disagree	2

8	We need social media advertising to support the social media	Neutral	3
9		Agree	4
10		Strongly agree	5
11	There have been times when I have bought something because of a social media advertisement.	Strongly disagree	1
12		Disagree	2
13		Neutral	3
14		Agree	4
15		Strongly agree	5

Like Good for the economy', Materialism also considers following three individual questions as well:

- Social media advertisements make you buy things you do not really need
- Social media advertising increases dissatisfaction among consumers by showing products which some consumers cannot afford
- Social media advertising is making us a materialistic society – interested in buying and owning things
- Social media advertising makes people buy unaffordable products just to show off

And these set of questions with respect to measurement scale what is defined from 1 to five are provided below as scale matrix:

Table 9: Materialism

SL. No.	Question Name	Scale Name	Scale number
1	Social media advertisements make you buy things you do not really need	Strongly disagree	1
2		Disagree	2
3		Neutral	3
4		Agree	4
5		Strongly agree	5
6	Social media advertising increases dissatisfaction among consumers by showing products which some consumers cannot afford	Strongly disagree	1
7		Disagree	2
8		Neutral	3
9		Agree	4
10		Strongly agree	5
11	Social media advertising is making us a materialistic	Strongly disagree	1
12		Disagree	2
13		Neutral	3
14		Agree	4

15	society – interested in buying and owning things	Strongly agree	5
16	Social media advertising makes people buy unaffordable products just to show off	Strongly disagree	1
17		Disagree	2
18		Neutral	3
19		Agree	4
20		Strongly agree	5

Like Materialism, Falsity/no-sense also considers following three individual questions as well:

- One can put more trust in products advertised on the social media than in those not advertised on the social media
- Certain products play an important role in my life; social media advertisements reassure me that I am doing the right thing in using these products and
- Social media advertising helps the consumer buy the best brand for the price.

And these set of questions with respect to measurement scale what is defined from 1 to five are provided below as scale matrix:

Table 10: Falsity/no-sense

SL. No.	Question Name	Scale Name	Scale number
1	One can put more trust in products advertised on the social media than in those not advertised on the social media	Strongly disagree	1
2		Disagree	2
3		Neutral	3
4		Agree	4
5		Strongly agree	5
6	Certain products play an important role in my life; social media advertisements reassure me that I am doing the right thing in using these products	Strongly disagree	1
7		Disagree	2
8		Neutral	3
9		Agree	4
10		Strongly agree	5
11	Social media advertising helps the consumer buy the best brand for the price	Strongly disagree	1
12		Disagree	2
13		Neutral	3

14		Agree	4
15		Strongly agree	5

Like Materialism, Value corruption also considers following three individual questions as well:

- Social media advertising sometimes makes people live in a world of fantasy
- Social media advertising takes undue advantage of children
- Social media advertising leads children to make unreasonable purchase demands on their parents
- There is too much sex in social media advertising today

And these set of questions with respect to measurement scale what is defined from 1 to five are provided below as scale matrix:

Table 11: Value Corruption

SL. No.	Question Name	Scale Name	Scale number
1	Social media advertising sometimes makes people live in a world of fantasy	Strongly disagree	1
2		Disagree	2
3		Neutral	3
4		Agree	4
5		Strongly agree	5
6	Social media advertising takes undue advantage of children	Strongly disagree	1
7		Disagree	2
8		Neutral	3
9		Agree	4
10		Strongly agree	5
11	Social media advertising leads children to make unreasonable purchase demands on their parents	Strongly disagree	1
12		Disagree	2
13		Neutral	3
14		Agree	4
15		Strongly agree	5
16	There is too much sex in social media advertising today	Strongly disagree	1
17		Disagree	2
18		Neutral	3
19		Agree	4

20		Strongly agree	5
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And all these seven factors would be empirically evaluated letter where total twenty-three question exists as well where the total possible answer could be one hundred and fifteen.

5. DESCRIPTIVE STATISTICS

The data set collected hereby includes two type of information. And these two types of information can be classified as below:

1. Identification information
2. Scaled information

5.1 Identification information

In order to identify, the entire data set has gathered several information regarding this. Under this category following information are collected:

1. Name
2. Gender
3. Income
4. Occupation
5. Hours of internet usage and
6. Age

These variables are also collected on the scale basis as well like scaled information. But these six are not denoting any set of question as like above mentioned seven factors belief. And this paper would not report name variable under any consideration as it would matter less to come into the findings and for the sake of hiding the identity as well. Identification information is discussed as below:

Table 12: Identification Information

SL. No.	Variable name	Scale
1	Age	less than 20
2		20 to 30 years
3		31 to 40

4		41 to 50
5		more than 50
6	occupation	student
7		Professional
8		Business
9	Gender	Male
10		female
11	Internet user	less than 1 hour
12		1 to 2 hour
13		2 to 3 hour
14		3 to 4 hour
15		more than 4 hour
16	Income	0
17		1 to 20000
18		More than 20000

The general descriptive statistics regarding this identification information is reported as below:

Table 13: Identification Summary

Variable Name	Obs	Mean	Std. Dev.	Min	Max
Gender	1,000	0.504	0.5002342	0	1
Income	1,000	2.185	0.6717337	1	3
Occupation	1,000	2.009	0.8059582	1	3
Hours of internet Usage	1,000	3.03	1.422365	1	5
Age	1,000	2.879	1.333468	1	5

This table clearly shows that full dataset is a balanced dataset as there does not exist any missing value and that is hypothetically generated missing values have no other usage as well. And on the terms of mean value for the respective case of gender, income, occupation, hours of internet usage and age as well as the distribution is clustered to its respective central value that is arithmetic mean hereby. And the standard deviation provides proof one stage ahead as well.

5.2 Scaled information

Seven factor belief model has provided us seven factors of belief and that was expanded to five-point scaling. This section would provide descriptive information regarding this scaled information as well:

5.2.1 Facebook

The descriptive statistics regarding Facebook is provided in Appendix [1.1](#). From appendix [1.1](#), it is evident that the value of every single variable under any cluster does range from 1 to 5 that states the minimum value is 1 and the maximum value is 5 and all these are measured by rank that is well known as rank variable as well. Descriptive analysis regardless of maximum value as well as minimum value, it yields total number of observation, mean value and standard deviation. Here the total number of observation is 250 for every single variable taken consideration in this analysis simultaneously and it indicates the absence of any sort of missing variable as well. Standard deviation ranges from 1 to 2 where means lies on the same range. And this cross match indicates that people perceptual point of view is not strong enough to yield the later inferential situation as well.

5.2.2 Twitter

The case of twitter is almost homogenous to Facebook through the values are must not same and that is evident from the table presented at appendix [1.2](#). Range is as usual ranged from 1 to 5 and the total observation is 250 showing no evidence toward missing value. Both the mean and standard deviation is moderate enough to show any strong evidence toward perception and that would be more evident from inferential analysis of next chapter as well.

5.2.3 LinkedIn

The case of LinkedIn is also homogenous to that of other preceding two as well but with slightly differentiating manner as well and that is evident from appendix [1.3](#). Range for every variable is homogenous as the calculation bias is unchanged in this case as usual. Total observation being 250 shows no sign of missing variable as usual. And the mean and standard deviation has variation foe vary variable but that variation is not too much as they are limited to a very tiny gap and the result of this being into tinny gap would be more evident for the case of inferential analysis as well.

5.2.4 YouTube

YouTube is possessing almost same result with a range of 5 starting from 1 to 5. All 250 observations with every single variable shows us that there does not exist any sort of missing variable as usual. Appendix [1.4](#) shows evidence that both mean and standard deviation for every variable is not same but the variation is not too much high and this incident show week evidence of determination that would be more evident for later inferential section as usual.

5.2.5 Linking Facebook, Twitter, LinkedIn and YouTube

If we combine the results derived from the descriptive statistics discussed in previous sections as well as presented in appendix [1.1](#), [1.2](#), [1.3](#) and [1.4](#), we can find similarities. For every case of social media taken under consideration we have no missing observation that would make unnecessary to generate missing variables. All the variables are scaled among 1 to 5 where every integer presents individual rank that is used in general to measure the qualitative variations. For all four cases, it is evident that means and standard deviations have possessed variation that is emergency to run an inferential analysis but the respective variations do not vary to much that is evident from mean and standard deviation respectively. And this variation would lead us almost no common pattern of determination for the case of inferential analysis and that would be discussed later chapter.

6. RESULTS AND DISCUSSION

6.1 Empirical output

6.1.1 Facebook

Before going to measurement model, it is an urgency to clarify this model first as the measurement model or known otherwise as structural equation model as this modelling would remain same for every four social media taken under consideration as well.

In this SEM model, we have following cluster of variables:

- Product information,
- Hedonic/pleasure,
- Social role and image,
- ‘Good for the economy’,
- Materialism,
- Falsity/no-sense and
- Value corruption

And every cluster has in itself several variables which empirical justification has been provided before in this thesis as well. This SEM model would check how every single cluster of model would explain the perception that has been taken here as dependent variable. In short the aim of this model is to check the relevancy of these variables identified from literature review section

and that is why every dependent variable identified would be regressed toward the dependent one. As every single variable under different cluster has been stated before, it is not mentioned here again for the sake of avoiding redundancy.

For determining the perception obtained from Facebook, we can construct a measurement mode as shown in following:

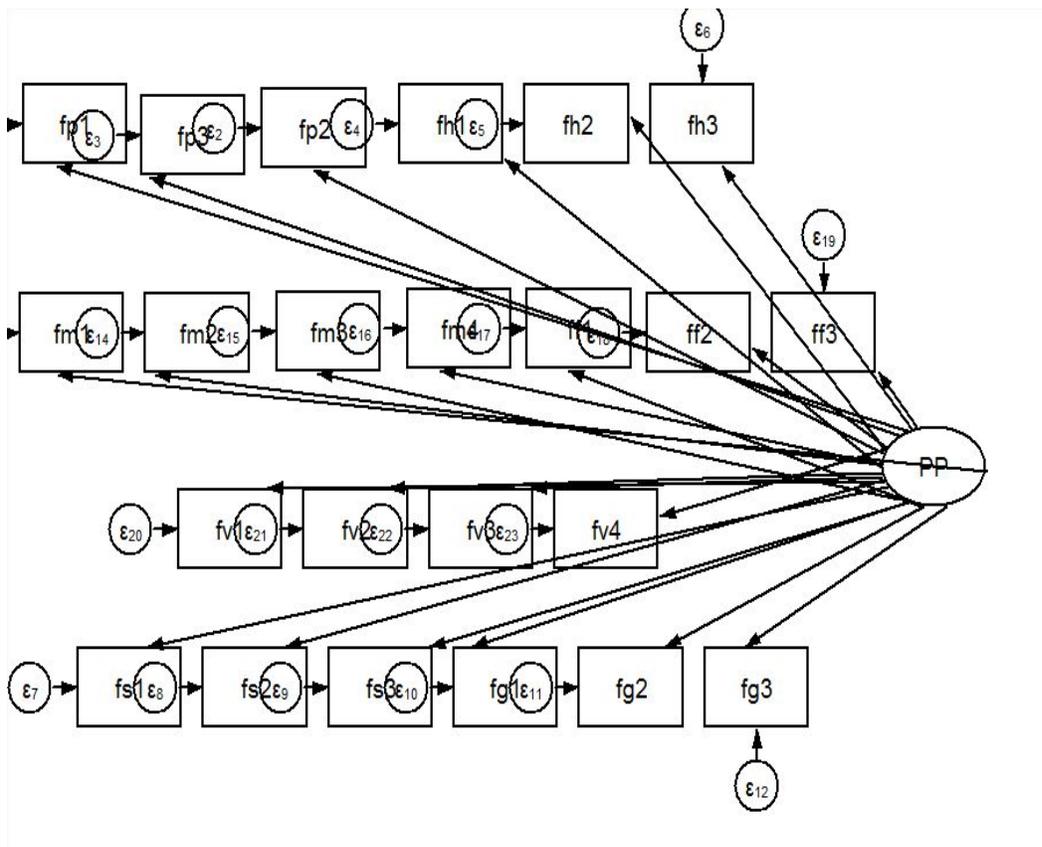


Fig 1: SEM diagram without estimation result for Facebook

In this figure, we have regressed every single variable of every cluster and for the sake of presentation that variables are mentioned here as by code. And here every single variable considered under the clusters of Product information, Hedonic/pleasure, Social role and image, 'Good for the economy', Materialism, Falsity/no-sense and Value corruption are regressed

simultaneously and the variables are expressed here by symbols and that are discussed with respect to symbol previously.

By running this model, we can find following coefficients as well:

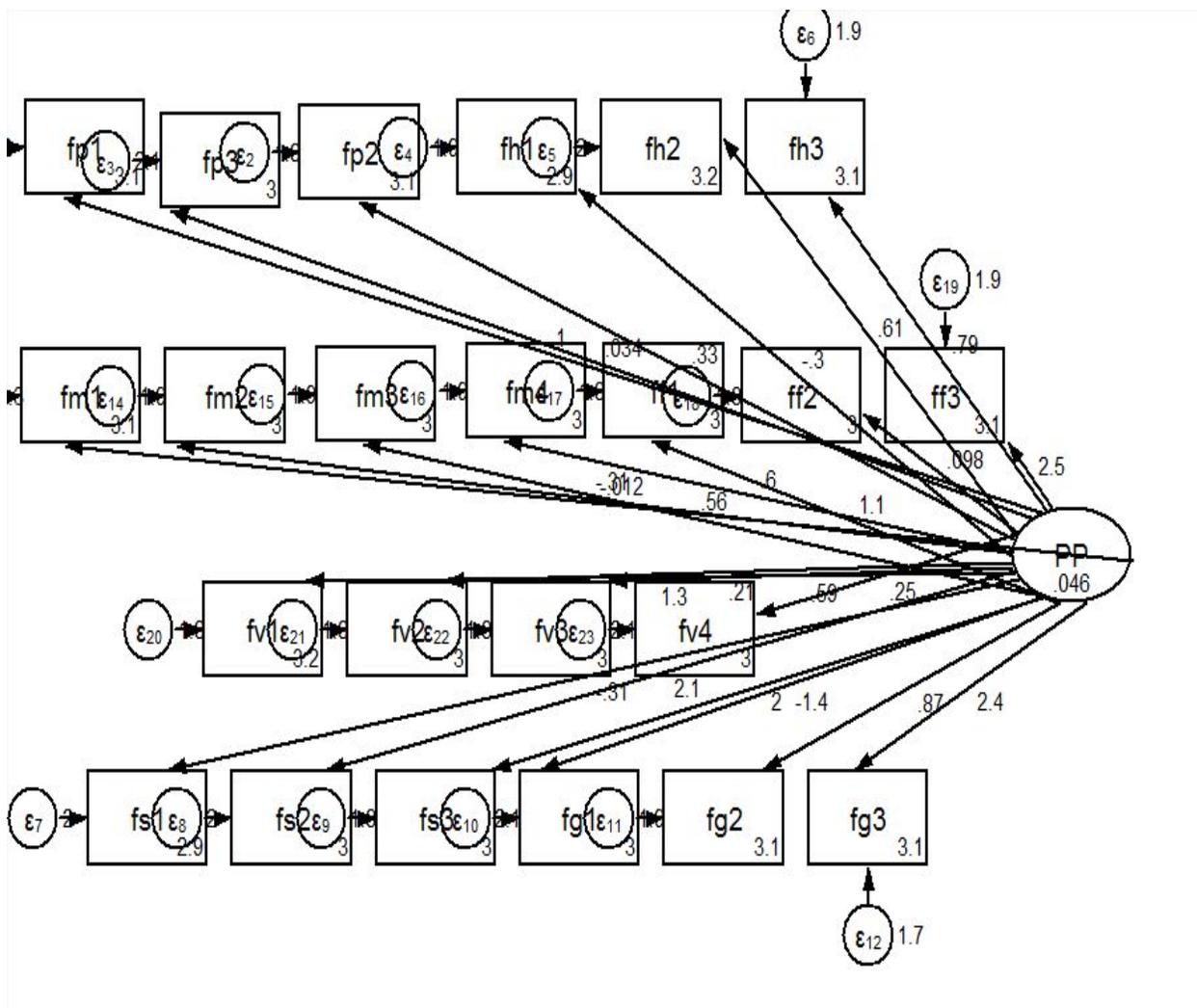


Fig 2: SEM diagram with estimation result for Facebook

The main difference between figure 1 and 2 is that figure 1 proposes how the regression frame would work where figure 2 shows what is the regression coefficient value regardless of their significance. For understanding significance, a table with respect to the measure of significance would be formulated later.

How to be significant or not to be significant must have to be calculated needs to be clarified for sake of smooth understanding as well as clear presentation. It is normally statistically expected that if $P > |z|$ is less than 0.05, we statistically acknowledge that the influence of that variable is statistically significant and empirically justified to report for as they work and we are statistically ninety-five percent confident into the validity of the proposed hypothesis. Here the coefficient value determines the level of determination but in our project, we are not interested to go far of explaining the coefficient value as later it would be evident that the case of generalization would be absent for not having too much common in that four cases of respective Facebook, YouTube, LinkedIn and Twitter. By running this model, a list of coefficient has been with respect to different related values such that standard deviation and z statistic of significance has been found and this list is shown at appendix [2.1](#) as usual. From appendix [2.1](#), it is evident that as being test statistic significantly high, no variable is found to be significant to determine the dependent as well.

6.1.2 Twitter

For determining the perception obtained from Twitter, we can construct a measurement mode as shown in following:

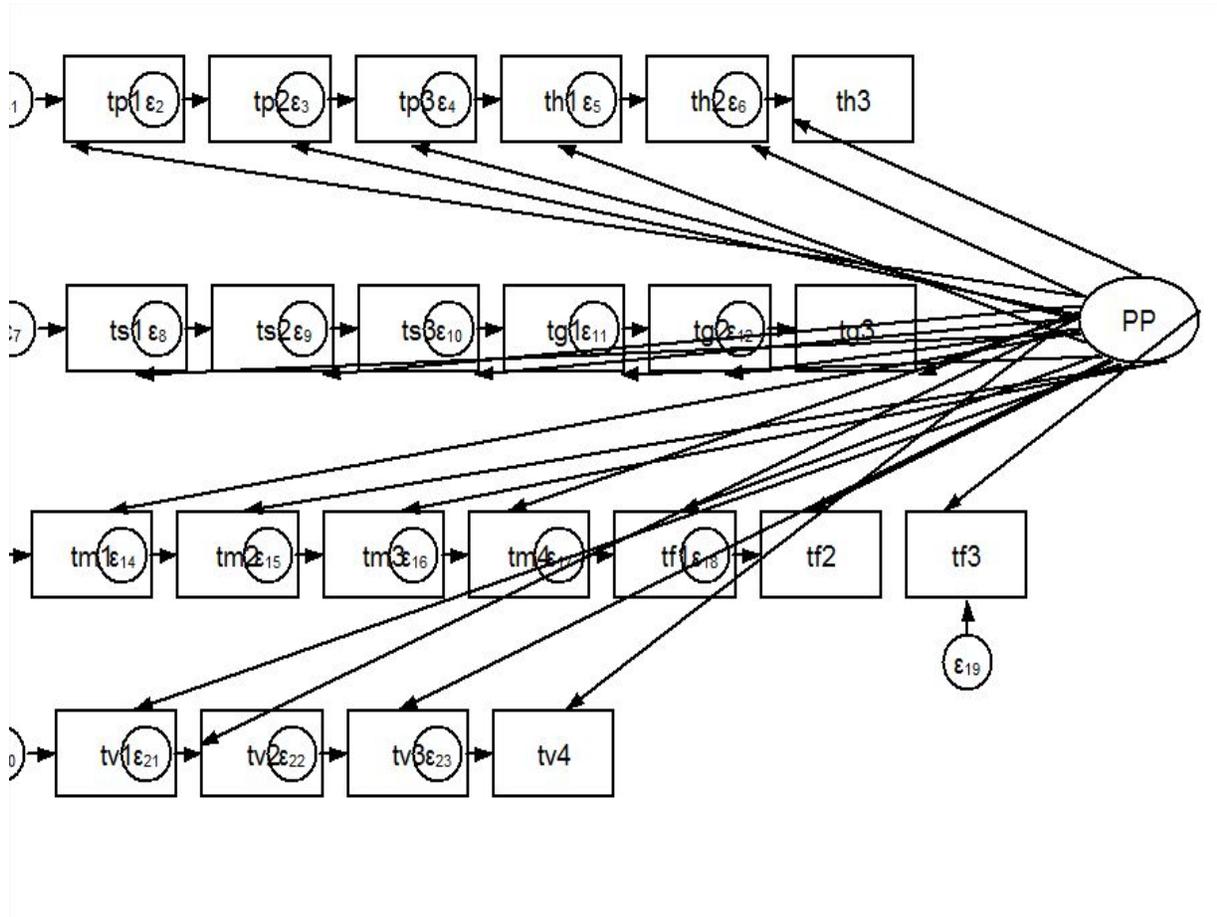


Fig 3: SEM diagram without estimation result for twitter

In this figure, we have regressed every single variable of every cluster and for the sake of presentation that variables are mentioned here as by code. nd here every single variable considered under the clusters of Product information, Hedonic/pleasure, Social role and image, ‘Good for the economy’, Materialism, Falsity/no-sense and Value corruption are regressed simultaneously and the variables are expressed here by symbols and that are discussed with respect to symbol previously.

And by running this model, we can find the following diagram as well:

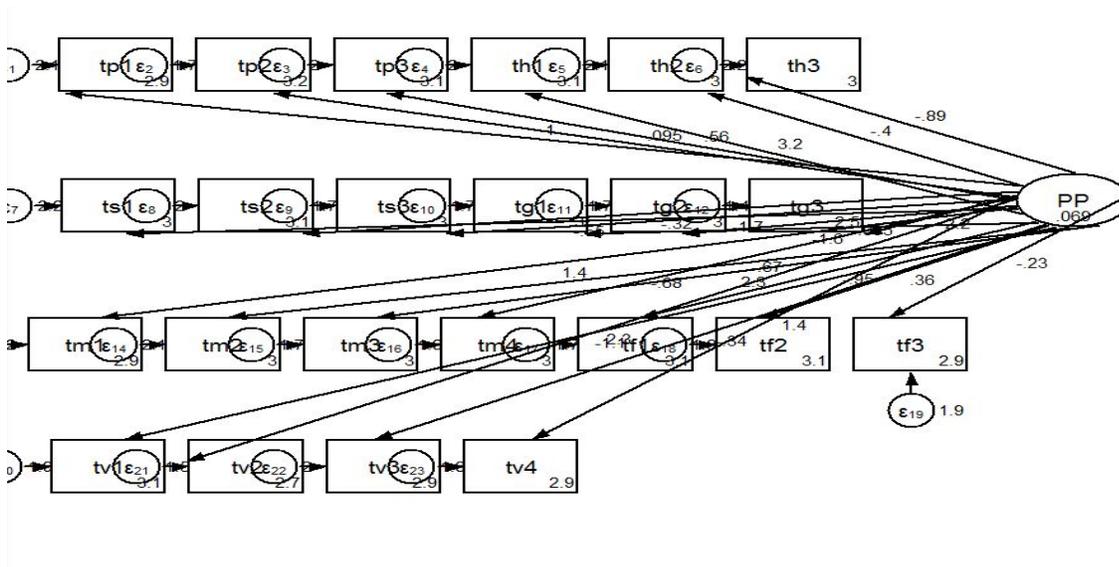


Fig 4: SEM diagram with estimation result for twitter

The main difference between figure 3 and 4 is that figure 3 proposes how the regression frame would work where figure 4 shows what is the regression coefficient value regardless of their significance. For understanding significance, a table with respect to the measure of significance would be formulated later. How to be significant or not to be significant must have to be calculated needs to be clarified for sake of smooth understanding as well as clear presentation. It is normally statistically expected that if $P > |z|$ is less than 0.05, we statistically acknowledge that the influence of that variable is statistically significant and empirically justified to report for as they work and we are statistically ninety-five percent confident into the validity of the proposed hypothesis. Here the coefficient value determines the level of determination but in our project, we are not interested to go far of explaining the coefficient vale as later it would be evident that the case of generalization would be absent for not having too much common in that four cases of respective Facebook, YouTube, LinkedIn and Twitter. By running this model, a list of coefficient has been with respect to different related values such that standard deviation and z statistic of significance has been found and this list is shown at appendix 2.2 as usual. Form appendix 2.2, it is evident that as being test statistic significantly high, some variables are found to be significant to determine the dependent as well and they are as follow:

1. Social media advertising helps me keep up to date about products available in the marketplace
2. Sometimes I take pleasure in thinking about what I saw or heard in social media advertisements
3. Sometimes social media advertising is even more enjoyable than social media sites
4. Some social media advertisements make me feel good
5. From social media advertising I learn what is in fashion and what I should buy for keeping a good social image
6. Social media advertising helps me know which products will or will not reflect the sort of person I am
7. Social media advertising improves people's standard of living
8. There have been times when I have bought something because of a social media advertisement
9. Social media advertisements make you buy things you do not really need
10. Social media advertising increases dissatisfaction among consumers by showing products which some consumers cannot afford
11. Social media advertising is making us a materialistic society – interested in buying and owning things
12. Social media advertising makes people buy unaffordable products just to show off
13. One can put more trust in products advertised on the social media than in those not advertised on the social media
14. Social media advertising sometimes makes people live in a world of fantasy
15. Social media advertising takes undue advantage of children
16. Social media advertising leads children to make unreasonable purchase demands on their parents
17. There is too much sex in social media advertising today

6.1.3 LinkedIn

For determining the perception obtained from Facebook, we can construct a measurement mode as shown in following:

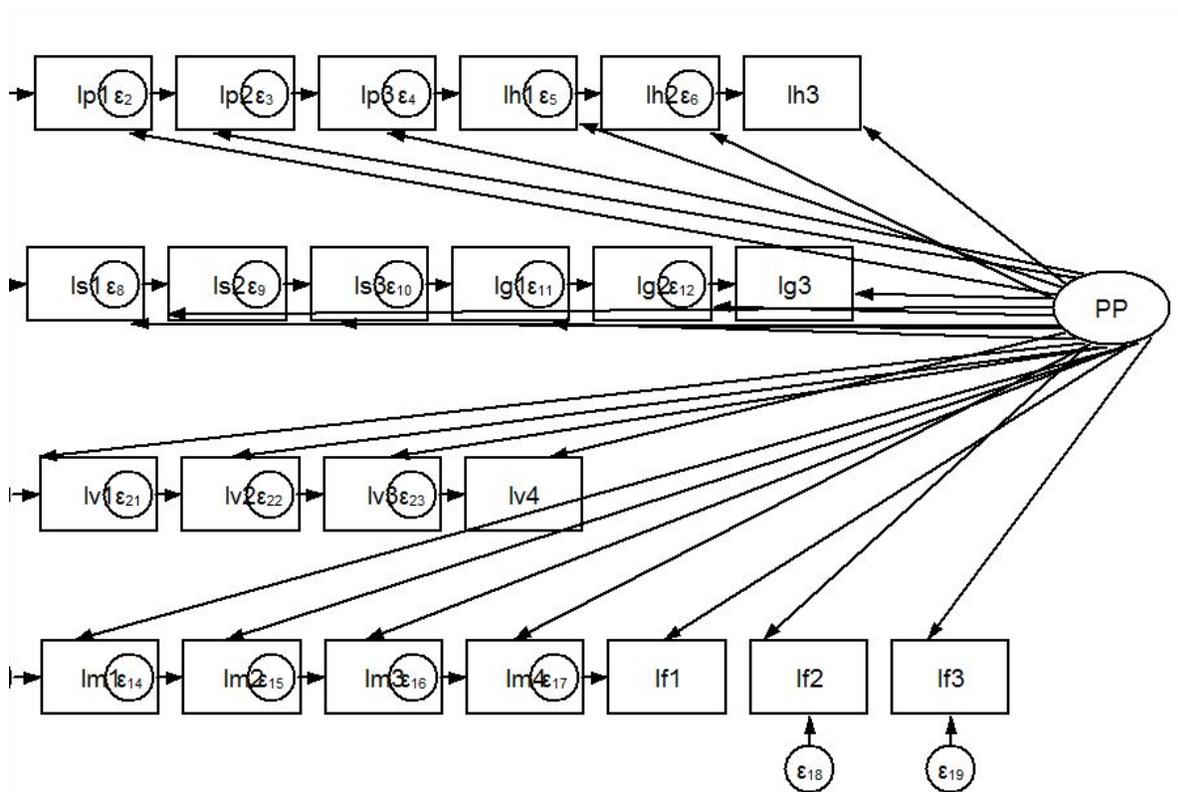


Fig 5: SEM diagram without estimation result for LinkedIn

In this figure, we have regressed every single variable of every cluster and for the sake of presentation that variables are mentioned here as by code. and here every single variable considered under the clusters of Product information, Hedonic/pleasure, Social role and image, 'Good for the economy', Materialism, Falsity/no-sense and Value corruption are regressed simultaneously and the variables are expressed here by symbols and that are discussed with respect to symbol previously.

And the relevant SEM coefficients are stated as below:

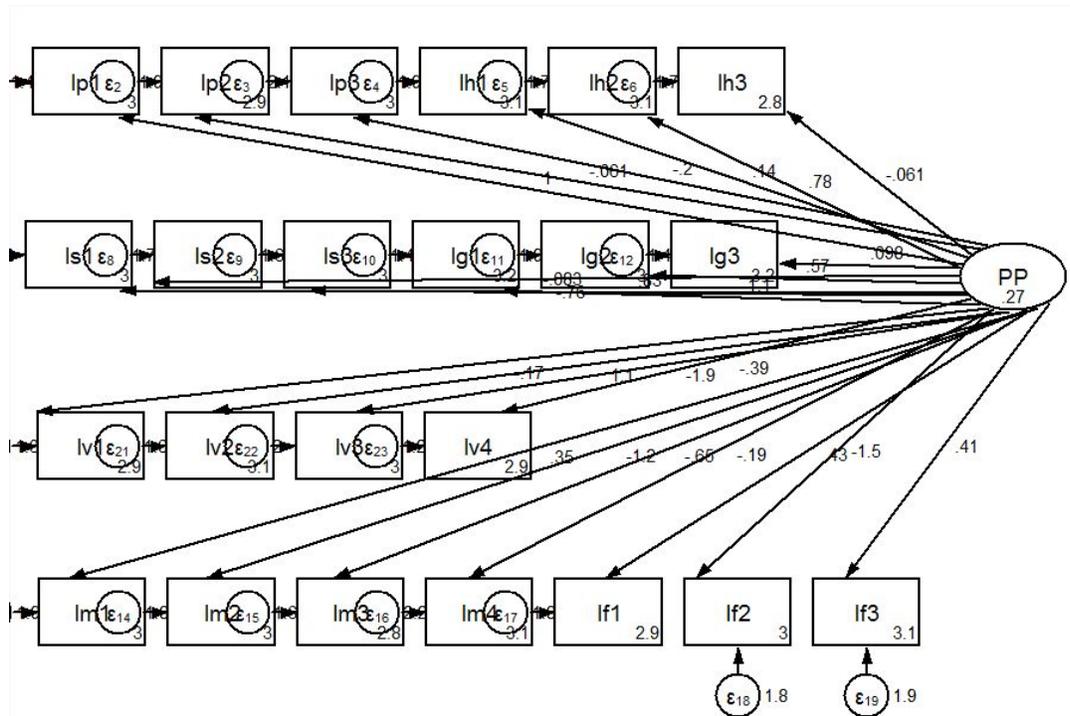


Fig 6: SEM diagram with estimation result for LinkedIn

The main difference between figure 5 and 6 is that figure 5 proposes how the regression frame would work where figure 6 shows what is the regression coefficient value regardless of their significance. For understanding significance, a table with respect to the measure of significance would be formulated later.

How to be significant or not to be significant must have to be calculated needs to be clarified for sake of smooth understanding as well as clear presentation. It is normally statistically expected that if $P > |z|$ is less than 0.05, we statistically acknowledge that the influence of that variable is statistically significant and empirically justified to report for as they work and we are statistically ninety-five percent confident into the validity of the proposed hypothesis. Here the coefficient value determines the level of determination but in our project, we are not interested to go far of explaining the coefficient value as later it would be evident that the case of generalization would be absent for not having too much common in that four cases of respective Facebook, YouTube, LinkedIn and Twitter. By running this model, a list of coefficient has been with respect to

different related values such that standard deviation and z statistic of significance has been found and this list is shown at appendix [2.3](#) as usual. From appendix [2.3](#), it is evident that as being test statistic significantly high, some variables are found to be significant to determine the dependent as well and they are as follow:

1. Sometimes social media advertising is even more enjoyable than social media sites
2. Social media advertisements tell me what people like myself are buying and using
3. Social media advertising helps me know which products will or will not reflect the sort of person I am
4. Social media advertising improves people's standard of living
5. We need social media advertising to support the social media
6. Social media advertisements make you buy things you do not really need
7. Social media advertising increases dissatisfaction among consumers by showing products which some consumers cannot afford
8. Social media advertising is making us a materialistic society – interested in buying and owning things
9. One can put more trust in products advertised on the social media than in those not advertised on the social media
10. Certain products play an important role in my life; social media advertisements reassure me that I am doing the right thing in using these products.
11. Social media advertising helps the consumer buy the best brand for the price
12. Social media advertising takes undue advantage of children
13. Social media advertising leads children to make unreasonable purchase demands on their parents
14. There is too much sex in social media advertising today

6.1.4 YouTube

For determining the perception obtained from Facebook, we can construct a measurement mode as shown in following:

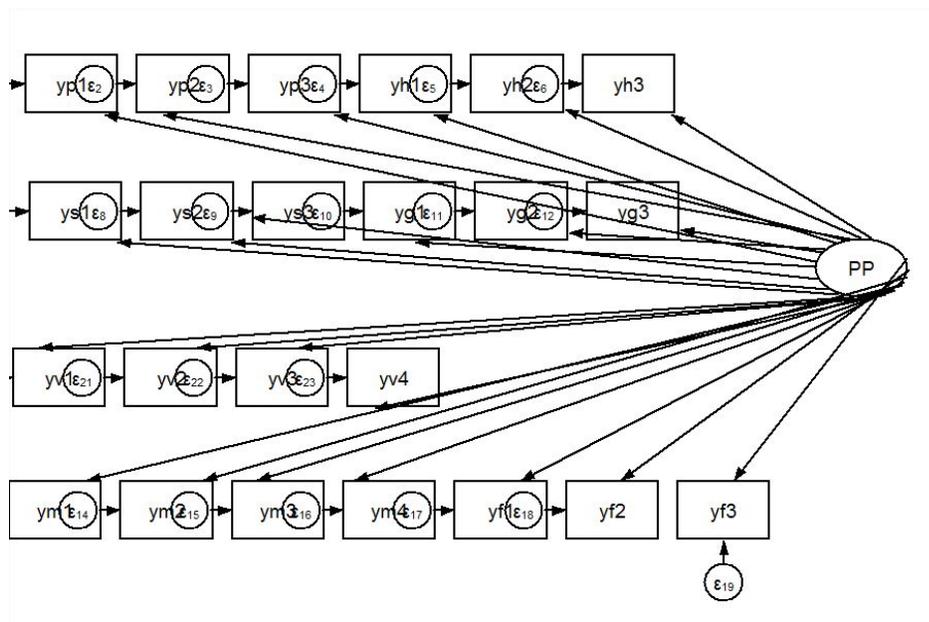


Fig 7: SEM diagram without estimation result for YouTube

In this figure, we have regressed every single variable of every cluster and for the sake of presentation that variables are mentioned here as by code. And here every single variable considered under the clusters of Product information, Hedonic/pleasure, Social role and image, 'Good for the economy', Materialism, Falsity/no-sense and Value corruption are regressed simultaneously and the variables are expressed here by symbols and that are discussed with respect to symbol previously.

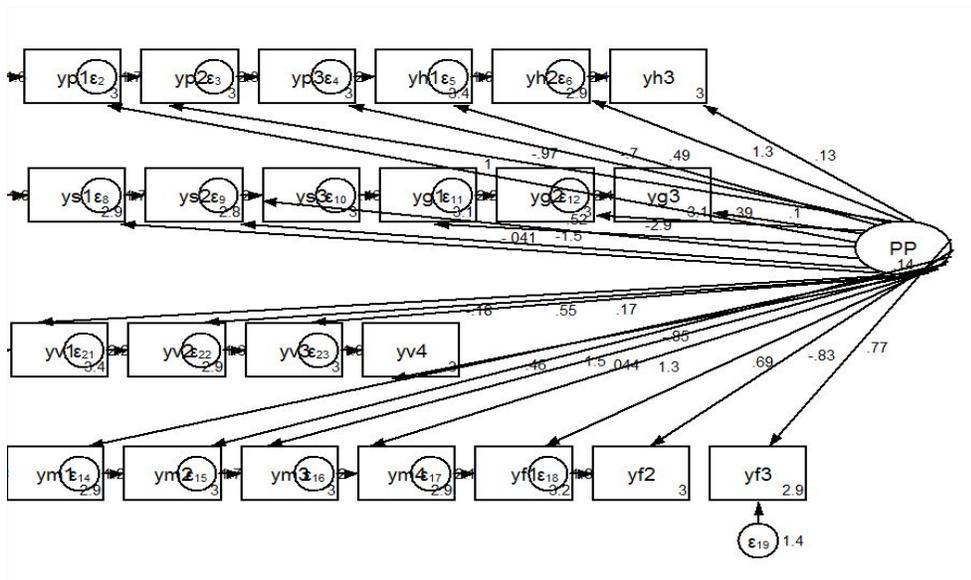


Fig 8: SEM diagram without estimation result for YouTube

The main difference between figure 7 and 8 is that figure 7 proposes how the regression frame would work where figure 8 shows what is the regression coefficient value regardless of their significance. For understanding significance, a table with respect to the measure of significance would be formulated later.

How to be significant or not to be significant must have to be calculated needs to be clarified for sake of smooth understanding as well as clear presentation. It is normally statistically expected that if $P > |z|$ is less than 0.05, we statistically acknowledge that the influence of that variable is statistically significant and empirically justified to report for as they work and we are statistically ninety-five percent confident into the validity of the proposed hypothesis. Here the coefficient value determines the level of determination but in our project, we are not interested to go far of explaining the coefficient value as later it would be evident that the case of generalization would be absent for not having too much common in that four cases of respective Facebook, YouTube, LinkedIn and Twitter. By running this model, a list of coefficient has been with respect to different related values such that standard deviation and z statistic of significance has been found and this list is shown at appendix 2.4 as usual. From appendix 2.4, it is evident that as being test

statistic significantly high, some variables are found to be significant to determine the dependent as well and they are as follow:

1. Social media advertising is a very valuable source of information about sales
2. Social media advertising tells me which brands have the features I am looking for
3. Social media advertising helps me keep up to date about products available in the marketplace
4. Sometimes I take pleasure in thinking about what I saw or heard in social media advertisements
5. Sometimes social media advertising is even more enjoyable than social media sites
6. Social media advertisements tell me what people like myself are buying and using
7. Social media advertising helps me know which products will or will not reflect the sort of person I am
8. Social media advertising improves people's standard of living
9. We need social media advertising to support the social media
10. Social media advertisements make you buy things you do not really need
11. Social media advertising increases dissatisfaction among consumers by showing products which some consumers cannot afford
12. Social media advertising makes people buy unaffordable products just to show off
13. One can put more trust in products advertised on the social media than in those not advertised on the social media
14. Certain products play an important role in my life; social media advertisements reassure me that I am doing the right thing in using these products.
15. Social media advertising helps the consumer buy the best brand for the price
16. Social media advertising takes undue advantage of children
17. There is too much sex in social media advertising today

6.1.5 Linking Facebook, Twitter, LinkedIn and YouTube

If we combine the tables presented in respectively in Appendix [2.1](#), [2.2](#), [2.3](#) and [2.4](#), we can construct a combined table presented at appendix [2.5](#) and in that combined table, we would find no common significant variable as well.

6.2 Empirical Limitation

This study possesses following empirical limitation and it could bring changed result if can be traced and solved and this probability would pave the way of new windows of repeated study as well:

1. If the dataset is changed, the empirical result is subject to change
2. If the method is changed, the empirical result is subject to change
3. If the dataset is time series or panel data format, the empirical result is subject to change
4. If seven belief factor model is replaced with another model, the empirical result is subject to change.

7. CONCLUDING REMARKS

7.1 Conclusion

The empirical output presented in the previous sections have two dimensions. The first dimension is that descriptive statistics regarding dataset collected proves the argument that the entire data set is normally distributed in the sense that standard deviation is not too high with respect to five scale as well.

The second dimension is that any single perceptual variables have not been observed to be significant with respect to for four social media platform individually as well.

And this phenomenon can seem to be a paradox, but actually it is not. Rather this paradoxical situation has a specific interpretation. And that is the perception regarding such advertisement is not enough matured to count as it exists and people have been remaining sceptic till now.

Internet usage and social media usage associated with that internet usage is rising. And this is paving the way for social media advertisements and these does exist a probability of rising the

making buying decision of the advertised goods and services as well. And this assumption would be valid if and only if perception against this sort of advertisement is good enough.

And the seven factor belief model suggests that if the performance in seven belief factor model is good enough, we can expect that the entire perception would be positive and we would then conclude that such things are creating the positive perception regarding the advertised goods and services.

But the fact for Bangladesh is not so as the theory stated, rather the condition is a bit heterogeneous. And this heterogeneity is that the justification of the currently proposed seven factor model is not possible as no single factor work homogeneously for every single factor as well.

As conclusion, this study suggests that despite of rising internet usage, Bangladesh has not been ready till now to form a common perception regarding advertisements in the social media as well.

This finding can be rationalized with the aims that were fixed before yet as well as promised to at least fulfill those. The first aim was to address the respective knowledge gap and literature review section for both international as well as domestic purposes, and the work has served the purpose. This has well been demonstrated in the comparison to Bangladesh, other countries, especially developed countries do possess clear perception regarding this at least.

The second aim was to find some comparative insights for the competitive social media and they are specially Facebook, YouTube, LinkedIn and Twitter. Due to the nature of the data, this paper has come to the decision that there does not exist any common pattern for the generalization purposes of these and such absence demonstrates that there does not exist any common pattern to report .

The outcome of the second aim serves the purpose of the third aim too. The rationalization of such purpose remains at the point that there does not exist any generalized pattern of perception towards these social media either .

The fourth purpose of comparison demonstrates to us that Indian perception toward social media is much more rigid than that of Bangladesh. And this sort of rigidity assists in making more precise decisions for Indian context rather Bangladeshi context .

This paper has rightly been the first work in this arena at least for Bangladesh but the frustration conditions remaining the same way as it fails to propose any thing rigid to understand the entire situation.

7.2 Suggestion for future research guideline

This paper is strongly suggesting to maintain two conditions of space and time in consideration. For example, the failing of this thesis to propose anything rigid can be linked with not considering special circumstances as well as time frame. If this space is based on specific sectoral bindings for dresses or food items, a more rationalized pattern gets a probability to obtain for. Lastly, the time frame to enter a situation where people are using it such that a perceptive pattern rebuilt can be present that is to be discovered.

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Appendix 1: Descriptive Statistics

Appendix 1.1: Summary of perception data regarding Facebook

Variable Name	Category	Variable Full Details	Obs	Mean	Std. Dev.	Min	Max
fp1	Product information	Social media advertising is a very valuable source of information about sales	250	3.064	1.429713	1	5
fp2	Product information	Social media advertising tells me which brands have the features I am looking for	250	3.08	1.356821	1	5
fp3	Product information	Social media advertising helps me keep up to date about products available in the marketplace	250	2.964	1.457119	1	5
fh1	Hedonic/pleasure	Sometimes I take pleasure in thinking about what I saw or heard in social media advertisements	250	2.924	1.381978	1	5
fh2	Hedonic/pleasure	Sometimes social media advertising is even more enjoyable than social media sites	250	3.204	1.42918	1	5
fh3	Hedonic/pleasure	Some social media advertisements make me feel good	250	3.076	1.396433	1	5
fs1	Social role and image	From social media advertising I learn what is in fashion and what I should buy for keeping a good social image	250	2.9	1.434654	1	5
fs2	Social role and image	Social media advertisements tell me what people like myself are buying and using	250	2.964	1.476286	1	5
fs3	Social role and image	Social media advertising helps me know which products will or will not reflect the sort of person I am	250	2.972	1.412514	1	5

fg1	Good for the economy	Social media advertising improves people's standard of living	250	2.988	1.490214	1	5
fg2	Good for the economy	We need social media advertising to support the social media	250	3.092	1.383906	1	5
fg3	Good for the economy	There have been times when I have bought something because of a social media advertisement	250	3.064	1.412759	1	5
fm1	Materialism	Social media advertisements make you buy things you do not really need	250	3.14	1.510472	1	5
fm2	Materialism	Social media advertising increases dissatisfaction among consumers by showing products which some consumers cannot afford	250	2.956	1.371711	1	5
fm3	Materialism	Social media advertising is making us a materialistic society – interested in buying and owning things	250	2.992	1.3826	1	5
fm4	Materialism	Social media advertising makes people buy unaffordable products just to show off	250	3.012	1.395581	1	5
ff1	Falsity/no-sense	One can put more trust in products advertised on the social media than in those not advertised on the social media	250	3.004	1.381164	1	5
ff2	Falsity/no-sense	Certain products play an important role in my life; social media advertisements reassure me that I am doing the right thing in using these products.	250	3	1.347316	1	5
ff3	Falsity/no-sense	Social media advertising helps the consumer buy the best brand for the price	250	3.108	1.470027	1	5
fv1	Value corruption	Social media advertising sometimes makes people live in a world of fantasy	250	3.176	1.38879	1	5

fv2	Value corruption	Social media advertising takes undue advantage of children	250	3.004	1.354742	1	5
fv3	Value corruption	Social media advertising leads children to make unreasonable purchase demands on their parents	250	3.008	1.335316	1	5
fv4	Value corruption	There is too much sex in social media advertising today	250	2.976	1.458745	1	5

Appendix 1.2: Summary of perception data regarding Twitter

Variable Name	Category	Variable Full Details	Obs	Mean	Std. Dev.	Min	Max
tp1	Product information	Social media advertising is a very valuable source of information about sales	250	2.91	1.389698	1	5
tp2	Product information	Social media advertising tells me which brands have the features I am looking for	250	3.22	1.303224	1	5
tp3	Product information	Social media advertising helps me keep up to date about products available in the marketplace	250	3.07	1.415213	1	5
th1	Hedonic/pleasure	Sometimes I take pleasure in thinking about what I saw or heard in social media advertisements	250	3.08	1.413583	1	5
th2	Hedonic/pleasure	Sometimes social media advertising is even more enjoyable than social media sites	250	2.96	1.448605	1	5
th3	Hedonic/pleasure	Some social media advertisements make me feel good	250	3.02	1.475171	1	5
ts1	Social role and image	From social media advertising I learn what is in fashion and what I should buy	250	2.87	1.495165	1	5

		for keeping a good social image					
ts2	Social role and image	Social media advertisements tell me what people like myself are buying and using	250	3.07	1.383645	1	5
ts3	Social role and image	Social media advertising helps me know which products will or will not reflect the sort of person I am	250	3.02	1.408317	1	5
tg1	Good for the economy	Social media advertising improves people's standard of living	250	2.98	1.396979	1	5
tg2	Good for the economy	We need social media advertising to support the social media	250	3.03	1.408158	1	5
tg3	Good for the economy	There have been times when I have bought something because of a social media advertisement	250	2.89	1.397192	1	5
tm1	Materialism	Social media advertisements make you buy things you do not really need	250	2.93	1.405446	1	5
tm2	Materialism	Social media advertising increases dissatisfaction among consumers by showing products which some consumers cannot afford	250	2.94	1.475503	1	5
tm3	Materialism	Social media advertising is making us a materialistic society – interested in buying and owning things	250	3.01	1.397048	1	5
tm4	Materialism	Social media advertising makes people buy unaffordable products just to show off	250	3	1.474	1	5

tf1	Falsity/no-sense	One can put more trust in products advertised on the social media than in those not advertised on the social media	250	3.06	1.404205	1	5
tf2	Falsity/no-sense	Certain products play an important role in my life; social media advertisements reassure me that I am doing the right thing in using these products.	250	3.06	1.425668	1	5
tf3	Falsity/no-sense	Social media advertising helps the consumer buy the best brand for the price	250	2.93	1.402585	1	5
tv1	Value corruption	Social media advertising sometimes makes people live in a world of fantasy	250	3.06	1.439684	1	5
tv2	Value corruption	Social media advertising takes undue advantage of children	250	2.78	1.40203	1	5
tv3	Value corruption	Social media advertising leads children to make unreasonable purchase demands on their parents	250	2.86	1.411513	1	5
tv4	Value corruption	There is too much sex in social media advertising today	250	3.06	1.362286	1	5

Appendix 1.3: Summary of perception data regarding LinkedIn

Variable Name	Category	Variable Full Details	Obs	Mean	Std. Dev.	Min	Max
lp1	Product information	Social media advertising is a very valuable source of information about sales	250	3.048	1.401984	1	5
lp2	Product information	Social media advertising tells me which brands have the features I am looking for	250	3.108	1.382745	1	5

lp3	Product information	Social media advertising helps me keep up to date about products available in the marketplace	250	2.964	1.418008	1	5
lh1	Hedonic/pleasure	Sometimes I take pleasure in thinking about what I saw or heard in social media advertisements	250	3.096	1.367576	1	5
lh2	Hedonic/pleasure	Sometimes social media advertising is even more enjoyable than social media sites	250	3.148	1.402127	1	5
lh3	Hedonic/pleasure	Some social media advertisements make me feel good	250	2.844	1.426817	1	5
ls1	Social role and image	From social media advertising I learn what is in fashion and what I should buy for keeping a good social image	250	2.984	1.419791	1	5
ls2	Social role and image	Social media advertisements tell me what people like myself are buying and using	250	2.972	1.336548	1	5
ls3	Social role and image	Social media advertising helps me know which products will or will not reflect the sort of person I am	250	3.084	1.430078	1	5
lg1	Good for the economy	Social media advertising improves people's standard of living	250	3.18	1.404096	1	5
lg2	Good for the economy	We need social media advertising to support the social media	250	2.988	1.386921	1	5
lg3	Good for the economy	There have been times when I have bought something because of a social media advertisement	250	3.168	1.37526	1	5
lm1	Materialism	Social media advertisements make you buy things you do not really need	250	2.976	1.405463	1	5
lm2	Materialism	Social media advertising increases dissatisfaction among consumers by	250	2.952	1.44153	1	5

		showing products which some consumers cannot afford					
lm3	Materialism	Social media advertising is making us a materialistic society – interested in buying and owning things	250	2.828	1.461149	1	5
lm4	Materialism	Social media advertising makes people buy unaffordable products just to show off	250	3.124	1.485074	1	5
lf1	Falsity/no-sense	One can put more trust in products advertised on the social media than in those not advertised on the social media	250	2.936	1.407062	1	5
lf2	Falsity/no-sense	Certain products play an important role in my life; social media advertisements reassure me that I am doing the right thing in using these products.	250	3.048	1.396243	1	5
lf3	Falsity/no-sense	Social media advertising helps the consumer buy the best brand for the price	250	3.124	1.369718	1	5
lv1	Value corruption	Social media advertising sometimes makes people live in a world of fantasy	250	2.884	1.364548	1	5
lv2	Value corruption	Social media advertising takes undue advantage of children	250	3.056	1.401686	1	5
lv3	Value corruption	Social media advertising leads children to make unreasonable purchase demands on their parents	250	3.048	1.410551	1	5
lv4	Value corruption	There is too much sex in social media advertising today	250	2.868	1.345294	1	5

Appendix 1.4: Summary of perception data regarding YouTube

Variable Name	Category	Variable Full Details	Obs	Mean	Std. Dev.	Min	Max
yp1	Product information	Social media advertising is a very valuable source of information about sales	250	2.98	1.395489	1	5

yp2	Product information	Social media advertising tells me which brands have the features I am looking for	250	3.008	1.431128	1	5
yp3	Product information	Social media advertising helps me keep up to date about products available in the marketplace	250	3.032	1.425167	1	5
yh1	Hedonic/pleasure	Sometimes I take pleasure in thinking about what I saw or heard in social media advertisements	250	3.104	1.398932	1	5
yh2	Hedonic/pleasure	Sometimes social media advertising is even more enjoyable than social media sites	250	2.852	1.387732	1	5
yh3	Hedonic/pleasure	Some social media advertisements make me feel good	250	2.996	1.443718	1	5
ys1	Social role and image	From social media advertising I learn what is in fashion and what I should buy for keeping a good social image	250	2.96	1.43059	1	5
ys2	Social role and image	Social media advertisements tell me what people like myself are buying and using	250	2.816	1.325584	1	5
ys3	Social role and image	Social media advertising helps me know which products will or will not reflect the sort of person I am	250	3.012	1.386921	1	5
yg1	Good for the economy	Social media advertising improves people's standard of living	250	3.1	1.348061	1	5
yg2	Good for the economy	We need social media advertising to support the social media	250	3.02	1.473869	1	5
yg3	Good for the economy	There have been times when I have bought something because of a social media advertisement	250	3.104	1.498722	1	5
ym1	Materialism	Social media advertisements make you buy things you do not really need	250	2.98	1.342688	1	5

ym2	Materialism	Social media advertising increases dissatisfaction among consumers by showing products which some consumers cannot afford	250	3.048	1.424716	1	5
ym3	Materialism	Social media advertising is making us a materialistic society – interested in buying and owning things	250	2.996	1.42129	1	5
ym4	Materialism	Social media advertising makes people buy unaffordable products just to show off	250	2.94	1.428482	1	5
yf1	Falsity/no-sense	One can put more trust in products advertised on the social media than in those not advertised on the social media	250	3.064	1.465776	1	5
yf2	Falsity/no-sense	Certain products play an important role in my life; social media advertisements reassure me that I am doing the right thing in using these products.	250	2.964	1.354267	1	5
yf3	Falsity/no-sense	Social media advertising helps the consumer buy the best brand for the price	250	2.924	1.410739	1	5
yv1	Value corruption	Social media advertising sometimes makes people live in a world of fantasy	250	2.9	1.412082	1	5
yv2	Value corruption	Social media advertising takes undue advantage of children	250	2.928	1.423701	1	5
yv3	Value corruption	Social media advertising leads children to make unreasonable purchase demands on their parents	250	3.02	1.395489	1	5
yv4	Value corruption	There is too much sex in social media advertising today	250	2.984	1.394101	1	5

Appendix 2: Inferential Statistics

Appendix 2.1: SEM coefficients for Facebook

Measurement	Variable Name in Details	Coef.	P> z	Significance
fp1	Social media advertising is a very valuable source of information about sales	3.064	0	Not Significant
fp2	Social media advertising tells me which brands have the features I am looking for	0.328675	0.672	Not Significant
fp3	Social media advertising helps me keep up to date about products available in the marketplace	0.033601	0.967	Not Significant
fh1	Sometimes I take pleasure in thinking about what I saw or heard in social media advertisements	-0.3028	0.706	Not Significant
fh2	Sometimes social media advertising is even more enjoyable than social media sites	0.609255	0.495	Not Significant
fh3	Some social media advertisements make me feel good	-0.7885	0.403	Not Significant
fs1	From social media advertising I learn what is in fashion and what I should buy for keeping a good social image	-0.31196	0.713	Not Significant
fs2	Social media advertisements tell me what people like myself are buying and using	2.074889	0.24	Not Significant
fs3	Social media advertising helps me know which products will or will not reflect the sort of person I am	1.957703	0.198	Not Significant
fg1	Social media advertising improves people's standard of living	-1.36791	0.305	Not Significant

fg2	We need social media advertising to support the social media	0.869856	0.404	Not Significant
fg3	There have been times when I have bought something because of a social media advertisement	2.384676	0.22	Not Significant
fm1	Social media advertisements make you buy things you do not really need	-0.0121	0.988	Not Significant
fm2	Social media advertising increases dissatisfaction among consumers by showing products which some consumers cannot afford	-0.30966	0.677	Not Significant
fm3	Social media advertising is making us a materialistic society – interested in buying and owning things	0.561009	0.447	Not Significant
fm4	Social media advertising makes people buy unaffordable products just to show off	0.597082	0.453	Not Significant
ff1	One can put more trust in products advertised on the social media than in those not advertised on the social media	1.145793	0.263	Not Significant
ff2	Certain products play an important role in my life; social media advertisements reassure me that I am doing the right thing in using these products.	0.098072	0.893	Not Significant
ff3	Social media advertising helps the consumer buy the best brand for the price	2.504457	0.249	Not Significant
fv1	Social media advertising sometimes makes people live in a world of fantasy	1.284632	0.292	Not Significant
fv2	Social media advertising takes undue advantage of children	0.21028	0.77	Not Significant

fv3	Social media advertising leads children to make unreasonable purchase demands on their parents	0.591205	0.462	Not Significant
fv4	There is too much sex in social media advertising today	0.773454	0.76	Not Significant

Appendix 2.2: SEM coefficients for Twitter

Measurement	Variable Name in Details	Coef.	P> z	Significance
tp1	Social media advertising is a very valuable source of information about sales	0.005	0.898	Not Significant
tp2	Social media advertising tells me which brands have the features I am looking for	0.094947	0.622	Not Significant
tp3	Social media advertising helps me keep up to date about products available in the marketplace	0.560717	0.006	Significant
th1	Sometimes I take pleasure in thinking about what I saw or heard in social media advertisements	3.241218	0	Significant
th2	Sometimes social media advertising is even more enjoyable than social media sites	-0.40308	0.055	Significant
th3	Some social media advertisements make me feel good	-0.89496	0	Significant
ts1	From social media advertising I learn what is in fashion and what I should buy for keeping a good social image	-0.55169	0.013	Significant
ts2	Social media advertisements tell me what people like myself are buying and using	-0.31798	0.211	Not Significant
ts3	Social media advertising helps me know which products will or will not reflect the sort of person I am	-1.73125	0	Significant
tg1	Social media advertising improves people's standard of living	-1.57522	0	Significant

tg2	We need social media advertising to support the social media	-0.0945	0.626	Not Significant
tg3	There have been times when I have bought something because of a social media advertisement	2.209116	0	Significant
tm1	Social media advertisements make you buy things you do not really need	1.358716	0	Significant
tm2	Social media advertising increases dissatisfaction among consumers by showing products which some consumers cannot afford	-0.67672	0.004	Significant
tm3	Social media advertising is making us a materialistic society – interested in buying and owning things	2.296553	0	Significant
tm4	Social media advertising makes people buy unaffordable products just to show off	-0.66554	0.027	Significant
tf1	One can put more trust in products advertised on the social media than in those not advertised on the social media	-0.94665	0	Significant
tf2	Certain products play an important role in my life; social media advertisements reassure me that I am doing the right thing in using these products.	0.361806	0.101	Not Significant
tf3	Social media advertising helps the consumer buy the best brand for the price	-0.22818	0.2	Not Significant
tv1	Social media advertising sometimes makes people live in a world of fantasy	-1.08481	0	Significant
tv2	Social media advertising takes undue advantage of children	2.311211	0	Significant
tv3	Social media advertising leads children to make unreasonable purchase demands on their parents	-0.34457	0.025	Significant
tv4	There is too much sex in social media advertising today	1.447138	0	Significant

Appendix 2.3: SEM coefficients for LinkedIn

Measurement	Variable Name in Details	Coef.	P> z	Significance
lp1	Social media advertising is a very valuable source of information about sales	1	0.089	Not Significant
lp2	Social media advertising tells me which brands have the features I am looking for	-0.0606	0.438	Not Significant
lp3	Social media advertising helps me keep up to date about products available in the marketplace	-0.20414	0.038	Not Significant
lh1	Sometimes I take pleasure in thinking about what I saw or heard in social media advertisements	0.136616	0.059	Not Significant
lh2	Sometimes social media advertising is even more enjoyable than social media sites	0.776327	0	Significant
lh3	Some social media advertisements make me feel good	-0.06104	0.421	Not Significant
ls1	From social media advertising I learn what is in fashion and what I should buy for keeping a good social image	-0.08271	0.325	Not Significant
ls2	Social media advertisements tell me what people like myself are buying and using	-0.76235	0	Significant
ls3	Social media advertising helps me know which products will or will not reflect the sort of person I am	0.830246	0	Significant
lg1	Social media advertising improves people's standard of living	-1.12576	0	Significant
lg2	We need social media advertising to support the social media	0.565154	0	Significant

lg3	There have been times when I have bought something because of a social media advertisement	0.098451	0.13	Not Significant
lm1	Social media advertisements make you buy things you do not really need	0.351978	0	Significant
lm2	Social media advertising increases dissatisfaction among consumers by showing products which some consumers cannot afford	-1.2404	0	Significant
lm3	Social media advertising is making us a materialistic society – interested in buying and owning things	-0.64774	0	Significant
lm4	Social media advertising makes people buy unaffordable products just to show off	-0.18737	0.011	Not Significant
lf1	One can put more trust in products advertised on the social media than in those not advertised on the social media	0.429782	0	Significant
lf2	Certain products play an important role in my life; social media advertisements reassure me that I am doing the right thing in using these products.	-1.53583	0	Significant
lf3	Social media advertising helps the consumer buy the best brand for the price	0.413548	0	Significant
lv1	Social media advertising sometimes makes people live in a world of fantasy	-0.16846	0.004	Not Significant
lv2	Social media advertising takes undue advantage of children	1.084222	0	Significant
lv3	Social media advertising leads children to make unreasonable purchase demands on their parents	-1.88272	0	Significant
lv4	There is too much sex in social media advertising today	-0.39047	0	Significant

Appendix 2.4: SEM coefficients for YouTube

Measurement	Variable Name in Details	Coef.	P> z 	Significance
yp1	Social media advertising is a very valuable source of information about sales	1.565	0.006	Significant
yp2	Social media advertising tells me which brands have the features I am looking for	-0.9747	0	Significant
yp3	Social media advertising helps me keep up to date about products available in the marketplace	-0.69855	0	Significant
yh1	Sometimes I take pleasure in thinking about what I saw or heard in social media advertisements	0.492612	0.01	Significant
yh2	Sometimes social media advertising is even more enjoyable than social media sites	1.250373	0	Significant
yh3	Some social media advertisements make me feel good	0.125539	0.281	Not significant
ys1	From social media advertising I learn what is in fashion and what I should buy for keeping a good social image	-0.0413	0.564	Not significant
ys2	Social media advertisements tell me what people like myself are buying and using	-1.45145	0	Significant
ys3	Social media advertising helps me know which products will or will not reflect the sort of person I am	-0.51782	0	Significant
yg1	Social media advertising improves people's standard of living	-2.87413	0	Significant
yg2	We need social media advertising to support the social media	0.390838	0.001	Significant
yg3	There have been times when I have bought something because of a social media advertisement	0.101503	0.427	Not significant

ym1	Social media advertisements make you buy things you do not really need	-0.46166	0	Significant
ym2	Social media advertising increases dissatisfaction among consumers by showing products which some consumers cannot afford	1.4794	0	Significant
ym3	Social media advertising is making us a materialistic society – interested in buying and owning things	0.044138	0.697	Not significant
ym4	Social media advertising makes people buy unaffordable products just to show off	1.251907	0	Significant
yf1	One can put more trust in products advertised on the social media than in those not advertised on the social media	0.68567	0	Significant
yf2	Certain products play an important role in my life; social media advertisements reassure me that I am doing the right thing in using these products.	-0.83113	0	Significant
yf3	Social media advertising helps the consumer buy the best brand for the price	0.771041	0	Significant
yv1	Social media advertising sometimes makes people live in a world of fantasy	-0.18159	0.122	Not significant
yv2	Social media advertising takes undue advantage of children	0.548756	0	Significant
yv3	Social media advertising leads children to make unreasonable purchase demands on their parents	0.1695	0.136	Not significant
yv4	There is too much sex in social media advertising today	-0.84792	0	Significant

Appendix 2.5: SEM coefficients for combined

Sl. No.	Variable Name in Details	Facebook	Twitter	LinkedIn	YouTube
1	Social media advertising is a very valuable source of information about sales	Not Significant	Not Significant	Not Significant	Significant
2	Social media advertising tells me which brands have the features I am looking for	Not Significant	Not Significant	Not Significant	Significant
3	Social media advertising helps me keep up to date about products available in the marketplace	Not Significant	Significant	Not Significant	Significant
4	Sometimes I take pleasure in thinking about what I saw or heard in social media advertisements	Not Significant	Significant	Not Significant	Significant
5	Sometimes social media advertising is even more enjoyable than social media sites	Not Significant	Significant	Significant	Significant
6	Some social media advertisements make me feel good	Not Significant	Significant	Not Significant	Not Significant
7	From social media advertising I learn what is in fashion and what I should buy for keeping a good social image	Not Significant	Significant	Not Significant	Not Significant
8	Social media advertisements tell me what people like myself are buying and using	Not Significant	Not Significant	Significant	Significant
9	Social media advertising helps me know which products will or will not reflect the sort of person I am	Not Significant	Significant	Significant	Significant
10	Social media advertising improves people's standard of living	Not Significant	Significant	Significant	Significant
11	We need social media advertising to support the social media	Not Significant	Not Significant	Significant	Significant
12	There have been times when I have bought something because of a social media advertisement	Not Significant	Significant	Not Significant	Not significant
13	Social media advertisements make you buy things you do not really need	Not Significant	Significant	Significant	Significant
14	Social media advertising increases dissatisfaction among consumers by showing products which some consumers cannot afford	Not Significant	Significant	Significant	Significant

15	Social media advertising is making us a materialistic society – interested in buying and owning things	Not Significant	Significant	Significant	Not significant
16	Social media advertising makes people buy unaffordable products just to show off	Not Significant	Significant	Not Significant	Significant
17	One can put more trust in products advertised on the social media than in those not advertised on the social media	Not Significant	Significant	Significant	Significant
18	Certain products play an important role in my life; social media advertisements reassure me that I am doing the right thing in using these products.	Not Significant	Not Significant	Significant	Significant
19	Social media advertising helps the consumer buy the best brand for the price	Not Significant	Not Significant	Significant	Significant
20	Social media advertising sometimes makes people live in a world of fantasy	Not Significant	Significant	Not Significant	Not Significant
21	Social media advertising takes undue advantage of children	Not Significant	Significant	Significant	Significant
22	Social media advertising leads children to make unreasonable purchase demands on their parents	Not Significant	Significant	Significant	Not Significant
23	There is too much sex in social media advertising today	Not Significant	Significant	Significant	Significant