

**Review Article**

# Determinants of Consumers' Attitudes Toward Social Media Advertising: Systematic Review

**Alemayehu Bakalo<sup>1</sup>, Shimels Zewude<sup>2</sup>**<sup>1</sup>Marketing Management, College of Business and Economics, Mizan Tepi University, Mizan, Ethiopia<sup>2</sup>Management, College of Business and Economics, Jimma University, Jimma, Ethiopia**Email address:**

alemayehubakalo71@gmail.com (Alemayehu Bakalo), shimmizz@yahoo.com (Shimels Zewude)

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**Abstract:** Social media platforms enable billions of people worldwide to connect and look for information in a more convenient and accessible way. The main goal of this study is to assess the determinants of consumer attitudes toward social media advertising. This study employed a systematic literature review methodology, with 46 existing articles completed on determinants of consumer attitudes based on an inclusion/exclusion criterion. The findings of this study were collected by utilizing a thematic method, which involved extracting previous researchers' findings from the literature, classifying similar themes and findings, and drawing conclusions. According to the findings of this review, social media platform advertising have a positive relationship between consumer attitude and the most important determinant factors for consumer attitudes regarding social media advertising was perceived usefulness, informativeness, perceived credibility, reliability, trust, irritation, trustworthiness, satisfaction and awareness, attitude functions, materialism, and perceived ease-of-use. Finally, the outcomes of this review determinant of consumer attitudes toward social media advertising provide insight into the existing literature on it and that future researcher should undertake their study including a qualitative research approach and should use an interview to know insight into consumer attitude because qualitative methods facilitate an in-depth, detailed investigation of selected issues.

**Keywords:** Consumer, Attitude, Social Media Advertising

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## 1. Introduction

Nowadays, the world is witnessing an immense advance in technology devices that facilitate people to communicate with others and to serve entertainment purposes in the technology era our world is a world of information, where the internet, means of work, trading, networking, communication, health, education, and interaction have been transformed completely [1].

Social media is defined as a computer-mediated interactive communication average that helps the development and dissemination of information, knowledge, and further forms of expression [2].

Social media marketing is a mechanism that empowers people over online social networks to advertise their websites, goods, or services, and to participate with and tap into a much wider audience that would not have been possible through

conventional advertising channels. Most notably, social media emphasizes groups rather than individuals. Societies exist on the internet in various forms and sizes, and people speak to each other [3].

Social media advertising has become a central topic in recent years in the fields of marketing and advertising. Social media is an important tool for joining other people or organizations. The main purpose of internet are that it enables businesses to reach a universal customer population, so that customers can survey, select, and purchase products and services from businesses around the world [4].

Advertising on social media helps businesses the chance to interact with their customers and vice versa, but it has also changed the entire nature of online advertising, as consumers are now important players in the further spread of advertisements to their co-workers', friends, and family members [5].

According to Liu et al (2021) [39] user intention significantly and positively influences the results substantial mediating element for actual usage discovered to be purpose. Earlier research on social media advertising has verified that the attitude of consumers toward social media advertising is a key factor in determining advertising effectiveness [6]. The advancement of social media has created a new environment and new means of personal connection. Social media platforms, such as Twitter, Facebook, Snap chat, and Instagram, offer huge opportunities to reach billions of users who use social media every day. Social media includes collaborative projects such as blogs, Wikipedia, and social networking sites like Facebook, and consumer-generated gratified communities (YouTube, Flickr) virtual game worlds, and virtual social worlds [7].

According to (Sun & Bai, 2021) [8], Marketers' strategic insights and actionable implications from a managerial viewpoint and event marketers should be aware of the value of social media marketing and look closely at an influencer before hiring him or her. The attitude of followers toward an influencer is an important indicator for evaluating social media's influence on endorsement effectiveness, and event practitioners should use followers' attitudes toward social media as a crucial indicator when selecting an influencer for the user for social media.

The aptitude of the customer is an advantage as well as a disadvantage to a seller, and choosing to overlook or ignore customer aptitude towards a service or product, or even when evolving a marketing strategy, means only limited success of a campaign, while perceptive sellers influence their comprehension of attitudes to predict consumer behaviour. These smart sellers know exactly how to discriminate the differences between aptitude, beliefs, and behaviours while influencing all three in evolving effective marketing strategies [1]. In this definition, consumer attitude will change if influenced by the marketing strategy motivation of buyers, and their attitude considerably affected by human behaviors' or anticipated actions. Most business organizations today employ the Internet as a means to reduce marketing costs, thereby lowering the cost of their services or products with the view of remaining in the lead in a highly competitive market [2]. Akayleh, 2021; Sriram et al., (2021) [7, 9] Study indicates that social media advertisement has significantly influences a consumer buying decision. Gender, age, and culture of consumers have significant controlling effects, whereas income and education have insignificant effects on the relationship between consumer buying decisions and social media advertising.

The number of social media users internationally grew from 4.2 billion in January 2021 to 4.62 billion in January 2022. This accounts for a 10.1% growth YOY of global social media usage. In evaluation, January 2023 saw a modest 3% growth of greater than 137 million users. Social media vs. internet employers: A growth opportunity shows the total number of Internet users as of January 2023. Whilst 64.4% of the world's population are internet users, 5% of those are still not active social media users [10]. In recent years there is several

research conducted on social media advertising related to consumer attitude for example; [1, 4, 8, 11–14] All these studies are started methods through social media platforms like Facebook, telegram, Instagram, YouTube, and other social media marketing.

So far, no review has been conducted that is aimed at establishing insights into consumer attitude towards social media, or retrieving and considering any factors associated with social media advertising. Thus, there is a determinant in understanding the key factors influencing consumers' social media advertising in wider context. In order to fill this gap, this paper identifies and examines the main findings of research on determinants of social media advertising through a systematic review. In this systematic review of published literature is to examine the factors influencing consumers' attitudes toward social media advertising by using social media platforms and to identify consumer attitude to consumers.

### **1.1. Research Question**

The following research questions addressed from collected articles

1. What are the roles of social media platforms in altering consumer attitudes?
2. What are the factors influencing consumer attitudes to social media marketing?

### **1.2. Objectives of Review**

To investigate factors influencing consumer attitude toward social media advertisement and to review the social media platform practices of marketers and their impression on consumer attitudes.

## **2. Literature Review**

Social media platforms like Facebook, Instagram, WhatsApp, etc. are gaining popularity and importance, as many well-known brands of products and services are using them for their promotion. They are also using it to build relationships with customers by incorporating communication and interaction facilities and increasing awareness of their brands thus motivating their customers to acquire them [15, 28]. Social media has innovative from simply provided that a platform for individuals to stay in touch with their family and friends. Now it is a place where consumers can learn more about their favourite to companies and the goods and services they sell [17].

Social media platforms enable billions of people worldwide to connect and look for information in a more convenient and accessible way [18]. Social media represents one of the most important platforms for electronic commerce amplifying the ability to communicate with large numbers of consumers be it organization to consumers or consumer to consumers [19].

For example, in a study examined on D. Liu et al., (2021) [20] Instagram market vendors should strengthen their trust factor to have a positive attitude toward consumers and foster

higher behavioural intentions of consumers, which is essential for the successful promotion and marketing of night markets. According to Chang et al, 2013 [21] email marketing has positive attitudinal dispositions that indirectly influence the consumer response via intentions toward the sender. This seems to be consistent with the underlying concept of solicited e-mail, where the trustworthiness of the sender is the first consideration for consumers choosing to opt-in for permission-based e-mail marketing.

YouTube marketing the current study confirms that the perceived usefulness of the information given in YouTube videos is significantly important in determining consumers' attitudes toward purchase and purchase intentions. Consumers will consider YouTube content useful if they think that information given in the videos will enhance their purchase performance and reduce the risk in making decisions, so the perception of users will affect attitudes and intentions toward purchase [22].

YouTube Marketing is a key strategy for both internet marketers and online business owners to profit from the huge shift of the network towards video. Every day, the enormous traffic obtained by this site only justifies the fact that YouTube Marketing is a rising phenomenon and a very efficient means of achieving your target segment [3].

About Facebook advertisements participants in this study with a more positive attitude toward Facebook advertising are also the most likely to send electronic word-of-mouth communication and less likely to avoid ads [23]. According to Ferreira, (2017) [24] 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 others.

Now, consumers, there are more aligned to develop collective decisions through group brainstorming by generating, passing on, and receiving product information through internal non-marketing groups by placing product information in connected loop networks on Facebook [25]. Instagram is an online service for sharing images. It enables you to add various types of photo filters with a single click to your images, and then share them with others. Although it's a very simple service, the simplicity of Instagram has helped it gain widespread popularity [3].

Advertisement value and attitude, it observed that entertainment and informativeness have positive and irritation has negative effects on advertisement value. And the same time, advertisement value has positive causal effects on attitudes toward the advertisement. However, the effect of entertainment on attitude [26].

Determinant factors affecting consumer attitude toward social media advertisement compatibility, cost-effectiveness, interactivity, perceived usefulness, Perceived Ease of use, behavioural intention to use, and trust was the gap between the effects of high user attitude and low user attitude on the attitude of customers [1, 13, 24, 27, 28].

Many researchers have argued that if consumers sense

Irritation about the message for any reason, they are unwilling to be exposed to, be attentive to or receive a positive impression from the advertisement [25].

There is a wide variety of social media, ranging from social sharing sites such as YouTube, and MySpace to social networks such as LinkedIn and Facebook, etc. With the introduction of the World Wide Web, the internet became a global network and with the increased usage of the internet, social media emerged and got popular in the digital world [29].

### 3. Review Methods

This study summarizes the evidence of consumer attitudes toward social media advertising from more than one study and addresses the descriptive results of review studies. The systematic review brings together, synthesizes, and critiques one or more works of literature to provide an overall impression of the extent, nature, and quality of evidence about a particular research question, highlighting gaps between what we know and what we need to know [30].

This section of the review must be written thoroughly, giving a full explanation and justification for the searching and managing steps listed earlier. In particular, justification must be stated for the source of the findings (searching strategy), search terms/string and limits used, inclusion/exclusion criteria, how studies were screened (e.g. abstract screening, and who/how many people did this), data extraction, how disagreement of inclusion was decided between reviewers and method of quality assessment. A full explanation/justification of the methods of statistical analysis should be provided [31].

The study to collect recently available literature on consumer attitudes toward social media platform advertisements like Facebook, Youtube, email, telegram, and Instagram advertising toward consumer intention to purchase or not to purchase the products. The review approach follows three steps these are the time of article publication, the selection from the database, and the selection of articles.

#### 3.1. Selection of Articles Based on Time

Only articles published in a database in the English language from 2010 to 2023) were included (appendix).

#### 3.2. Selection of Article from a Database

Databases and search engines such as Scopus, Elsevier's Science Direct, Google Scholar and Research Gate allow you to quickly know the relevance of an article. Likewise, to establish the ranking of a journal, sites such as Scimago (SJR) and Journal Citation Reports, Google Scholar, and journals indexed in its database; variables such as h index, impact factor, and dating trend, will be of great help to establish the quality of the journal. Mention also, that by the strategy of the methodology, having previously made a rigorous review and listing of journals, the requirements of this phase are in large percentage covered [32]. This review used many databases

that published the related research in the English language from Emerald, Google Scholar, Research Gate, Wiley online library, Tyler and Francis, and Springer Link.

### 3.3. Selection and Identification of Articles

A range of electronic databases was employed to locate records published between 2010 and 2023 of the publications written in the English language and targeting all world country includes Thailand, China, Spain, Malaysia, Portugal, Indonesia, Pakistan, Norway, Philippines, India, USA, Morocco Turkey, Jordan, Bangladesh, Ghana, united Arab emirates, Vietnam. Search databases included the Research Gate, Web of Science, Scopus, and Google Scholar. For this purpose consumer attitude journals' keywords in identified journals and Inclusion criteria include all types of records, including reviews, reports, and research (both qualitative and quantitative) published in the English language, available as full texts, and conducted consumers attitude from published articles from and records that are not relevant to the aim of the scoping review.

### 3.4. Inclusion Criteria

Specify the standards by which the included research studies were chosen. Before beginning the evaluation, the

inclusion and exclusion criteria must be chosen. All studies that met the inclusion criteria were included in the meta-analysis. The exclusion criteria were elements that would exclude a study from inclusion. The following criteria should be considered.

### 3.5. Type of Studies

Selected the publications with a study design that is relevant to the research issue and it may be necessary to specify study dates and a schedule for the issue or problem under investigation.

### 3.6. Exclusion Criteria

It is crucial to strike a balance between particular inclusion and exclusion criteria. Certain systematic reviews may have a sizable volume of prior material. Thousands of results may be returned by the search method, all of which need to be filtered. Having clear exclusion criteria from the start facilitates an effective workflow for those doing the screening process. The result should have a section titled "Characteristics of Excluded Studies" in this review. If a study appears to the reader to be eligible for the systematic review, explain why it was excluded.

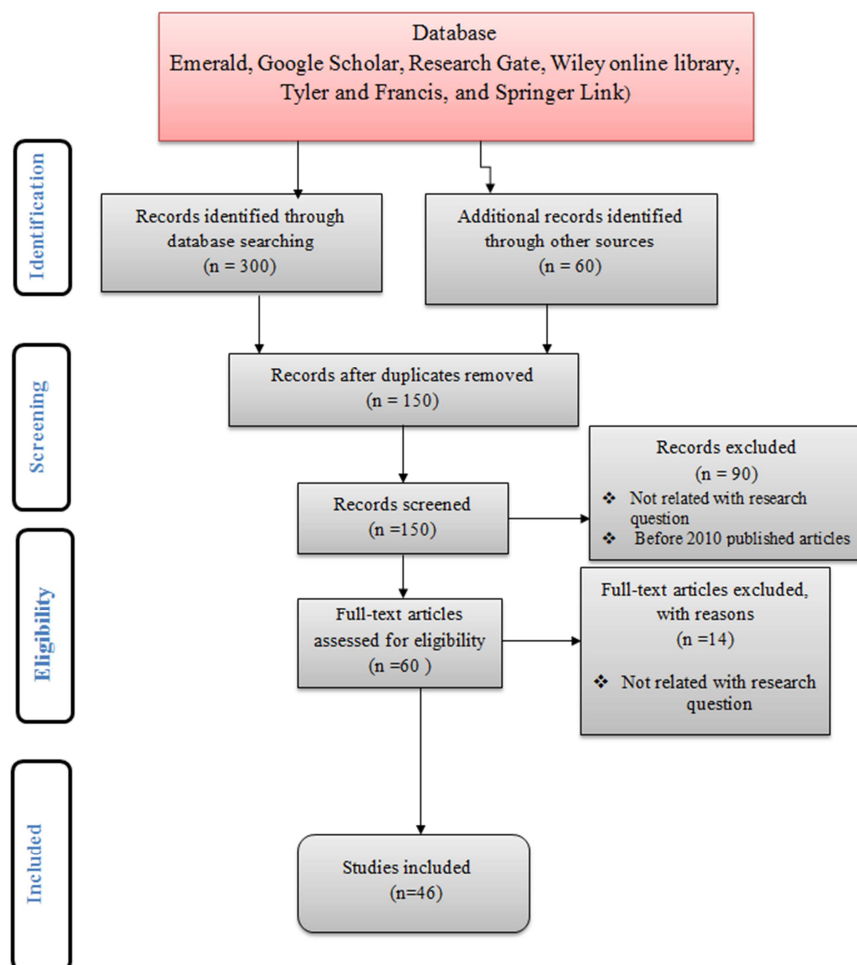


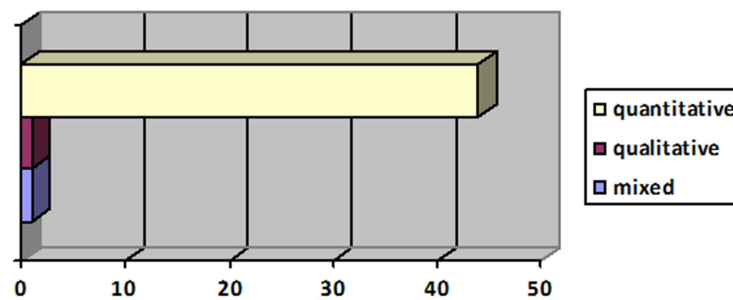
Figure 1. Summary of article selection process adapted from PRISMA 2009 Flow Diagram.

The PRISMA flowchart explains how different type of articles was considered for inclusion in this study. Researchers that are performing systematic reviews and meta-analyses make use of PRISMA flow diagrams to give a transparent and unambiguous procedure for presenting their findings (Tsafnat, et al 2014) From searching for relevant source of publications in databases to adding existing studies, all of the details were

provided in the above figure 1. The dependability relies on the inclusion or exclusion criteria, whereas the relevance is determined by how well the article fits the research question.

#### *Research Approach Used in Reviewed Articles*

The research approach used in selected article was shown below in figure form



Source: own survey (2023)

**Figure 2.** Research approach used in reviewed articles.

The above figure revealed that the majority (96%) of articles reviewed used a quantitative approach followed by 2% used mixed research approach and only 2% of articles used a qualitative research approach.

#### *The country around the world per reviewed articles*

The focus of review articles was on specific countries the majority (11.11%) of the studies was collected from Indonesia

followed by 9.25% from Turkey and 5.55% of studies was from USA, Pakistan, Jordan, Bangladesh, Ghana, and Vietnam. In addition to this 3.7% of studies were reviewed from China, Malaysia, Philippines, Mauritius, Moradabad, United Arab Emirates, and 1.85% of studies were collected from Thailand, Saudi Arabia, Portuguese, Roman, and Morocco.

**Table 1.** Summary of consumer theory included in selected studies.

No	Theory	Author & year	Key word
	Uses and Gratifications (U&G) theory	(Aydin, 2016; [28] Nguyen-viet, [40] 2022; Rajesh et al., 2019) [41]	Uses and Gratifications (U&G) theory, SMS advertising, advertising value, infotainment, credibility of advert
	Congruity theory	(Sun & Bai, 2021) [8]	Attitudes towards Advertisements, Emerging Market, Facebook, Facebook
	Theory of reasoned action (TRA) theory of planned behaviour (TPB)	(Abu-alsondos et al., 2023 [13]; Al-debei et al., 2015 [15]; Fulya, 2017 [26]; Phuong & An, 2017 [42]; Popy & Bappy, 2022 [44]; Sohail & Al-jabri, 2017 [24]; (D. Liu et al., 2021) [45];	Congruity theory of attitude change, Event endorsement, Social media influencer
	Technology Acceptance Model TAM	(Kamalul Ariffin et al., 2022) [26];	Perceived benefits, Web site quality, Trust
	Functional theory of attitudes	(Rahimi et al., 2019) [46];	Attitude, Social media review, Restaurant, Behavioural intention
	Elaboration Likelihood Model (ELM),	(Zeng et al., 2023) [48];	Social media; SMEs; TAM; TOE
	Cognition-Affect-Conation Pattern (CAC)	(Ghanbarpour et al., 2022) [49];	Religiosity, Purchase intention, Social media advertising, Attitude functions,
	Communication privacy management (CPM) theory		social media ads, Facebook advertising, SNS ads, digital advertising, mobile advertising, mobile ads
			knowledge marketing, digital health literacy, digital media, attitude
			online behavioural advertising, perceived ad complicity, perceived ad intrusiveness, social media advertising

Source: own survey, 2023

## 4. Results

According to Ertemel et al., (2016) [34] examined the

social media advertising effect that personal interest in how paid consumer buying behaviour regarding the five steps need recognition model of buying decision, in a new report for social media examiner website marketers used paid social

media advertising and Facebook still important in other social media platforms.

Statement of (Roy et al., 2021) [14] found that social media platforms are dynamic as communication vehicles for marketers. These media can cost-effectively reach more targeted customers. Besides, the number of social media users is increasing in Bangladesh and social media platforms can be lucrative communication channels for Bangladeshi marketers.

According to D. Liu et al., (2021) [4] Instagram influences stories about the consumption of night market consumers in Taiwan. The results showed that night market consumers had a positive perception of perceived usefulness, perceived ease of use, user attitudes, and behavioural intentions to use and change their attitudes toward social media. Most previous researchers agreed that social media advertising influences consumer attitudes [2, 35, 37–42] social media platform helps the marketers to understand better about the beliefs and attitudes consumers towards the advertisements placed. This valid information will help marketers to market their products and services more capably and successfully.

The study conducted (Chang, 2013) [21] email advertising significantly affects consumers' behavioural dispositions toward email advertising. The results suggest that permission-based email is more effective as compared to spam email advertising. Another platform YouTube advertising for product-related videos on YouTube is important for influencing consumers' purchase intentions and has several factors that affect purchase intention on different levels [22]. In addition to this Facebook's more positive attitude toward Facebook advertising is also the most likely to send electronic word-of-mouth communication and the less likely to avoid ads [23].

According Ferrera, (2017) [24] found that social media especially Facebook personalization, entertainment, interactivity, informativeness, and credibility have positive effects on attitudes towards advertising, and also YouTube entertainment, customization, and credibility positively affected advertising value on YouTube, where ad value a positive effect on attitude toward YouTube ads and purchase intention of consumer [43].

Nabila & Achyar, (2019) [13] examined that Social media and its following have positive effects on attitudes towards social media marketing and use of social media, while fear and foresight of social media do not affect attitudes towards social media marketing and use of social media. Attitude toward social media marketing is also an important factor in social media use. According to (Kamalul Ariffin et al., 2022) [44] attitude functions, namely, utilitarian, value-expressive, ego-defensive, and religiosity have a significant positive influence on attitude towards social media advertising, whilst knowledge function was found to be insignificant.

Angelica et al., (2019) [45] examined that consumers' attitude is strongly affected by word-of-mouth and that on Facebook, the main social networking site used by the respondents, College of Business Administration students easily see information that can influence their buying attitude.

Many researchers examined that social media [35, 37, 42,

46, 47] consumer attitude should ensure by social media adverts consist of information that is pertinent and useful to the recipient. Besides, businesses should include an entertainment element within an advert to establish an emotional link with customers that may positively affect their perception of the value of the consumer.

#### **4.1. Determinants of Consumer Attitude Toward Social Media Advertising**

Factors determine social medial advertising as according [49] perceived usefulness, perceived ease of use, trustworthiness, and information quality of social media reviews are positively related to attitude toward using positive social media. They examined that attitude toward positive social media reviews directly contributes to the intention to visit restaurants to consumer behaviours.

Boateng & Okoe, (2015) [12] This study found a positive relationship between credibility and attitudes toward social media. Consumers like social media probably because they believe it has no risk and they can trust the information provided in social media advertising media found that Credibility, materialism, value corruption, and corporate reputation are found to affect consumers' attitudes towards social media advertising.

Deveci et al., (2022) [50] the entertainment dimension has a positive effect on the attitude towards online in-video advertising and ad-click, it harms perceived ad intrusiveness. The information dimension has a positive effect on the attitude toward online in-video advertising and ad-click. Perceived ad intrusiveness harms the attitude towards online in-video advertising. It has a positive effect on cognitive and behavioral ad-avoidance.

Arora, (2019) [51] examined the impact of the identified predictors such as entertainment, informativeness, irritation, credibility, incentives, and personalization on social media advertising value (SMAV) and further see the impact of SMAV on the attitudes of millennials towards social media advertising.

Entertainment variables, customization, and credibility have a significant positive effect to increase advertising value on YouTube, whilst a negative effect on irritation variables. The test results show that advertisements on YouTube are irritating to consumers and harm advertising value [43].

Ferreira & Barbosa, (2017) [23] include empirical evidence of a positive association between the informativeness and entertainment dimensions of the attitude toward Facebook advertising and electronic word-of-mouth communication. The participants in this study with a more positive attitude toward Facebook advertising are also the most likely to send electronic word-of-mouth communication and the less likely to avoid ads and consumers. Identified that the highest influence was seen between perceived credibility and perceived usefulness leading to the conclusion that people evaluate the information given in the videos as useful when they perceive that information as credible [22].

Mahmut et al., (2022) [46] study empirically examined the determinants of consumer attitudes toward social media

advertising in the context of the airline industry. The findings revealed that informativeness, entertainment, and credibility are positively associated with advertising value that is significantly related to attitude towards social media advertising. Therefore, the present research provides in-depth knowledge of the contribution of each factor to the formation of consumer attitudes regarding airline advertising on social media.

The influencing factors for customers' attitude towards social media advertisement: evidence from Mauritius's positive relationship between infotainment, credibility, and SMS advertising value. Findings also revealed that advertising value had a positive impact on attitudes towards SMS advertisement [37].

(Rajesh et al., 2019) [8] Stated that a follower's attitude and behavioral intentions toward the event are affected by his or her influencer's attitude. The present study also finds that followers' social media post attitude plays a mediating role. Furthermore, female followers were impacted more directly by their influencer attitude, while male followers were affected more indirectly through their attitude toward social media posts.

Al-debei et al., (2015) [11] In their model declared that consumer attitudes toward online marketing are determined by trust, perceived benefits, and perceived web quality. The developed model in this study also asserts that trust is a product of perceived web quality and word of mouth and is a function of perceived web quality. Finally, the model also asserts that perceived web quality positively and significantly influences perceived benefits.

According to Liu et al., (2012) [36] the outcome shows that credibility, informative, hedonic or pleasure, and good for the economy positively relates to consumers' attitude towards advertising.

(Ahmad & Khan, 2017) [27] Perceived usefulness, reliability, and word-of-mouth quality play a significant role in the formation of a positive attitude towards the ads over social media, and results indicated that produced a petite scale-measuring attitude of the internet users towards ads over social media.

As stated in Nguyen-viet, (2022) [24] customers' perceptions of credibility, entertainment, in formativeness, interactivity and personalization are important factors that

motivate them to attribute positive attitudes towards Facebook advertisements, and contrast, privacy concerns and irritation lead consumers to attribute negative attitudes towards advertising.

Social Media and its following have positive effects on attitude towards SMM, while fear has no effect and foresight harms attitude towards SMM. Knowledge and following of SM also affect the use of SM while fear and foresight do not affect the use of SM [13].

Social media advertisements can generate wider reach, maintain top-minded awareness and provide information about new products, sales promotion offers, and new ideas. The second-factor 'accessibility and trust' implies the social media advertisements' ability to build trust and convenient connectivity. However, the factor 'disturbance' represents the negative perception generated by social media advertisements among audiences [35].

Media implementation and this research suggests that SMEs are more likely to implement social media than has been the case in the past, as businesses have changed their focus to operating remotely, and have started to utilize an increasing number of platforms to obtain more customers [2]. Information and economy as the significant predictors of consumers' attitudes toward advertising in the social media context, and the possible reason for this contradiction can be the difference in media and cultural contexts [41].

Consumers' perception of credibility, informativeness, entertainment as well as lack of irritation are important factors in shaping their perception of this innovative form of marketing. The findings are in line with some previous research that examined consumers' attitudes toward web advertisements [52]. Social four factors (i.e. Word of Mouth, Perceived Usefulness, Attitude, and Reliability) play a very important role in the formation of attitude toward social media marketing. The result of the study indicates that the attitude of the students towards social media marketing is significant media advertising significantly influences the consumer buying decision. Gender, age, and culture of consumers have significant moderating effects whereas income and education have insignificant effects on the relationship between consumer buying decisions and social media advertising [7].

*Table 2. Summary of collected studies in determinants of consumer's attitude toward social media advertising.*

NO	Determinant of consumer attitude toward social media advertising	Author and Year
	Perceived usefulness	(Ahmad & Khan, 2017 [11]; Al-debei et al., 2015 [27]; Angelica et al., 2019 [41]; Lee, [45] 2011; Long & Nga, 2020 [49]; Mir, 2012 [53]; Neguri et al., 2020 [54]; Phuong & An, 2017 [55]; Popy & Bappy, 2022 [56])
	Informativeness	(Deveci et al., 2022 [1]; Gaber et al., 2019 [27]; Lee, 2011 [28]; C. E. Liu et al., 2012 [36]; Mahmut et al., 2022 [41]; Mir, 2012 [46]; Nguyen-viet, 2022 [49]; Popy & Bappy, 2022 [50]; Rahimi et al., 2019 [52]; Saxena, 2021 [54]; Wang & Sun, 2010 [57])
	Perceived Credibility	(Angelica et al., 2019 [12]; Boateng & Okoe, 2015 [36]; Febriane et al., 2023 [43]; Gaber et al., 2019 [45]; C. E. Liu et al., 2012 [12]; Mahmut et al., 2022 [52]; Nabila & Achyar, 2019 [57]; Rahimi et al., 2019 [58]; Review & Raimundo, 2021 [59])
	Reliability	(Ahmad & Khan, 2017 [27]; Angelica et al., 2019 [45]; Javed & Amjad, 2015 [60]; Lewis & Ph, 2010 [61])
	Trust	(Akman, 2017 [11]; Al-debei et al., 2015 [39]; Chetoui & Lebdaoui, 2020 [47]; Pouristama &

NO	Determinant of consumer attitude toward social media advertising	Author and Year
	Irritation	T, 2018 [62])
	Trustworthiness	(Gaber et al., 2019 [37]; Rajesh et al., 2019) [52]
	Perceived ease of use	(Febriane et al., 2023 [49]; Popy & Bappy, 2022 [58])
	Satisfaction and awareness	(Popy & Bappy, 2022) [49]
	Attitude Functions	(Akman, 2017 [39]; Long & Nga, 2020 [55])
	Entertainment	(Kamalul Ariffin et al., 2022) [44]
	Materialism	(Nabila & Achyar, 2019 [24]; Nguyen-viet, 2022 [43]; Rahimi et al., 2019 [57])
		(Boateng & Okoe, 2015 [12]; Rahimi et al., 2019 [57])

Source: own survey, 2023

## 5. Conclusion and Recommendations

### 5.1. Conclusion

This systematic review is the first attempt to look at the literature concerning consumer attitudes toward social media advertising carefully. Having reviewed the selected 46 articles, which have provided a determinant of consumer toward social media advertising that, is more comprehensive, rigorous, and detailed than the existing studies and that can help to distinguish these concepts from related ones and provided that determinants of consumer attitude toward social media advertising. The findings of the systematic review are discussed below. Social media platform advertising such as Facebook advertising, YouTube advertising, email advertising, and Instagram advertising has a positive influence on consumers' attitudes to use the products of the company.

The determinant factors of consumer attitude toward social media advertising are perceived usefulness, informativeness, perceived credibility, reliability, trust, irritation, trustworthiness, satisfaction and awareness, attitude functions, entertainment, and materialism were presented in collected articles. The majority of studies reviewed article was used a quantitative research approach and employed the SEM method of data analysis. However, in some cases, the data on mix approach were limited.

### 5.2. Recommendations and Future Research Direction

I suggested that future researchers should undertake their

study including a qualitative research approach and should use interviews to know insight into consumer attitudes because qualitative methods facilitate an in-depth, detailed investigation of selected issues.

Future research should use other moderating variables that may affect the usage of social media. This may provide valuable information for electronic marketing strategists.

Another researcher could apply a variant of research methods to include other techniques, such as interviews, which allow for a deeper understanding of the problem and issues.

Future research should further investigate how companies, marketing agencies, and marketing professionals use social media advertisement to reach their target audience and generate new insights into the attitude toward advertising literature by undertaking cross-cultural and longitudinal approaches. Future works should be considered the inclusion of these significant factors to expand the view about the social media adoption success model.

Therefore, we strongly recommend that future studies conduct multi-group investigations based on business models. Second, this study does not cover the antecedents of the attitude towards advertising such as trust, personalization, and outcomes such as purchase intention. Researchers may incorporate these constructs into the proposed model in the future. Finally, further research can generate new insights into the attitude toward advertising literature by undertaking cross-cultural and longitudinal approaches.

## Appendix

Table 3. Summary of selected studies.

Authors and year	Title area	Methodology	Contribution	Implication
(Manivel, 2021)	Consumer Belief And Attitude Towards Social Media Marketing	Quantitative	In the recent year's Social media has shown vast growth. The advertisements published in these locations have attracted all the users of social media	Today's marketers focused on social media is inevitable
(Rajesh et al., 2019)	Factors Influencing Customers' Attitude Towards SMS Advertisement	Mixed	revealed that advertising value had a positive impact on attitude towards SMS advertisement	Future studies can explore how companies, marketing agencies and marketing professionals use SMS marketing to reach their target audience
(Mahmut et al., 2022)	Determinants Of Consumer Attitudes Towards Social Media Advertising	Quantitative	Results revealed that informativeness, entertainment, and credibility are positively associated with advertising value, thus affecting attitude towards social media advertising	can generate new insights into the attitude towards advertising literature by undertaking cross-cultural and longitudinal approaches

Authors and year	Title area	Methodology	Contribution	Implication
(Deveci et al., 2022)	Click Or Avoid The Advertising: A Research On Consumers' Online In video	SEM/ mixed	Entertainment dimension has a positive effect on the attitude towards the online	Ads' Content and Used Elements can Also Effect Consumer Reactions
(Chetoui & Lebdaoui, 2020)	Factors influencing consumer attitudes toward online shopping	Qualitative /PLS)	First, relative advantage, eWOM and trust significantly impact consumer attitudes toward online shopping; at the same time, trust is influenced by relative advantage	Studies should use a larger random sample from a more diverse population to make the results more reliable.
(Sun & Bai, 2021)	How social media influencer's event endorsement changes attitudes	quantitative	Follower's attitude and behavioural intentions toward the event are affected by his or her influencer attitude	
(Al-debei et al., 2015)	Consumer attitudes towards online	Quantitative	Trust was found to have a slightly stronger effect on attitudes than Perceived benefits	encouraged to focus on other groups such as non-adopters to understand their online shopping attitudes
(Kamalul Ariffin et al., 2022)	The influence of attitude functions on Muslim consumer attitude towards social media advertising	Quantitative	Result show that attitude functions, namely, utilitarian, value-expressive, ego-defensive and religiosity have a significant positive influence on attitude towards social media advertising,	To avoid controversies and have a better understanding of their consumer needs.
(Akman, 2017)	Factors influencing consumer intention in social commerce	Quantitative	User intention is significantly and positively related to perceived trust, enjoyment/easiness, social pressure, satisfaction and awareness	Study could apply a variant of research methods to include other techniques such as interviews, which allow for deeper understanding of the problem and issues
(Boateng & Okoe, 2015)	Consumers' attitude towards social media advertising and their behavioural response	Quantitative	Significant relationship between consumers' attitude toward social media advertising and their behavioural responses	Convenience sampling and a cross-sectional survey design
(Popy & Bappy, 2022)	Attitude toward social media reviews and restaurant	Quantitative	Perceived usefulness, perceived ease of use, trustworthiness and information quality of social media reviews are positively related to attitude toward using positive social media reviews	Restaurant marketers to formulate improved strategic decisions by tracking the restaurant customers' attitudes, behavioural intentions, sentiments and share of voice on social media platforms.
(Boateng, 2015)	Consumers' attitude towards social media advertising and their behavioural response evolving factors	Quantitative	Significant relationship between consumers' attitude toward social media advertising and their behavioural responses	Convenience sampling and a cross-sectional survey design,
(Sohail & Al-jabri, 2017)	influencing consumers' attitudes toward social media marketing and their impact on social media usage	Quantitative	Broaden and deepen our understanding of the factors affecting consumer attitudes towards marketing with social media and use in Saudi Arabia	have useful implications to marketers, who are increasingly using social media as a business strategy
(Phuong & An, 2017)	Exploring drivers influencing consumers' attitude towards mobile marketing	Quantitative		
(Rahimi et al., 2019)	Determinants of Attitudes Towards Web Advertising	Quantitative	Has been revealed that the informativeness is a most important predictor of the ATWA	interrelated with the determinants of consumer's attitudes towards Honda web advertisement and offered managerial implication
(Lau, et al 2015)	The Determinants of Consumers' Attitude Towards Advertising	Quantitative	Credibility, informative, hedonic/ pleasure and good for economy positively relates to consumers' attitude towards advertising	the research setting by incorporating more private higher education institutions and drawing more respondents who are enrolled in various undergraduate degree programmes as this may enhance the validity
(Saxena, 2021)	Factors Influencing Consumers' Attitude & Perception towards E-shopping	Quantitative	In the absence of such assurance E-buying technology may not thrive in this highly dynamic and competitive environment	In addition to this, future research efforts may withdraw special attention in respect of security issues E-buying behaviour of consumers
(Fulya, 2017)	Factors Affecting Purchase Intention In You Tube Videos	Quantitative	The findings reveal that product related videos on YouTube are important for influencing consumers' purchase intentions	Purchase intention related to other social media platforms. Also it introduces new factors that are specific to YouTube

Authors and year	Title area	Methodology	Contribution	Implication
(Fátima Ferreira 2017)	Consumers' attitude toward Facebook advertising	Quantitative	Evidence on respondents' more favourable attitude toward brand posts than toward Facebook ads	Appropriate to examine particular cases, such as business-to-business brands, public and private consumption products, luxury products, new products and brands, or non-profit institutions
(Ahmad & Khan, 2017)	Factors Influencing Consumers' Attitudes toward Social Media Marketing	Quantitative	Usefulness, Reliability and Word of Mouth Quality emerged to be the critical factors determining the attitude of the SNSs users towards the adverti	Various other occupational and educational groups need to be worked upon in the context of advertising
(Nguyen-viet, 2022)	Factors Driving Consumers' Attitudes towards Facebook Advertisements in an Emerging Market	quantitative	Personalisation, entertainment, interactivity, informativeness, and credibility have positive effects on attitudes towards advertising	research was conducted for products and services advertised on Facebook in general and did not focus on a specific category of products or services
(Nabila & Achyar, 2019)	Analysis of Factors Affecting Users' Attitude Toward The Youtube Ads And	Quantitative/ conceptual	Entertainment, customization, and credibility is positively affected to advertising value on YouTube,	YouTube and the attitude toward YouTube ads that lead to purchase intention shows a positive and significant effect
(Febriane et al., 2023)	The Influences of Perceived Credibility and Consumer Attitude Towards Purchase	Quantitative	Trustworthiness and attractiveness bring a positive and significant impact on Consumer Attitude	using another variable besides perceived credibility to determine the influence of the UGC on purchase intention
(Long & Nga, 2020)	Factors Of Facebook Advertising Affecting The Purchase Intention	Quantitative	Determined that customers did not tend to care much about the risks that they might perceive when seeing the advertising	Enhance the quality of the Ad to improve the conversi on rate of customers from seeing the advertising posts in the future.
(Arora, 2019)	Empirical Study on Perceived Value and Attitude of Millennials Towards Social Media Advertising	Quantitative	Positive relationship has been found out between SMAV and ATSMA	The research article, there is a detailed discussion on results, implications, limitations and directions for future work.
(Aydin, 2016)	Attitudes towards Digital Advertisements	Quantitative	Facebook ads were used as a proxy for social media ads and mobile advertisements were presented in the form of mobile application ads	Larger samples reflecting the point of view of larger and differing customer segments may offer superior insights
(Gaber et al., 2019)	Consumer attitudes towards Instagram advertisements in Egypt	Quantitative	Level of consumers' perception of informativeness, entertainment, credibility and lack of irritation in the Instagram strongly related to their attitudes	The focus of the theory of consumers' attitudes towards advertisements to social media which has largely replaced traditional advertising media
(Mir, 2012)	Consumer Attitudinal Insights about Social Media Advertising:	Quantitative	Attitudes toward social media advertising significantly influence consumers'	study are useful for the multinational companies which intend to advertise their products and services through social media channels
(Roy et al., 2021)	Consumer Attitudinal Insights about Social Media Advertising:	Quantitative	Lenient source of product information	With a large sample, that represents the population well.
(Boateng & Okoe, 2015)	Determinants of Consumers' Attitude towards Social Media Advertising	Quantitative	However, social media Credibility, materialism, value corruption and corporate reputation are found to have an effect on consumers' attitudes towards social media advertising	Employed a cross-sectional survey meanwhile this area of research is evolving
(Javed & Amjad, 2015)	Examining Attitudes and Beliefs towards Online Advertising	Quantitative	Purpose most of the individuals do not have the assistance of online, so I was not able to collect details from these large improving locations	Web link between ATOA and other public and personal aspects such as economic growth level
(Trawnih et al., 2021)	Factors Influencing Social Media Adoption Among SMES During Covid-19	Quantitative	all factors significantly affect social media adoption on the part of SMEs	Practitioners regarding assessing the factors that influence social media implementation on the part of SMEs
(Roy et al., 2021)	Consumers' Decision-Making Process on Social Commerce Platforms: Online Trust, Perceived	Qualitative	Decision-making processes on social commerce platforms by investigating how their perceptual attitudes, behavioural intentions, and immediate gratifications affect the purchase of products and services online.	Online consumers' impulsive buying behaviour and decision-making, especially under the influence of online product reviews.
(Almajali & Alsokkar, 2023)	Antecedents of social media influencers on customer purchase intention	Quantitative	Significant impact of Information Quality (IQ) and Trustworthiness (TRU) on attitude toward a brand, and consequently on purchase intentions of customers, was affirmed.	Studies should consider utilizing a mixed method so that the factors influencing consumers
(Burçin 2021)	Investigating the Impact of Facebook on Consumer Attitude	Quantitative	Significant differences between gender considering perception towards the brand pages and no differences regarding consumer attitude	Online presence, communicating and using social networking sites as a platform to reach the target audience.

Authors and year	Title area	Methodology	Contribution	Implication
(Lee, 2011)	Consumer Attitudes Toward Online Mass Customization	Quantitative	towards Perceived ease of use has been a direct determinant of perceived usefulness and its indirect influence on attitudes toward online mass customization	Studying consumers' perceived risk of mass customization Would be rewarding
(Ko et al., 2017)	Determinants of consumer attitude toward corporate sponsors	Quantitative	Perceived ubiquity, the researchers could not find any significant relationship between consumers' attitude	To measure the degree to which respondents were exposed to sponsorship at the time of response and if consumers' perceive non-profit sponsorship
(Ghanbarpour et al., 2022)	Consumer response to online behavioural advertising in a social media context	Quantitative	Consumers with high perceived ad complicity experience greater perceived ad intrusiveness	Consumers who are more sensitive to social norms experience stronger perceived ad complicity
(Kim et al., 2021)	Determinants of consumer attitudes and repurchase intentions	Quantitative	Confirmed that co-creation, cost-effectiveness, website attractiveness, brand uniqueness, social media engagement, and innovativeness of DTC	Understanding the characteristics and values of consumers beyond simple demographic information would help the industry and researchers better target consumers Respondents from various communities and different size of organizations to enhance the findings on the impact of Facebook usage and to improve the possibility of generalization
Moghavvemi, 2015)	Factors influencing the use of social media by SMEs	Quantitative	Facebook usage has a strong positive impact on financial performance of SMEs	The sample set would be ideal if data from other countries were included as well
(Sriram et al., 2021)	Social media advertisements and their influence on consumer purchase intention	Quantitative	Creative characteristics, attention-grabbing details, emotional appeal, and celebrity endorsement all had an effect on how social media advertising	Incorporated into strategic communications curriculum to better prepare students for the current media climate
(Lewis, 2010)	Social Media and Strategic Communication	Quantitative	College students majoring advertising and public relations view social media more positively	
(Suprpto et al., 2020)	Social Media Advertising and Consumer	quantitative	Instagram advertising has a significant influence on purchase intention through customer perception	
(Perito et al., 2020)	Factors Influencing Consumers' Attitude Towards Biopreservatives the major factor	Quantitative	Consumer acceptance and willingness to pay were analysed with respect to shelf life and replacement of synthetic preservatives It showed that Word-of-Mouth ranked one as the major factor influencing their attitude towards social media marketing, while Reliability has the least percentage on the survey results	future market for their potential to decrease the negative impact of foods on health and environment Can benefit from this as a guide or paradigm to their related studies, and conduct a different conclusion based on locality.
(Angelica et al., 2019)	influencing consumers' attitude towards social media marketing	Quantitative		specific cultural and behavioural aspects that can be used in social media advertisements to change the buying behaviour of consumers
(Akayleh, 2021)	The influence of social media advertising on consumer behaviour	Quantitative	social media advertising Significantly influence consumer buying decision	

Source: authors own composition, 2023

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