

# **STUDENTS' ATTITUDE TOWARD FACEBOOK ADVERTISING:**

**Special reference to undergraduates of Eastern University,  
and University of Jaffna, Sri Lanka**

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## ABSTRACT

The communication between business and consumers is shifting to social networks online, one of these online social networks is facebook. Facebook provides companies to create their own brand pages, from where they can send messages to consumers. This study aims to study the factors affecting students' attitude towards facebook advertising. While many studies focused on only facebook related variables, this is one of the studies that focus exclusively on user related variables. The factors that were used in this study are facebook related variables and user related variables. The facebook related variables include entertainment, informativeness, credibility, interactivity and customization, user related variables include frequency of exposure and gender. The study is mainly considers the primary data. The primary data were collected through structured questionnaire from 216 undergraduates of Eastern University and University of Jaffna, Sri Lanka. Different tests applied on it, and seven hypotheses were tested. At the same time the results show that both facebook related variables and user related variables have positive impact on students' attitude toward facebook advertising. Furthermore, this study showed a new way to measure effectiveness of messages on facebook pages and the limitations and recommendations are discussed with regards to further improvement.

**Keywords:** Facebook related variables, User related variables, Attitude toward facebook advertising, Eastern University, University of Jaffna, Sri Lanka

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