Factors Driving Consumers' Attitudes towards Facebook Advertisements in an Emerging Market: A Case Study of Vietnam

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ABSTRACT

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Research aims: This study aims to: 1) determine the factors driving consumers' attitudes towards Facebook advertisements in Vietnam; 2) examine the impact of genders and Generation Z attitudes towards Facebook advertisement in Vietnam.

Methodology/Approach: This study employs a quantitative approach. Data were gathered from a sample of 477 Facebook users who are exposed to Facebook advertisements and resided in Ho Chi Minh City.

Research findings: The findings of this study show that personalisation, entertainment, interactivity, informativeness, and credibility have positive effects on attitudes towards advertising while irritation and privacy concerns appear to be negatively related.

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In addition, this study also illustrates that interactivity plays a role in stimulating the 'entertainment effect' amongst the consumers. As expected, privacy concern is found to have a negative impact on credibility.

Theoretical contribution/originality: This study expands the previous empirical works by integrating two additional variables – personalisation and privacy concerns with user and gratification theory.

Policy implications: The result provides valuable input for advertisers. It offers an insight into facilitators and barriers of consumer acceptance towards Facebook advertisements; and how these aspects could shape customers' perceptions of Facebook advertisements.

Research limitation: First, the sample was constrained to Ho Chi Minh City, which may have limited the generalisability of the findings. Second, this study considered only a limited number of predictors of attitudes towards Facebook advertising. The next limitation is that this research was conducted for products and services advertised on Facebook in general and did not focus on a specific category of products or services.

Keywords: Advertisement, Attitudes towards Advertisements, Emerging Market, Facebook, Facebook Advertisement
JEL Classification: M3

1. Introduction

Undoubtedly, brand awareness can help increase sales and profits for a company, especially when it is done properly. Consider three well-known brands: Apple, which became the first trillion-dollar US company; Disney, home to theme parks, showed record growth in 2018, despite price increases; and Nike, which recorded a 31 per cent spike in online sales following the launch of their new campaign (Chuang, 2019). Although brand awareness is an important brand asset, it cannot generate sales on its own, especially for a new product. There is a common belief that, with sufficient advertising and a good product, a new brand will win, even in the mature product class. Thus, advertising is well suited in creating awareness because it allows the message to be tailored to the audience and is an effective way to gain exposure (Aaker, 1991).

The term 'advertisement' refers to any paid form of presentation and promotion of the ideas, goods, or services of an identified sponsor. Over time, advertising has evolved from being a mere source of cognitive information to a source of promotion, entertainment,

and social instruction (Philip et al., 2018). Theoretical studies have identified advertising as a weapon used by marketers to persuade customers to choose their products (Richards & Curran, 2002). Thus, advertising remains a key component of a brand's marketing mix and is used to inform and convince the target audience about the product (Tuten, 2008). Today, many companies have moved to online advertising platform, namely Facebook. Facebook's advertising revenue has grown steadily, surpassing $9 billion in 2015 (Duffett, 2015). In particular, the sponsor's advertising section on Facebook has established direct connections and provides an important channel for marketing messages to be transferred among users, manufacturers, and advertising brands (Dehghani & Tumer, 2015). Ads that appear on social networking sites, such as Facebook, can be customised based on a customer's search history which makes them more reliable in targeting users (Barreto, 2013). A sponsor can shape an advertisement like a person's story by posting a person's experience with a product, which can then allow followers of the social networking service to participate in the experience through retelling, additional sharing, and product information exchange (Dyrud, 2011).

Besides many positive aspects, advertising on online social networks like Facebook also has some limitations and inadequacies. The first concern that can be called out is the distractions created by the 'attack' of ads. The continually repetitive appearance of the same ad or an ad about the same product might irritate or bore them. In this case, whether it is a piece of information with good content, or the customer is a fan of the brand, sooner or later, the irritation wins. Moreover, the objectionable advertising content, which does not create any interest in users, might cause great objections; such advertising content (also known as 'spam') now accounts for the majority of ads on Facebook and is the main cause of the aversion for many users towards not only that brand in general but also advertising on Facebook in particular. Facebook uses personal information and communication to analyse and recommend advertising options, which is a double-edged sword. Apart from the value of understanding customers, this leads to questions of privacy for Facebook users. These concerns can negatively affect users' attitudes towards the brand advertising on Facebook. Moreover, as a result of the Congressional hearing with Mark Zuckerberg surrounding the Cambridge Analytica data scandal, privacy concerns have become a matter of great importance

for Facebook users (Rossow, 2018). Thus, while advertising brings in revenue, excessive commercialisation in the form of advertising can reduce the attractiveness of social networks. Therefore, the key to successful social media advertising integration is a positive user attitude towards the ads (Taylor et al., 2011). User attitudes play an important role in the efficiency of advertising campaigns (Lou & Yuan, 2019).

Most of the published research predominantly focuses on social media attitudes and practices in developed countries, with little study exist on developing country context. Developed countries, particularly Western nations are typically characterised by different cultural values, tastes and values which may have influenced the consumers' behaviours and attitudes towards advertising (Banerjee & Chai, 2019). Given the limitations of the previous studies, there is thus a need to conduct a study, in a developing country, such as Vietnam.

Vietnam was ranked fourth among the top 11 Southeast Asian countries, measured by purchasing power parity-adjusted nominal gross domestic product in 2020 (General Statistics Office of Vietnam, 2021). Therefore, Vietnam can represent an emerging market in Southeast Asia. As of June 2021, the total number of Facebook users in Vietnam was nearly 76 million, accounting for more than 70 per cent of the national population (Hr1tech, 2021). There was an increased of 31 million users from 2019. This figure shows that Facebook is the most popular social networks used in Vietnam. It was also recorded that in average, Facebook has one new Vietnamese user every three seconds. During the COVID-19 pandemic, Facebook users' activities were mainly focused on posting entertaining videos/photos (with young users) and online shopping (with users aged 24 and over). Since Facebook is also a social network that has always prioritised the development of new features, and not only bringing wonderful experiences to users, advertisers can easily optimise it as a medium to recommend appropriate products and services to consumers, further help increase and develop their corporate brand name.

Similar like other developing countries, Vietnam has a young population, whereby youth accounted for 23.8 per cent of the country's population (General Statistics Office of Vietnam, 2021). Being youths, they heavily spent their time on social media sites (Brunborg & Burdzovic Andreas, 2019). The online environment, predominantly social media sites, provides an integral space in which young people can express themselves and relish their attitudes

(Steeves & Regan, 2014). As young adults spend increasing amounts of time on social media, they are constantly exposed to online advertisements. Vietnam's rapidly increasing use of social media amongst youth thus has tremendous potential for online advertisers.

Within the literature, many studies have been centred on looking at factors affecting attitudes towards advertisements in Vietnam (Le et al., 2014; Ha et al., 2020; Ao et al., 2020). Yet, it appears that limited attention has been given to the factors such as 'personalisation', which has been shown to have direct effects on attitude (Liberman & Chaiken, 1996), or 'privacy concerns', which could be raised when social media sites such as Facebook increase their display of tailored sponsored ads (Young & Quan-Haase, 2013). To address this gap, this study incorporates these two factors in examining the impact of attitudes towards Facebook advertisement amongst Vietnamese. Furthermore, we also compare consumers' attitudes based on their demographic characteristics, such as age and gender, since these criteria play a role in targeted marketing.

The remainder of this paper is organised as follows. Section 2 presents the literature review on the underpinning theory and the hypotheses development. Section 3 describes the methodology employed, and Section 4 reports the results. Section 5 discusses the findings and concludes the paper by providing implications on theory and practice.

2. Theoretical Background and Hypotheses Development

2.1 Uses and Gratifications (U&G) Theory

One of the widely used theoretical frameworks to examine the questions 'how' and 'why' individuals use certain media to satisfy their needs is the uses and gratification theory (Menon & Meghana, 2021). This theory has come a long way since its inception in the early 1940s (Roy, 2009). It is originated from the functionalist perspective of mass media communication (Azam, 2015). Yet, with the advent of the online media platforms including instant messaging, blogging, and various other forms of communication, the same theory has also been significantly applied on social media studies (Ngai et al., 2015; Toor et al., 2017).

The theory has been considered for exploring the uses and motives behind social network platform usage (Khan, 2016; Wang et al., 2016), for identifying the factors that drive social network platform

consumers' engagement (Oliveira et al., 2016), for developing models which investigate positive engagement behaviour, usage intensity, brand strength, brand loyalty (Vries & Carlson, 2014), for examining social media content (Dolan et al., 2016) and for investigating mobile social network advertising (Wu, 2016). The theory considers not only the pleasure people seek when using social media, but also the attitudes of the audience towards the medium and its content (Roy 2009). On a similar note, among the social networking sites, Facebook has emerged as the most popular and largely used medium for digital content creation and distribution (Menon & Meghana, 2021). This theory contributes to the understanding of mass communication processes (Roy, 2009). Based on its various applications, it is thus argued that the UGT fits well with the current study which focused on attitudes towards Facebook advertisement.

2.2   *Advertising on Facebook*

Social media can be described as a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, enabling the creation and exchange of user-generated content (Kaplan et al., 2010). Taylor et al. (2011) characterised social networks as platforms that share commonalities, such as providing users with the ability to create profiles within a limited system, to maintain lists of 'friends' with whom they share connections, and to view and browse their own lists of connections and those of others. Based on these characteristics, social media networks are considered as highly interactive platforms that adopt and engage mobile devices and other web-based technologies to enable individuals, groups, and communities to develop, co-create, share, transform, and discuss the content produced by the user (Kietzmann et al., 2011).

Meanwhile, advertising is generally defined as one-way paid marketing communication in any mass media. Advertising remains a key component of a brand's marketing mix, used to inform and convince the target audience about the product (Tuten, 2008). Technically, social media advertising is a form of web advertising, that provides a different experience for customers. On social networking sites, users can interact with ads, 'like' them, see which friends have liked which ad, and follow brands they like (Logan et al., 2012). The rapid development of social media has changed how consumers choose, share, and verify information, thereby reducing the influence of traditional advertising channels (Duffet, 2015). Through the wide reach of social media, users' reviews or comments

have a much greater word-of-mouth impact than ever before (Yilmaz & Enginkaya, 2015). Hence, social media advertising is becoming an increasingly popular tool for marketers (Logan et al. 2012).

Therefore, it is not surprising that Facebook has received special attention from marketers. Due to its large number of users and popularity among young people, Facebook provides advertisers with many advertising options, such as driving traffic to websites or promoting a particular Facebook page, event, or application. Facebook also offer the opportunity to add a 'like' link, allowing consumers to instantly give feedback (Logan et al. 2012).

2.3   *Attitudes towards Advertising*

Attitudes towards advertising are defined as a predisposition to respond favourably or unfavourably to a particular advertising stimulus during a particular exposure occasion (Lutz, 1985). An attitude towards an ad is formed when the consumer evaluates the visual and/or verbal substance of the claim and its content (Sander et al., 2021). In the context of advertising, attitudes can be described as a learned predisposition to respond in a consistently favourable or unfavourable manner to advertising (Lutz 1985). In the internet environment, Mahmoud (2012) illustrated attitudes towards Web advertising as a general disposition to like or dislike advertising messages delivered online.

Advertising creates both positive and negative emotions, which, in turn, affect the overall attitude of users (Ducoffe, 1996). When sentimental responses are evoked, consumers can decide what they will buy based on the attitude of the advertisement alone, without having to fully process all brand information (Zhu et al. 2021). Customer acceptance is especially important for both social media advertisers and providers (Taylor et al., 2011). The affect transfer hypothesis (ATH) proposed by Lutz et al. (1985) suggests a direct one-way causal flow from consumers' attitudes towards advertisements to their attitudes towards brands. Moreover, this attitude affects consumers' purchase decision-making process as well, and different perceptions towards the ad lead to different levels of purchase intention (Zhu et al., 2021).

In an earlier research, Mitchell et al. (1981), emphasised the importance of the concept of consumer attitudes towards advertising in marketing literature. They proposed that consumers' attitudes towards advertising influence their attitudes towards brands by changing the way consumers perceive the advertised brand.

Attitudes towards advertising are also an important measure of advertising effectiveness (Wang & Sun, 2010). It is well-known that how a person evaluates an advertisement message depends on their attitude towards the advertisement (Arora & Agarwal, 2019). Thus, attitudes towards advertising have always been of interest to marketers because they are seen as predictors of consumer behaviour (Gaber et al. 2019).

To use online advertising effectively, marketers need to understand how users perceive the web as an advertising source, because media perception influences attitudes towards advertising (Ducoffe, 1996). Along with the rapid development of powerful advertising media on the Internet, research on attitudes towards advertising in online spaces is expanding (Wang & Sun, 2010). Knowledge of attitudes towards advertising helps marketers work selectively with attitudes that shape or influence attitudes towards a particular advertising message, which in turn affects a brand's attitude towards the advertising (Arora & Agarwal, 2019).

2.3.1 Personalisation

On social media, advertisers are more capable of tailoring and customising the types of messages and content posted based on customer interests (Alalwan, 2018). Nowadays, network advertisers tend to use consumer-oriented advertising to optimise the effectiveness of ads and enhance customers' access to useful information (Lee et al. 2017).

Personalisation refers to the delivery of advertising messages based on user demographics, interests, and context at the time of delivery, to make advertising less irritating to customers. It can also be seen as a company's ability to identify and treat customers through messages, advertising banners, special offers, or other personal transactions (Gaber et al., 2019). In the personalised advertising context, Zhu and Chang (2016) defined relevance (the degree of personalisation) as 'the degree to which consumers perceive a personalised advertisement to be self-related or in some way instrumental in achieving their personal goals and values'. Personalisation, which has also been recognised as a primary antecedent factor for advertisement value (Kurtz et al., 2021), is essential for understanding individual circumstances (Lee et al., 2017). Pavlou and Stewart (2000) suggested that personalised advertising has the potential to be more effective for marketers.

Research by Claypool et al. (2004) showed that the more customers are exposed to messages that are relevant to them, the more positive their attitudes. The personalisation of an advertisement is claimed to be a top prerequisite for customers to accept the messages and receive the information in the advertisement (Xu, 2006). Jung (2017) found that perceived ad relevance influences advertising effectiveness, such as increasing attention and decreasing ad avoidance. Further, Gaber et al. (2019) stated that customers prefer to receive content that is more relevant to them and their interests. Based on the above literature, this study proposed that:

H_1: Personalisation positively influences customers' attitudes towards advertisements on Facebook

2.3.2 Entertainment

In the context of advertising, the value of entertainment lies in the capacity of the advertisement to fulfil audience needs for escape and distraction from real-life difficulty, aesthetic enjoyment, or emotional comfort (Ducoffe, 1996). Owing to the change in the main advertising channel from newspapers to online advertising, entertainment has become increasingly influential (Lee et al., 2017). Advertisers seek benefits from entertainment to increase advertising effectiveness, and they believe that entertaining ads will increase positive attitudes towards the brand (Logan et al. 2012). Entertainment is significantly and positively related to attitudes towards a commercial website (Gao et al., 2006).

Entertainment is one of the two content-driven features of advertising that critically impacts consumers' attitudes towards advertising (Taylor et al. 2011). Entertainment advertising can also enhance consumers' advertising experience (Ducoffe, 1996). To have a positive customer attitude, hedonic perspectives must be carefully addressed in social media advertising activities (Alalwan et al. 2017). When ads on social media networks are creative and appealing, customers seem more attracted to them (Alawan, 2018). Moreover, the entertainment value of advertising messages has become useful in attracting the attention of customers (Gaber et al., 2019). Finally, for positive customer attitudes, Facebook content must be entertaining (Duffett, 2015). Empirical evidence has shown the significant effects of entertainment on attitudes towards web advertising (Ducoffe, 1996; Mahmoud, 2014; Aslam et al., 2021), sponsored link advertising (Lin & Hung, 2009), social media advertising in general (Taylor et

al., 2011), and Instagram advertising (Gaber et al., 2019). Hence, this study proposes the following hypothesis:

H$_2$: Entertainment positively influences customers' attitudes towards advertisements on Facebook

2.3.3 Interactivity

Online environments have been shown to be more interactive and have a greater ability to stimulate one-on-one interactions than traditional media (Wright & Campbell, 2008). Interactivity has become an important feature of social media platforms and has received significant interest from many scholars in related fields (Alalwan, 2018). In the context of advertising and media communications, the purpose of interactivity is to provide users with an opportunity to exchange information in real time on an on-demand basis, where the timing, content, and sequence of the communication are under the control of the end-user (Sreejesh et al., 2020).

Since every human activity is potentially related to interactivity, definitions of this concept vary widely (Yim et al., 2017). Website interactivity can be defined as the extent to which users can adjust the form or content of a webpage. In this view, interactivity includes the 'speed' at which content can be manipulated, the 'range' of the content to be manipulated, and the similarity between the controls and how the content is manipulated, called mapping. Because of these three dimensions, online advertising can have varying degrees of interactivity. The ads can be slow or fast (speed), dynamic or static (range), or intuitive or unintuitive (mapping). Therefore, exposure to different types of online ads with different levels of interactivity has different effects (Wright & Campbell, 2008). In the context of online purchases, interactivity refers to the ability of customers to gather relevant information and make purchasing decisions through social and mechanical interactions (Jiang et al., 2010). According to Yim et al. (2017), technological outcomes and user perception are existing perspectives that provide a comprehensive definition of interactivity. While technological outcomes emphasise the ease with which users can interact with and participate in the content, user perception focuses on human characteristics that promote interactivity. Sreejesh et al. (2020) described two different perspectives of interactivity: user-to-user interactivity, which focuses on the interpersonal communication perspective; and the user-to-system perspective, which focuses on interactivity as the media characteristic. Huang

(2012) defined interactive communication as communication that provides users with active control (the ability to select information and direct interaction) and reciprocal communication (the ability to communicate between two or more entities).

There are numerous advantages to interactivity, including synchronous and reciprocal interactions, engagement, a sense of control, and media selection. With this compelling media interactivity, social media allows consumers to fully participate in the communication strategy, directing them to commit their full cognitive resources to information processing (Sreejesh et al., 2020; Sicilia et al., 2005; Song & Bucy, 2008; Gu et al., 2013; Oh & Sundar, 2015).

When online advertising is developed with a higher interactivity level to match the inherent interactivity of the online environment, the advertisement becomes more suitable for users' experience. As a result, the level of interactivity is expected to have an impact on the user's ability to interact in the online environment and, accordingly, on the user's attitude towards different aspects of the online environment (Wright & Campbell, 2008). Furthermore, many studies have supported the role of interactivity, such as critical influence on the customer's intention to use mobile commerce, indirect impact on users' engagement with the social commerce website, or shaping customers' online purchasing behaviour (Alalwan, 2018; Lee, 2005; Zhang et al., 2014; Wang et al., 2013). In addition, high levels of interactivity on Facebook are positively related to favourable attitudes towards the brand (Duffet, 2015). Based on the aforementioned discussion, it could be argued that the level of interactivity in Facebook advertising may have an impact on people's attitudes towards these social media network ads. Thus, this study hypothesises that:

H_3: Interactivity positively influences customers' attitudes towards advertisements on Facebook

As a Web 2.0 platform, social media networks have a high level of interactivity, which allows users to have more capacity to interact and make their own contributions. This ability in turn increases the intrinsic and psychological benefits of using and following social media advertising (Alawan, 2018). In addition, consumers are likely to access ad content that has the information they need and enjoy the experience itself, thanks to the high-level interactivity of social media (Yang et al., 2013). Interacting with virtual products through image interactivity technology causes customers to enjoy the experience

and have a positive attitude towards the technology (Li et al., 2001). Moreover, enjoyment is shown as one of the interactive results of users towards a website (Cyr et al., 2009). Jiang et al. (2010) revealed that interactive features, such as colours, sound, and animation, can enhance the entertainment value of online shopping. Therefore, this study hypothesises that:

H$_4$: Interactivity positively influences the entertainment on Facebook

2.3.4 Irritation

Greyser (1973) concluded that the clutter of the advertisement or even the content of the advertisement itself can irritate customers. Irritation is considered the main challenge of advertising (Tsang et al., 2004). Advertising in high-customer-targeted-possibility environments, such as social media, can be more irritating than in other channels (Taylor et al., 2011). On social media, a perception that the ad is interfering with goal-directing tasks will make customers find the ad irritating (Gaber et al., 2019).

Irritation, in terms of advertising, can be described as customers' feelings when advertising tactics and techniques are annoyed, offended, and overly manipulated (Ducoffe, 1996). Irritation caused by advertising tactics may lead to a devaluation of advertising effectiveness (Ducoffe, 1996). Negative attitudes towards advertising are thought to be related to the perception that advertising is a source of irritation (Mahmoud, 2014). According to Shareef et al. (2019), if anything about an ad creates irritation, consumers will likely feel annoyed and will eventually not be persuaded by it. When customers perceive social media advertising as irritating, it can generate negative attitudes (Taylor et al. 2011). Thus, irritation has been observed to have a negative impact on attitudes towards web advertising (Mahmoud, 2014; Aslam et al., 2021), sponsored link advertising (Lin & Hung, 2009), and Instagram advertising (Gaber et al. 2019). Thus, this study hypothesises as follows:

H$_5$: Irritation negatively influences customers' attitudes towards advertisements on Facebook

2.3.5 Informativeness

Research that considers information a motivation to use the Internet has received much attention from many scholars (Mahmoud, 2014).

Logan et al. (2012) stated that one of the main motivations of users when using social networks is to exchange information; therefore, it is not surprising that the information-oriented capabilities of social networks make advertising information receptive to users. Informativeness can be seen as the process by which consumers realise the content in an advertisement and feel that it is informative regarding the product or service being advertised (Lee et al., 2017). Alalwan et al. (2018) stated that informativeness is the extent to which a company can provide sufficient information to its customers so that they can make better purchasing decisions. Shareef et al. (2019) claimed that informativeness is crucial in persuading customers, and that the information provided by ads acts as a predictor for customers to derive greater value from advertising. Consumers themselves confirm that the ability to supply information about advertisements is the main reason for their acceptance (Bauer & Greyser, 1968). An advertisement's capability to present a more precise description of products may drive consumer perceptions of its value (Taylor et al. 2011).

Informativeness is another content-driven feature of advertising that has a critical impact on consumer attitudes towards advertising, as mentioned in Taylor et al. (2011). Informativeness, in the context of user and gratification theory, can be considered as the need of consumers, which, when fulfilled, may turn customers' perception into purchase intention (Rajesh et al., 2019). The perceived precision, timeliness, and usefulness of the information presented in ads have an impact on customers' attitudes towards advertising (Gaber et al., 2019). Empirical evidence has shown significant effects of informativeness on attitudes towards online advertising (Wang & Sun, 2010), web advertising (Mahmoud, 2014), social media advertising in general (Taylor et al., 2011), and Instagram advertising in particular (Gaber et al., 2019). Therefore, this study hypothesised that:

> H6: Informativeness positively influences customers' attitudes towards advertisements on Facebook

2.3.6 Privacy Concerns

Advertisers' usage of data on previous browsing habits or even user-shared content to build targeted ads has raised concerns about user privacy (Taylor et al., 2011). When searching for information through online sources or exposing private information to advertisers,

consumers tend to express privacy concerns (Lin & Kim, 2016). Originally, information privacy was defined as people's ability to control the conditions under which their personal information was collected and used (Fortes & Rita, 2016). In terms of social media advertising, privacy concerns refer to the users' desire to control how companies collect and use information about them through their online activities (Taylor et al., 2011). Privacy concerns are 'a precursor to prevention-related defective, defensive (control over receiving ads), and disruptive behaviors' (Wiese et al., 2020). Concerned that other people can infer their personality through ad likes, users tend not to click the 'like' button (Lee et al., 2016). When users associate privacy concerns with viewing social media ads, they may have a negative bias towards accepting these ads (Taylor et al. 2011). Thus, the next hypothesis is as follows:

H_7:   Privacy concerns negatively influences customers' attitudes towards advertisements on Facebook

2.3.7 Credibility

Credibility has been an important research topic in Internet media and e-commerce studies (Lin & Hung, 2009). In the case of online shopping, when the shops, owners, and product quality are mostly unknown, the degree of credibility required increases dramatically (Heijden et al., 2003). Comments displayed on social media posts make advertising on this medium a reliable source of information (Arora & Agarwal, 2019). Advertising credibility is defined as the level of truthfulness and trustworthiness perceived by consumers in advertisements (Lin & Hung, 2009). Credibility refers to a customer's belief in the authenticity, integrity, and reliability of an advertisement (Rajesh et al., 2019).

As one of the main sources of advertising value in the online environment, advertising credibility has been shown to positively affect consumer attitudes (Gaber et al., 2019). The credibility of advertisements can positively influence consumer attitudes and behaviours (Arora & Agarwal, 2019). In the context of the social media literature, credibility has been shown to positively affects consumers' perceived value of social media advertising, which in turn positively affects purchase intention (Gaber et al., 2019). Thus, credibility has been observed to have a positive impact on attitudes towards online advertising (Wang & Sun, 2010), sponsored link

advertising (Lin & Hung, 2009), and Instagram advertising (Gaber et al., 2019). Thus, we propose:

H_8: Credibility positively influences customers' attitudes towards advertisements on Facebook

In the marketing industry, consumers have a moderate degree of privacy concerns and a low level of trust in information. Milne and Boza (1999) demonstrated that there is a negative relationship between the credibility level and privacy concerns. Liu et al. (2005) stated that privacy has a strong impact on consumers' trust in an electronic supplier. Credibility is reduced when users perceive heightened awareness of information collection on the web (Olivero & Lunt, 2004). Furthermore, studies have shown that privacy concerns negatively impact credibility (Eastlick et al., 2006; Liu et al., 2005; Van Dyke et al., 2007; Fortes & Rita, 2016). Therefore, this study hypothesises that:

H_9: Privacy concerns negatively influence the credibility of Facebook advertising

Some studies have reported an association between demographic profiles and attitudes towards advertising (Bush et al., 1999; Shavitt et al., 1998; Dutta-Bergman, 2006). Gender specifically has found to affect the users' motivations for Internet use, their attitudes, and behaviours (Schlosser et al., 1999; Weiser, 2000; Wolin & Korgaonkar, 2003). Shavitt et al. (1998) showed that men have more positive attitudes towards advertising than women. However, Bush et al. (1999) reported that women had more positive attitude scores than men. These studies show that men and women generally appear to process advertising differently; therefore, it is reasonable to suggest differences may exist among the genders in determinants of attitudes towards social networking advertising (Taylor et al., 2011). In terms of age, some studies have reported that younger users are more attracted towards advertising as compared to the older cohort (Alwitt & Prabhaker, 1994; Shavitt et al., 1998). Younger generations are less offended by advertising, feel less insulted by advertising, and are less often misled by advertising (Shavitt et al., 1998). Therefore, this study hypothesises that:

H_{10}: Demographic factors, such as gender and age, influences attitudes towards advertisements on Facebook.

3.   Methodology

3.1   Measurement

The theoretical constructs used in this study were measured using validated items from previous research (Appendix). The questionnaire designed for this study was originally developed in English. The items were first translated by two independent marketing researchers, who spoke English and Vietnamese fluently and were familiar with the constructs. Next, the translators derived a combined translation of their independent translations of the measures, resolving translation discrepancies by discussing them. Eight constructs were used in the study. All items were measured using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The questionnaire was presented to academics and practitioners in the field of marketing to evaluate their perceptions of the study's topic and assess its measurability, as well as its context. The questionnaire was also pretested by collecting responses from Facebook users who had been exposed to Facebook advertisements to check its wording, sequencing, and completeness. Based on the feedback of respondents, the sequencing of the questionnaire was modified, ambiguous questions were deleted, and some wording was changed. Thus, the feedback improved the clarity, relevance, and consistency of the questionnaire.

3.2   Sampling and Data Collection

The hypotheses were tested using a convenience sample of Facebook users who had been exposed to Facebook advertisements at milk tea and coffee shops in Ho Chi Minh City, Vietnam's largest city. The questionnaires were distributed to the respondents by interviewers, with instructions on how to complete them. The instructions emphasised that the study focused only on personal opinions to minimise possible response bias. There were no correct or incorrect answers. Respondents were informed that their participation would entitle them to a small gift. Cover letters were attached to the questionnaires to explain the aim and purpose of the research. In addition, the respondents were guaranteed the confidentiality and anonymity of their responses. To avoid potential bias stemming from a 'sameness' in the consumers, trained interviewers were instructed not to interview more than five consumers from the same

places. Respondents were asked to complete the self-administered questionnaire onsite within approximately 15 minutes. A total of 550 questionnaires were distributed between June 2021 and September 2021. After eliminating incomplete questionnaires, 477 completed questionnaires were used for further analyses. Table 1 provides details of the respondents' demographic characteristics.

Table 1: Demographic Characteristics of Respondents

Demographic profile		Frequency (N = 477)	Percent (%)
Gender	Male	226	47.4
	Female	251	52.6
Generation	Z Generation	295	61.8
	Before Z Generation	182	38.2
Period of use	Less than 1 year	9	1.9
	1-3 years	141	29.6
	3-5 years	198	41.5
	More than 5 years	129	27.0
Hours of use (per day)	Less than 1 hour	8	1.7
	1-3 hours	175	36.7
	3-5 hours	169	35.4
	More than 5 hours	125	26.2

4. Results

4.1 Measurement Model Analysis

Prior to the structural model analysis, the measurement model's reliability and validity were evaluated. The results are presented in Table 2 and Table 3. Cronbach's alpha, composite reliability (CR), average variance extracted (AVE) values and factor loadings were used to assess the validity and reliability of the measurement model (Hair et al., 2010).

Construct reliability was measured using composite reliability. The value ranged from 0.757 to 0.890, which was higher than the recommended criteria of 0.6 (Hair et al., 2010). We also measured the internal consistency of the items of each construct using Cronbach's alpha. The value ranged from 0.756 to 0.890, which was higher than 0.6, showed that it had met the criterion of 0.5 (Hair et al., 2010). In this

study, we measured convergent validity using factor loading, and AVE values. As indicated in Table 2, all items had standardised factor loading of 0.682 to 0.861, which was higher than the recommended criteria of 0.5 (Hair et al., 2010), implying that convergent validity had been achieved. To evaluate discriminant validity, we followed Fornell and Larkers' approach (1981). The discriminant validity is established if the square root of AVE values higher than their bivariate correlation with other constructs in the model. As shown in Table 3, the square root of AVE values of all constructs was higher than their bivariate correlation, providing evidence of discriminant validity.

Table 2: Convergence Analysis

Constructs and Items	Standard Factor Loadings	Cronbach's Alpha	CR	AVE
Attitude towards advertising (ATT)				
ATT1	0.801			
ATT2	0.838			
ATT3	0.777	0.887	0.888	0.613
ATT4	0.800			
ATT5	0.692			
Personalization (EMP)				
EMP1	0.861			
EMP2	0.774	0.858	0.859	0.670
EMP3	0.819			
Interactivity (ITR)				
ITR1	0.682			
ITR2	0.768	0.756	0.757	0.510
ITR3	0.689			
Entertainment (EN)				
EN1	0.764			
EN2	0.783	0.821	0.821	0.605
EN3	0.787			
Irritation (IRR)				

Table 2: Convergence Analysis (continued)

Constructs and Items	Standard Factor Loadings	Cronbach's Alpha	CR	AVE
IRR1	0.720			
IRR2	0.746	0.778	0.779	0.540
IRR3	0.739			
Informativeness (INF)				
INF1	0.840			
INF2	0.792	0.890	0.890	0.669
INF3	0.843			
INF4	0.795			
Privacy Concerns (PC)				
PC1	0.757			
PC2	0.830			
PC3	0.732	0.882	0.882	0.600
PC4	0.786			
PC5	0.764			
Credibility (CRE)				
CRE1	0.785			
CRE2	0.760	0.805	0.805	0.580
CRE3	0.738			

Note: *: Items are transformed into a reverse scale

Table 3: Discriminant Validity

	Mean	SD	INF	PC	CRE	IRR	ITR	EMP	EN	ATT
INF	3.629	0.92	**0.818**							
PC	3.225	0.83	-0.116	**0.774**						
CRE	2.701	0.89	0.205	-0.377	**0.761**					
IRR	3.222	0.38	-0.053	0.121	-0.164	**0.735**				
ITR	2.706	0.42	0.061	-0.135	0.193	-0.060	**0.714**			
EMP	3.441	0.93	0.096	-0.107	0.186	-0.052	0.064	**0.819**		
EN	2.841	0.85	0.150	-0.285	0.357	-0.107	0.154	0.106	**0.778**	
ATT	2.795	0.87	0.248	-0.424	0.541	-0.182	0.208	0.247	0.443	0.783

Note: The bold diagonal elements are the square root of the variance shared between the constructs and their measures; off diagonal elements are the correlations among constructs

4.2 Common Method Bias

Common method bias (CMB) may result in bias between the observed and true relationships by either inflating or deflating the estimate. Thus, several procedural remedies were considered during the survey design and data collection to ensure that CMB did not affect the interpretation of the results. For example, we protected respondent anonymity, reduced evaluation apprehension, used verbal midpoints for measures, and reversed the coded questions. Harman's single-factor test was also applied to check for CMB (Podsakoff et al., 2003). The first unrotated factor captured only 31.346 per cent of the variance in data. Therefore, these results suggest that CMB was not an issue in this study.

4.3 Structural Model Analysis

Owing to the complexity of the model and the need to test the relationships between the constructs simultaneously, we used structural equation modelling by applying the maximum likelihood method. Figure 1 shows the results. The following indices were employed as indicators of good measurement model. They include Cmin/df < 4; Tucker-Lewis fit index (TLI), comparative fit index (CFI) > 0.90; and root mean square error of approximation (RMSEA)<0.08 (Hair et al., 2010). All the indices were found to be above the threshold values (CFI = 0.92, TLI = 0.912; RMSEA = 0.057; and Cmin/df = 2.549), indicating a fit between the data and the model. The path coefficient values between the constructs were then evaluated to test the hypotheses. Table 4 reports the results.

The results revealed that personalisation ($\beta = 0.160$, p= 0.000), entertainment ($\beta = 0.315$, p = 0.000), interactivity ($\beta = 0.232$, p = 0.000), irritation ($\beta = -0.277$, p = 0.002), informativeness ($\beta = 0.143$, p = 0.002), privacy concerns ($\beta = -0.278$, p = 0.000), and credibility ($\beta = 0.311$, p = 0.000) had significant effects on attitude towards advertising. Thus, $H_1, H_2, H_3, H_5, H_6, H_7,$ and H8 were supported. As indicated in Table 4, interactivity had a significant effect on entertainment ($\beta = 0.592$, p = 0.000), providing a support for H4. The results also support the notion that privacy concerns had direct and negative effects on credibility ($\beta = -0.613$, p = 0.000). Therefore, H9 was supported.

Subsequently, we further explored whether demographic factors namely gender and age influence attitudes towards advertising. Based on the results of t-test, it was found that females (Mean = 3.414) and Gen Z (Mean =3.220) scored higher on attitude

towards advertising, as compared to men (Mean = 2.1062), and the earlier generations (Mean = 2.104) with p< 0.05. This result confirms the influence of gender and age on attitudes towards advertising.

Table 4: Structural Model Analysis

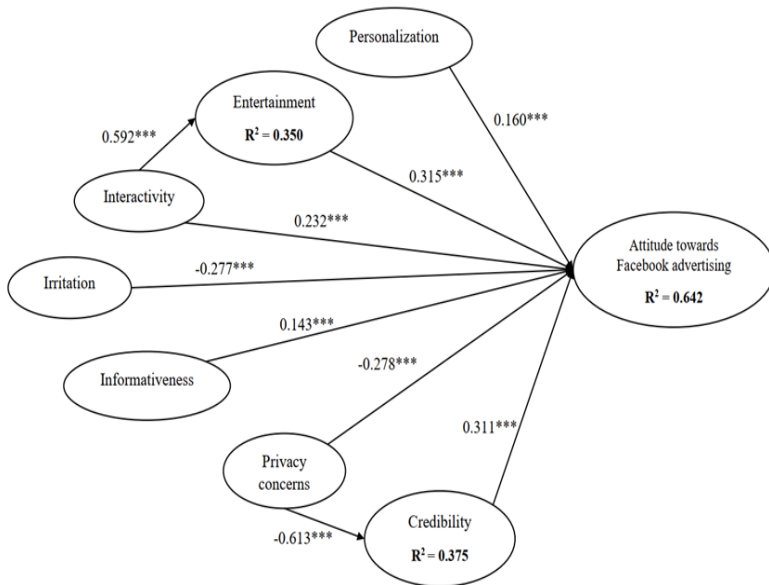| Hypotheses	Paths			Estimates	P-values	Results
H1	EMP	→	ATT	0.160	0.000	Supported
H2	EN	→	ATT	0.315	0.000	Supported
H3	ITR	→	ATT	0.232	0.000	Supported
H4	ITR	→	EN	0.592	0.000	Supported
H5	IRR	→	ATT	-0.277	0.000	Supported
H6	INF	→	ATT	0.143	0.000	Supported
H7	PC	→	ATT	-0.278	0.000	Supported
H8	CRE	→	ATT	0.311	0.000	Supported
H9	PC	→	CRE	-0.613	0.000	Supported

Figure 1: Structural Model Analysis

5. Discussion, Implications and Limitations

Overall, the results of this study have confirmed the acceptance of all the proposed hypotheses and the validation of the research model. The findings show that customers' perceptions of credibility, entertainment, informativeness, interactivity, and personalisation are important factors that motivate them to attribute positive attitudes towards Facebook advertisements. By contrast, privacy concerns and irritation lead consumers to attribute negative attitudes towards advertising. These findings are in line with previous research that examined customers' attitudes towards online advertisements in general and social media advertisements in particular (Gaber et al., 2019; Wright & Campbell, 2008; Ducoffe, 1996; Mahmoud, 2014; Lin & Hung, 2009; Taylor et al., 2011; Wang & Sun, 2010; Aslam et al., 2021; Chetioui et al., 2021, Özen et al., 2021; Sharma et al., 2021). Our findings also indicate that interactivity has a significantly positive effect on entertainment. Finally, privacy concerns are also shown to have a significantly negative impact on credibility.

As shown in Figure 1, credibility is the most important factor motivating consumers to attribute positive attitudes towards Facebook ads. These results are consistent with those of other studies that have tested the role of credibility (Gaber et al., 2019; Lin & Hung, 2009; Wang & Sun, 2010). This implies that when customers feel that an ad is trustworthy, they tend to show a positive attitude towards Facebook advertising. Subsequently, advertisers should be aware of the credibility of the messages they provide and carefully consider the content of the information in the ads to increase customers' trust in marketers. It should provide customers with precise information that they desire and not information that they may interpret as spam. This finding also has implications for Facebook users. If they want to increase brands' expenditure on advertising on their platforms, they must ensure and demonstrate their credibility.

In this study, entertainment is the second most powerful factor that lead consumers to attribute positive attitudes towards Facebook advertising. In the relevant literature, different studies have supported the role of entertainment, such as studies by Ducoffe (1996), Mahmoud (2014), Lin and Hung (2009), Taylor et al. (2011), Gaber et al. (2019) and Aslam et al. (2021). This finding implies that if an individual feels that an advertisement is entertaining, they tend to form a positive attitude towards that advertisement. Therefore, advertisers should make their ads more entertaining to increase the likelihood that Facebook users will react favourably. Business

organisations should also take advantage of the entertainment aspect of advertising on social networking sites and make advertising more attractive.

The research results also reinforce the importance of interactivity in motivating consumers to attribute positive attitudes towards Facebook advertising. These results are similar to those of other studies, such as Wright and Campbell (2008). In addition, interactivity shows a strong positive effect on entertainment. This implies that if customers perceive a high level of engagement related to a Facebook ad, most of them will find such an ad more interesting, and accordingly, this synergistic effect will form a significant positive attitude towards the ads. Subsequently, marketers should motivate their customers to engage more with advertisements posted on Facebook by providing feedback, comments, and information (Jiang et al., 2010). Companies can also ask marketing teams to monitor and respond to customer comments, questions, and feedback on their page.

Similar like Xu (2006), Wright and Campbell (2008) and Kurtz et al. (2021), personalisation has been empirically supported as one of the key factors that motivate consumers to form positive attitudes towards Facebook ads. This implies that if customers feel that an ad on Facebook is relevant to them, they tend to form a more positive attitude towards that ad. Accordingly, marketers should find ways to deliver relevant advertising messages to the appropriate audience. Owing to the company's 'self-service' advertising capability, which allows smaller advertisers to create advertising inexpensively and target users based on demographic and psychographic variables, marketers can now easily create personalised ads. If properly used, such advertisements can be effective (Taylor et al., 2011). However, these tools must be used carefully to avoid privacy concerns because they may have a significant negative influence on attitudes towards Facebook advertising.

The findings also show that informativeness is an important factor in motivating consumers to express a positive attitude towards Facebook advertising. Different studies (i.e., Wang & Sun, 2010; Taylor et al., 2011; Mahmoud, 2014; Gaber et al., 2019) have supported the importance of the role of informativeness in attitudes towards advertisements. This implies that customers are more likely to have a positive attitude towards Facebook ads if they consider them to be a worthy source of information. Therefore, advertisers should pay more attention to the quality and quantity of information provided

in advertisements. Information that is comprehensive, up-to-date, concise, but still able to answer customer questions is what should be presented in an advertisement.

In this study, irritation is found to be the most significant factor that led consumers to develop negative attitudes towards Facebook advertisements. That is, when users feel that Facebook ads make them feel annoyed, frustrated, or disturbed during their experience of using Facebook, they tend to form a negative attitude towards Facebook ads. These results are similar to those of other studies such as Mahmoud (2014), Lin and Hung (2009), Gaber et al. (2019), and Aslam et al. (2021). Currently, when the distribution of status and advertisements to users' newsfeeds is mainly based on the algorithms of this platform, the control of the 'irritation' factor depends heavily on Facebook's activities. Consumers could gradually begin to be accustomed to the exposure to Facebook ads instead of treating them as an irritation, so long as the number of ads is under a 'tolerance threshold' (Young & Quan-Haase, 2013). This suggests Facebook to pay more attention to users' 'tolerance thresholds' so that it can improve ad delivery. Besides irritation, privacy concerns also appear to be associated with negative attitudes towards Facebook advertisements. These results are consistent with those of other studies that tested the role of privacy concerns, such as Lin and Kim (2016) and Taylor et al. (2011). In addition, privacy concerns are found to have a significantly negative impact on credibility. This finding indicates that when users perceive that their privacy has been violated, they are more likely to perceive the ads they see as untrustworthy, and subsequently, develop negative attitudes towards Facebook ads. This finding has more implications for Facebook executives than marketers. First, this social networking platform needs to make commitments, assuring users that their privacy will not be violated when they use it. A strict compliance with what has been promised also needs to be followed to build a sense of trust among the users. These are claimed to be favourable conditions for the development of the platform in general, and the development of Facebook advertising features in particular.

The empirical results show that women have a more favourable attitude towards Facebook ads than men. Moreover, women have increased their power as consumers. This result is not surprising given that women tend to influence the purchase of 85 per cent of all goods (Sheehan, 2013). This suggests that women are generally more favourable to Facebook ads than men, and they also have incredible

buying power. Therefore, Facebook advertisers should pay more attention to marketing for these consumers. There is a lot of advice for marketers to market effectively to female customers, but in short, one needs to work with women who know how to talk with other women—and that is where social influencer comes into play (Wiley, 2020). However, marketers should not rely on a simple technique when marketing to women; it is not just about colouring labels pink. Marketers need to take data seriously, recognise the diversity of their experiences, and begin marketing to women through a more inclusive lens (Anderson, 2019).

The findings also show that Gen Z has more positive attitudes towards advertising than the previous generations. This might be because members of Gen Z, from an early age, have been exposed to the Internet, social media, and mobile systems (Francis & Hoefel, 2018). Some suggestions are indicated to reach these customers, such as paying more attention to visual content (emphasising eye-catching), interactive content (because younger customers want to do something—tap, swipe, click—when they land on their posts), or trying to embrace customer feedback and reviews (as 82 per cent of Gen Z shoppers will buy from a brand after reading reviews on social media) (Kim, 2021). However, marketers still need to conduct more specific studies on the interactions between this audience and their companies' specific products and industry groups to develop the most effective advertising campaigns.

Besides the practitioners, the findings of this study also offer theoretical implications. This study conceptualises a model of attitudes towards Facebook ads in Vietnam, based on user and gratification theory. It fills the void in the literature by expanding the user and gratification theory through incorporating two additional constructs, namely privacy concerns and personalisation. In addition, this study also examines how demographic factors may influence consumers' attitudes towards Facebook ads. By doing so, this study has broadened the current understanding of the aspects of Facebook advertising and how these aspects could shape customers' perception of Facebook ads within the context of Vietnam.

Despite the contributions of the current study, it has several limitations. First, the sample was constrained to Ho Chi Minh City, which may have limited the generalisability of the findings. Second, this study considered only a limited number of predictors of attitudes towards Facebook advertising. Future studies can consider more variables to build a more comprehensive advertising

model. The next limitation is that our research was conducted for products and services advertised on Facebook in general and did not focus on a specific category of products or services. Future studies can be oriented to building a research model of attitudes towards advertising for a specific industry or field; not just attitudes towards Facebook ads in general.

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Appendix: Operationalisation of Constructs

Constructs	SFL	Source
Attitude towards advertising (ATT))	I like to receive product information on my Facebook	
	I like to view product information on my Facebook	
	I collect product related information from my peers on Facebook	Shareef et al. 2018
	I prefer promotional marketing on Facebook	
	I am interested to communicate any message related to product information with my Facebook network members	
Personalization (EMP*)	The advertisements on Facebook were useless to me.	
	The advertisements on Facebook were irrelevant to me.	Campbell & Wright 2008
	The advertisements on Facebook are not personally important to me.	
Interactivity (ITR)	The advertisements on Facebook allow me to interact with it to receive tailored information.	
	The advertisements on Facebook have interactive features, which help me accomplish my task.	Campbell & Wright 2008
	I can interact with the advertisements on Facebook in order to get information tailored to my specific needs.	
Entertainment (EN)	Facebook advertisements are entertaining	
	Facebook advertising is enjoyable	Lee et al. 2016
	Facebook advertisements are pleasing	
Irritation (IRR)	Facebook advertising is irritating	
	Facebook advertisements insult people's intelligence	Lee et al. 2016
	There is too much Facebook advertising	

Appendix: Operationalisation of Constructs (continued)

Constructs	SFL	Source
Informativeness (INF)	Facebook advertising is a good source of product information	Mahmoud 2014
	Facebook advertising provides timely information	
	Facebook advertising provides meaningful information about the product use of other consumers	
	Facebook advertising provides useful information about new products	
Privacy concerns (PC*)	I feel secure about providing sensitive information to the Facebook site	Lin & Kim 2016
	I feel secure about keeping personal details private on one's Facebook pages	
	I feel secure about posting personal information on one's Facebook pages	
	I feel secure about posting personal information on friends' Facebook pages;	
	I feel secure about texting personal information via Facebook Message service	
Credibility (CRE)	Facebook advertising (information) is credible	Yang et al. 2013
	I believe that Facebook advertising is a good reference for purchasing products	
	I trust Facebook advertising	

Note: *: Items are transformed into a reverse scale