

# **EURASIAN JOURNAL OF BUSINESS AND MANAGEMENT**

**www.eurasianpublications.com**

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## **STUDY ON CONSUMER ATTITUDES TOWARD ADS ON THE FACEBOOK PAGE OF HOTELS: A CASE IN VIETNAM**

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### **Abstract**

This paper presents the results of a study on determinants of customer's attitudes towards hotel's advertising via Facebook. Vietnam was chosen for the survey location. Two hundred and ten questionnaires were emailed to the Facebook users, and of these 195 responses were valid for further analysis. Findings from this research show that information, interaction, non-distractions, and reliability are the most important factors that influence the customer's attitudes.

**Keywords:** Attitudes, Advertisement, Facebook Page, Hotel in Vietnam

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### **1. Introduction**

The era of technological development has brought many changes in the marketing of enterprises, many new forms, in which the social network or more specifically Facebook is a typical example. Advertising through social networks not only helps marketers target customers in the right direction, but also geared to the interests of the client in a more realistic way. Marketers will not dominate customers, they must be partners of customers (Vollmer and Precourt, 2008). This is a key strength that helps businesses build an effective advertising strategy. The cause is due to the fact that the near 3/4 users say they are not interested in the online ad if it does not relate to their needs and preferences. It is also consistent with the perception that customers will refuse or neglect information, marketing and entertainment programs that do not involve themselves and choose the programs that bring them what they want: in relation to them, more personality, more interaction (Vollmer and Precourt, 2008). Customers are no longer easy to be difficult, cynical and demanding. Therefore, it is indispensable for businesses around the world to switch to social media.

According to published survey data, the number of people using social networking in Vietnam is on a strong increase in recent years. In addition, the figures also showed that among the social networks known and used, Facebook is dominant. Data announced by Facebook recently showed that as of July 20, Vietnam ranked seventh with 64 million users, accounting for 3% of total Facebook accounts. 2.5 hours is the average time a Facebook user spends each day wandering on social networks, which doubled the time spent every day watching television. Facebook also said the numbers are greater than 13% compared to the level of the average world using Facebook. The two most popular activities on Facebook of Vietnamese users is to chat with friends and Facebook access to the brand. This is indeed a fertile piece of land for the development of the online advertising market.

However, since the social network appeared in Vietnam so far, there have not been any official scientific studies on social media advertising in general and the attitude towards social advertising in Facebook in particular, especially in the areas of business hotels. Understanding the social network Facebook users and the factors that influence their attitudes towards advertising is an important thing for the business enterprises wanting ads and enterprises providing advertising services through the social network Facebook. Attitude plays a role in the direction of thinking and affects emotions, this leads to results: the behavior. And attitudes play a central role in consumer decision-making.

The attitude to the ads has been studied in Western countries for a long time and in the Asian countries only recently. However, with regard to Vietnam, particularly in the field of tourism, this issue is still very new. The application of Western studies for the Vietnam context will help enhance the practicality and the novelty of the results. Therefore, the study aims to understand and analyze customer attitudes towards advertising on the hotel's Facebook page in Vietnam. Based on a survey of 195 Facebook users in Vietnam, their attitudes to advertising on the hotel's Facebook page are influenced by five factors: information, interaction, non-distractions, entertainment and reliability. In addition, the study also found that the demographic factors of the respondents were an important factor.

The findings of this study provide insights for researchers and marketers. From a theoretical point of view, this is one of the first empirical studies to investigate consumer attitudes toward ads on the hotel's Facebook page in Vietnam. Therefore, the research contributes to understanding consumers, their attitudes, and behaviors in social media. From a practical point of view, research shows that some effective ad design strategies on a hotel fan page can enhance relationships with current consumers and attract potential consumers.

## **2. Literature Review And Research Hypotheses**

### **2.1. Literature Review**

#### **2.1.1. Attitude Toward Advertisement**

Mitchell and Olson (1981) and Shrimp (1981) are the first to have an influential article referring to attitudes towards advertising. Attitudes toward advertising are expressed in two ways: perception and emotion when consumers feel about the commercials they see (Shimp, 1981).

According to Kotler and Keller (2006, pp. 194), attitude can be described as "the reviews as positive or negative, emotional feelings, and action tendencies toward some object or idea". Attitudes can impact the customer's mind, to make them like or dislike of a subject, promote them to or away from it. Therefore, the behavior of the client is often affected by attitudes and make them behave in a way quite consistent for the objects (Kotler and Keller, 2006).

Many authors have identified the attitude toward advertising as an emotional response, such as attention, depression, empathy, feelings of distress (Lutz *et al.* 1985; MacKenzie and Lutz, 1989). According to Lutz *et al.* (1985), attitudes toward advertising are construed as thoughts that tend to respond in a positive or negative way based on the expression of the ad. The positive attitude of the consumer to a brand will affect his ability to use the product. In contrast, a less positive attitude is less likely to use the product (Chiou *et al.* 2008). These attitudes can get emotional responses (e.g., luck, happiness...) and the rating reaction (e.g., trust or uncertainty) (Baker and Lutz, 2000).

Consumer perception of advertising is a core and fundamental concept, one of the determinants of consumer attitudes toward any particular advertisement (Lutz *et al.* 1985). The attitude of the customer with the ad template will affect vital to the effectiveness of an ad campaign, attitudes towards brands and consumer trends (Kamphuis and Ramnarain, 2012).

#### **2.1.2. Attitude With Advertises Through Facebook**

Compared to traditional media, online ads can provide higher interactivity. In addition, online ads can be customized easily to meet the needs of consumers. The number of people who love, hate and are neutral with internet advertising is the same (Schlosser *et al.* 1999). Korgaonkar and Wolin (1999) concluded that web users have a positive perception of Internet advertising.

However, another study shows that there is still a negative attitude towards online advertising, especially in relation to advertising quality (Steynet *et al.* 2010). Moreover, there are some other researches which show that consumers find annoying online advertising and thus abandon the site completely (Gao and Koufaris, 2006). Thus providing the appropriate information to the needs of customers is one of the keys to the success of the advertising through social networks.

Shiau and Lu (2010) suggested that when users are aware of the fact that the use of the information in the ads on social networks are important and valuable, they can use this site again. The level of satisfaction is also affecting the intention to continue the use of the customer. Cha (2009) found that the more people the more likely they are to purchase the services and item through social networking.

A recent study by DEI Worldwide (2008) showed, 70% of consumers have access to social networking sites for information. Moreover, 49% of the clients who make the decision to purchase on the basis of the information they gathered. However, as reported by Nielsen (2012) then on the world market, 33% of social network users hate ads through social networks, and 26% would love. Besides, ads that are contextually relevant or sent (like) by acquaintances are readily accepted. After viewing the ad, the user usually presses like (like), click on the share (share for friends), or purchase. Asian people, in general, tend to be comfortable with more ads (41% prefer, 26% share and 31% buy). According to the report, 65% of consumers find out about the brand/product/service through social networks, 53% of users have a habit of praising, introducing the brand, 50% complaining about the product/service/brand through social networks. Moreover, the decision and behavior of 70% of consumers using social networks are affected by the experience of friends and acquaintances.

With more than 1 billion people using Facebook, it has become one of the greatest tools for brands to connect with their masses of fans, so the conduct of research and customer attitude surveys for the ads on social networks are important, to help enterprises easily launched the strategy and advertising message appropriate to each specific customer, high efficiency.

## **2.2. Research hypotheses**

### **2.2.1. Reliability**

Adler and Rodman (1997) define that the reliability is the authenticity of the advertising information source and its perception in the minds of people listening. In the context of the advertising industry, MacKenzie and Lutz (1989) define the reliability of advertising like the common awareness of consumers with regard to the truthfulness of the advertisements. The ad's credibility is affected by many factors, especially the confidence of the company and the message issuer (Goldsmith *et al.* 2000). Simply said, trust is the trustworthiness of the user to the ad and the message of the ad. According to Goldsmith *et al.* (2000), trust has been shown to have a direct, positive impact on attitudes toward advertising, attitudes towards branding, and purchase intentions of consumers.

The strong growth in online advertising revenue indicates that online advertising is capable of replacing traditional media, so building trust in the environment is important (Choi and Rifon, 2002). In sum, it is hypothesized as follows.

*H<sub>1</sub>: Reliability (CRED) has a positive effect on attitudes towards advertising of the hotel via the Facebook social network.*

### **2.2.2. Informativeness**

Advertising plays an important and legitimate role in providing information (Rotzoll *et al.* 1989). Rubin (2002) claims that one of the most important functions of advertising is to provide information. The goal of advertising is to inform customers about new products or new features of existing products or change of product prices (Kotler and Keller, 2006). Schlosser *et al.* (1999) asserted that consumers' attitudes toward Internet advertising are influenced by the information and usefulness of advertising, thereby influencing decision-making about buying behavior. The

studies as Ramaprasad and Thurwanger (1998); Haghirian and Madlberger (2005); and Ducoffe (1996), also pointed out that there is a tight and durable relationship between the information and the attitude of consumers towards advertising. Therefore, it leads to the following hypothesis.

*H<sub>2</sub>: Informativeness (INFOR) has a positive effect on attitudes towards advertising of the hotel via the Facebook social network.*

### **2.2.3. Entertainment**

Research by Bauer and Greyser (1968) shows that pleasure is one of the experiences of advertising and that advertising can reach the consumer's emotions. Advertising can be regarded as a source of entertainment (Alwitt and Prabhaker, 1992; Pollay and Mittal, 1993). Consumers prefer to see ads when it contains many fun and interesting elements, as much excitement as possible is appreciated (Alwitt and Prabhaker, 1992; Pollay and Mittal, 1993). Similarly, Alwitt and Prabhaker (1992); Pollay and Mittal (1993) found that this factor will create attitudes toward ads that have important implications. In other words, the more positive the belief in entertainment, the better the attitude of the audience to the ad. Thus, Ramaprasad and Thurwanger (1998), Munusamy and Wong (2007), Pollay and Mittal (1993), Petrovic *et al.* (2007) argue that this factor positively correlates with consumer attitudes toward advertisement. As such, the hypothesis below is proposed.

*H<sub>3</sub>: Entertainment (ENTER) has a positive effect on attitudes towards advertising of the hotel via the Facebook social network.*

### **2.2.4. Non-distraction**

Distractions are the level of discomfort brought by the consumer. According to Ducoffe (1996), when advertisers use techniques that are offensive or excessive, consumers will often feel the unwelcome and unpleasant effects of that ad. Discomfort reduces the effectiveness of advertising, the feeling of causing trouble for consumers. Social network users want to get rid of the annoyance of advertising (Clemons, 2009). So ads that give consumers a non-distracting feel will have a positive impact on their attitude toward Facebook social networking ads. Consequently, it is necessary to raise a hypothesis about the relationship between and entrepreneurial attitudes towards advertising as follows:

*H<sub>4</sub>: Non – distractions (IRRI) has a positive effect on attitudes towards advertising of the hotel via the Facebook social network.*

### **2.2.5. Interactive ability**

Advertising interoperability is about advertising techniques that include feedback from the customers it targets. This feedback provides businesses with analytics data that can be used to improve existing advertising methods. Cho and Leckenby (1999), Ho and Wu (1999), Sukpanich and Chen (2000) make assertions about interactivity in three groups, namely, "People - people", "people - messages" and "people - computers". For online advertising, Sukpanich and Chen (2000) classify interaction as "machine", "content" and "human". Possibility interactive of advertising is often used in online ads, but can also be applied to traditional advertising methods such as consumer surveys.

By adjusting the advertising approach, colors, content and collect feedback from your target customer segments, business has created for potential customers the opportunity to interact with the company and with their ads rather than merely receiving information one-way. This helps consumers to gather more information and more experience to make their decisions. Therefore, in this study, the authors hypothesize:

*H<sub>5</sub>: Interactive ability (INTER) has a positive effect on attitudes towards advertising of the hotel via the Facebook social network.*

### 3. Research methodology

Ducoffe (1996) proposed a cognitive model of values and attitudes towards advertising, in which attitudes towards advertising depend directly on the value of advertising, this model has also confirmed the study by Brown and Staymen(1992)on attitudes towards advertising, which is the emotional response to advertising. The model of Ducoffe (1996) has launched three major components of the advertising features that affect the attitude of consumers: the advertising information (informativeness), entertainment (entertainment) and the distractions in the ad (irritation). Brackett and Carr (2001) continue to inherit and confirm the results of Ducoffe (1996) and add two elements of trust and demographic factors that affect attitudes toward online advertising. Interaction is alsodirectly related to both the value of the ad and the attitude toward advertising.

The author will incorporate factors influencing consumer attitudes from previous studies. Specifically, the author uses three factors to influence the advertising of the Ducoffe (1996) model: (1) information, (2) entertainment, (3) non-distraction. Adding (4) reliability of Brackett and Carr's (2001) research model and (5) the interaction of the model of Ling *et al.*(2010).

The dependent variable in this study is attitudes towards hotel's advertising through Facebook. The attitudes that can be defined are expressed in two ways: the perception and the emotions that consumers experience about the ad they see. All questionable items were measured by the Likert scale, from "1 = strongly disagree" to "5 = strongly agree". The regression equation expressing the relationship of variables with the attitude towards hotel's advertising through the Facebook network (AT) is described as follows:

$$AT = \beta_0 + \beta_1 \text{CRED} + \beta_2 \text{INFOR} + \beta_3 \text{ENTER} + \beta_4 \text{IRRI} + \beta_5 \text{INTER} \quad (1)$$

Questionnaires have been sent to people using Facebook through the Email form. A total of 210 questionnaires was received, resulting in a 95% response rate. After checking the returned questionnaire, 15 feedbacks have been rejected due to lack of some important data and careless response to the items. Finally, the 195 valid answers have been used to further analysis.

### 4. Findings and discussion

#### 4.1. Results of reliability test

To ensure that these factors are sufficiently reliable and valid in explaining, measurement reliability scale by Cronbach's Alpha coefficient was used for each factor extract. The Cronbach's alpha coefficients of the observed variables extracted from the exploratory factor analysis ranged from 0.7 to 0.9. The coefficients of the variables in the scale are greater than 0.3. As such, the factors extracted are sufficiently reliable to be used in explaining the factors that affect attitudes toward advertising of hotels via Facebook. Thus, these variables ensure the reliability of subsequent analysis (Table 1).

**Table 1. Construct measurement and scale reliability**

Construct	Questions	Source	Cronbach Alpha
Perceived Advertisement value Reliability (CRED)	The hotel's ads on Facebook are honest, in part derived from the people who already know The hotel's ads on social networking site Facebook are as a reference Hotel's ads on Facebook contribute in my booking decision	Brackett and Carr (2001)	0.896
Informativeness (INFOR)	Hotel Ads on Facebook provide useful information about the product / service Facebook social networking ads increase the knowledge of the hotel's products / services Social Facebook ads suggest hotels, products / services that I'm looking for Hotel information / services are constantly updated through advertising via Facebook Facebook Advertising is a convenient way to find out about hotels' products / services	Ducoffe (1996)	0.796
Entertainment (ENTER)	I feel that advertisements on Facebook are enjoyable I find advertisements on Facebook pleasant I feel ads on Facebook very eye catching I feel that advertisements on Facebook are entertaining	Ducoffe (1996)	0.756
Non – distraction (IRRI)	Hotel's ads on Facebook are not offensive  I feel not bothered by the hotel ads on Facebook I do not feel uncomfortable by the hotel ads on social networking Facebook	Ducoffe (1996)	0.985
Interaction (INTER)	Hotel's ads on social networks Facebook can exchange information regularly with people about the product / service Hotel Ads on Facebook provide a high level of product / service awareness Hotel's ads on social networks can click on links and receive product / service information quickly Hotel Deals on Facebook provide two-way communication	Ling <i>et al.</i> (2010)	0.815
Attitude toward Ads on Facebook	I like to watch ads through the social networking sites on Facebook I like to watch ads through the social networking sites of the hotel from the sharing with friends I will share ads through the hotel social networking sites with friends I see the link to the hotel through Facebook advertising	Ling <i>et al.</i> (2010)	0.844

**Source:** Authors' analysis of survey results

#### 4.2. Results of EFA analysis

EFA analysis was tested on the scales. The standard for the EFA Test is that the Eigenvalue must be greater than 1, and the correlation coefficient must be at least 0.5. Therefore, when the EFA analysis was run, some variables did not meet the above criteria and were excluded from the analysis model (Table 2).

**Table 2. The results of Exploratory Factor Analysis of the factors influencing attitude toward the advertisement via Facebook**

	Component				
	1	2	3	4	5
IRRI1		0.980			
IRRI2		0.977			
IRRI3		0.963			
INFOR1				0.826	
INFOR2				0.825	
INFOR3				0.711	
INFOR4				0.588	
INFOR5				0.578	
INTER			0.871		
INTER			0.841		
INTER			0.756		
INTER			0.605		
CRED	0.942				
CRED	0.938				
CRED	0.795				
ENTER					0.831
ENTER					0.813
ENTER					0.724

Source: Authors' analysis of survey results

#### 4.3. Results of hypothesis testing

To test the hypothesis, from the statistical results of the Panel, we see the value of the independent variable SIG is smaller than 0.05 significance level, and the normalized beta regression coefficients have positive value, which means they are proportional to the dependent variable. Thus the regression model is consistent with the original hypothesis. However, when the control variables are considered in the model, the regression analysis shows that all controlled variables do not have an impact on the relationship between ENTER and AT. Thus, it is concluded that H<sub>3</sub> is rejected while H<sub>1</sub>, H<sub>2</sub>, H<sub>4</sub> and H<sub>5</sub> are accepted into this study (Table 3).

To determine the importance of the variables in the models, we consider columns numerical system Part and Partial Correlations, results in descending order as follows: reliability, non-distractions, interaction and information. When considering the normalized beta, this order also does not change. In this study, the author has used standardized regression coefficients (Standardized). The standardized regression coefficient Beta is the coefficient normalized for variables, so they are used to compare the degree of impact of variables dependent on the independent variable. The larger independent variable means that the variable has a strong impact on the dependent variable.

Through the standardized regression coefficients, we know the importance level of the factors involved in the equation. Specifically, the most influential factor ( $\beta = 0.538$ ) to the attitude with regard to advertising on the Facebook network is trust (CRED) with significance level 90%. However, in general, all 4 are all factors that can affect the dependent variable. The P coefficient is 0.396; 0.359; 0.144 which represent IRRI, INTER, INFOR respectively with significance level 90%. And any changes of one of the four factors can make up for the change of their attitude (Table 3).

**Table 3. The importance of the variables in the models**

	AT
(Constant)	0.005 (1.033)
CRED	0.538* (2.084)
IRRI	0.396* (1.456)
INTER	0.359* (1.378)
INFOR	0.144* (1.383)
Observations	195
R <sup>2</sup>	0.86

Note: t statistics are in parentheses.\* represent 10% significance level respectively.

## 5. Discussion and suggestions

In terms of theoretical considerations, this study aggregates items that measure the factors that affect attitudes toward advertising from previous Western studies and in the context of Vietnam as well as applying them to the Facebook social networking site to check the validity and suitability. On the other hand, in practical terms, this study brings some of the following key findings.

Firstly, in the full regression model, the four independent variables CRED, INTER, INFOR, and IRRI have a positive relationship with AT. It can, therefore, be concluded that information, trust, non-distractions, and ad interaction of advertising have great influence on the attitude of users toward the hotel's advertising via the Facebook.

Secondly, Linear regression analysis was conducted by the Stepwise method of linearization which gave us a linear regression equation as well as the influence of factors. It can be seen that the most influential factor in customer behavior is trust. That is, the higher the trust (CRED), the more positive the viewer's attitude.

Thirdly, Entertainment (ENTER) variable after conducting a linear regression analysis was excluded from the equation. The reason is that during the interview, most people expressed the annoyance with Facebook ads and the fake information has a direct impact on their attitude. At the same time, the purpose of the interviewees when viewing the ads is usually to read the information and find the right option. Meanwhile, the entertainment factor is the least mentioned, so this factor does not play a large role in influencing attitudes.

From the findings of this study, the authors believe that many hotels should be engaged in a variety of activities to improve the attitude of the consumer toward advertisement via Facebook. Therefore, some suggestions are raised as follows:

Firstly, enhanced reliability in the ads on the Facebook network should be provided. In fact, at present, the client is very apprehensive in approaching the online advertising, causes a part comes from the booming amount of information on the Internet. Therefore, to avoid clients having the negative reaction to the ads, marketers should minimize the appearance of advertising spam and increase the user's initiative with regard to advertising.

Secondly, advertisement interaction (INTER) is also vital. Different from the other traditional forms of advertising, advertising on the social network Facebook and online ads generally provided the business the ability to interact with the guests. The more engaged a

customer is with a display ad, the higher the retention rate and the percentage of the hotel's product or service selection.

Thirdly, the content of the ad is one of the factors that determine the success of a campaign for Facebook Ads because it directly affects the interest of the customer. Therefore, hotels should be aware that for each customer they should select the appropriate content and information; provide information relating to the interests of customers. Information in advertising should play the role of promoting customers to make decisions to choose products or services.

## 6. Conclusion

In recent years, the hotel business in Vietnam had the strong development, meeting the diverse needs of tourists. However, going along with the main development is the competition between the enterprises in this field. To gain a competitive advantage, hotels need to use effective marketing activities, including the contribution of the ad. The ad has the role as an intermediary bridge between the operation of the business and the market, the access and promotion of products and services to customers. Besides, the emergence and development of the Internet have brought many changes to the marketing of business. However, to use this form appropriately and then report the results, businesses need to learn about the customer—the person directly affected by the ad. Through the study, the author has analyzed reviews the factors that impact the attitude of tourists and, the level of its influence. On the basis of the proposed solutions, businesses can promote the advantages of advertising through Facebook.

In this report, the research sample is selected by a convenient method with non-probability sample selection form, although ensuring in theory on choosing the pattern, the generalizability of the study was not high. In addition to the factors being studied, there are still many other factors that impact the customer's attitude toward advertising through Facebook that the author has not mentioned such as the frequency of ads appearing on Facebook or frequency of watching the hotel's advertising through Facebook or the forms of advertisement such as banners, sponsorships, etc. Further studies should include more independent variables in the research model and increase the sample size.

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