

Original Article

A Study of Advertising Value and University Students' attitude towards Facebook Advertisements

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Abstract: In this modern era, Facebook's large user base and sophisticated data-driven algorithms have made it one of the best tools for reaching specific audiences. Through customised and interactive advertising campaigns, it enables companies to engage consumers, market goods and services, and increase brand recognition. Earlier studies were done on the evaluation of the advertising merit and the impact on the attitude of people towards some known and emerging types of advertisements. As little is known and studied about the effectiveness and the general attitude towards Facebook advertisements especially in relation to Pakistani students, there exists a gap which demands investigation in order to determine what factors influence consumer attitudes towards Facebook advertisements and Facebook advertising value. This article takes a closer look at how various advertising value factors –like informativeness, entertainment, irritation, and interactivity –impact the perceived value of Facebook ads and how university students feel about them. The study involved 261 students from University of Mirpurkhas, Sindh, Pakistan (formerly called Sindh University (Campus) Mirpurkhas). The findings reveal that informativeness has a strong connection with most of the factors, except for irritation and attitudes toward Facebook ads. Meanwhile, entertainment is linked to interactivity, perceived value, and overall attitudes, while interactivity and irritation have a rather weak relationship. Ultimately, the value of advertising does have a positive influence on how students view Facebook ads.

Keywords: Facebook advertising value, Pakistani university students, attitude towards Facebook advertising

Introduction:

Social media has emerged as a powerful tool for business advertising and expansion in the last decade (Abuhashesh et al., 2021). Social Networking Sites, or SNS, began to multiply significantly in 2005 and became prevalent among the students in schools, colleges, and universities. A Bitner et al. (2016) study

reveals that young people, particularly those between 18 and 24 years of age, have become the dominant users of social media and the primary target of many advertisers. According to Mushtaq and Kayani (2015), social media platforms like Facebook have become popular among higher education students because the interface is user-friendly and they can perform several functions, such as sending friend requests and signing up at different places. Users of Facebook become the objects of marketing and publicity by many firms (Jung et al., 2015). In Pakistan, in August 2025, there were 67 663 900 Facebook users in Pakistan, making up 28.9% of the country's total population. Seventy-six percent were men. The largest user group consisted of 26,800,000 people between the ages of 25 and 34. Men outnumber women in the 25–34 age group by a margin of 20,500,000 (source: Napoleoncat, 2025). That means Facebook now leads as the most subscribed social media website in Pakistan and thus Facebook has turned out to be a new medium of advertisement for the marketers and advertisers.

Facebook is increasingly becoming a significant platform for marketing and conducting surveys. In advertising, attitude is considered one of the impacts to be analysed because it captures the attitudes of people in relation to anything via a simple narration. There is more than one reason behind the significance of attitude, as it assists in understanding the consumption behavioural tendencies (Belch et al., 2015). Substantial previous literature has demonstrated attitude as one of the main factors in advertising response analysis (Ashmawy, M.E., 2014). Therefore, there is a need to find out in what ways advertisements on Facebook are changing the attitudes of young Pakistani consumers. In order to accomplish this objective, this research utilized the Advertising value model proposed by Ducoffe (1996) which claimed that Advertising value was a consequence of advertisements which included such elements as informativeness, entertainment, and irritation. Apart from these elements, the study also considers interactivity. In this light the present paper tries to find out the attitudes of students towards advertising in Facebook.

Justification Of the Study

Given that Facebook is the most popular social networking site in Pakistan, businesses and advertisers are increasingly depending on it as a crucial marketing tool, which supports the study. Understanding how various Facebook ad elements affect attitudes and advertising value has become crucial for effective communication as consumer behaviour in the digital age continues to change. This study is a timely and essential exploration of contemporary advertising practices since its findings provide advertisers with useful advice on how to develop campaigns that have an impact and suit consumer preferences.

Significance Of the Study

The study offers useful information for companies and marketers looking to enhance their advertising strategies by examining how consumer perceptions are impacted by informativeness, entertainment, interactivity, irritation, and advertising value. The results advance our knowledge of how social media advertisements can be created to improve interaction, lessen annoyance, and strengthen brand-consumer bonds – all of which eventually help businesses and their target markets.

Research Objectives

1. To look into the connection between Facebook ads' advertising value, informativeness, entertainment, irritation, and interactivity.
2. To examine how consumers are influenced by informativeness, entertainment, irritation, and interactivity.
3. To examine how consumers are influenced by advertising value.
4. To make recommendations on how advertisers can produce impactful social media ads.

Research Questions

1. How do the perceived informativeness, entertainment, irritation, and interactivity of Facebook ads relate to their advertising value?
2. What effects do informativeness, entertainment, irritation, and interactivity have on the attitudes of consumers?
3. What effects does advertising value have on the attitudes of consumers??
4. What techniques can advertisers use to create impactful Facebook ads?

Scope Of the Study

By investigating the connections among informativeness, entertainment, interactivity, annoyance, advertising value, and attitudes towards Facebook ads, this study aims to investigate how Facebook ads influence consumer attitudes and behaviours in Pakistan. It seeks to comprehend the ways in which these elements work together to affect consumer engagement, brand perception, and purchase decisions. Since Facebook is the most popular social networking site in Pakistan, the study is only focused on it, which makes it extremely pertinent to marketers and companies. The results are meant to assist advertisers in creating Facebook campaigns that are more successful, interesting, and less annoying, increasing advertising value and favourably influencing consumer sentiment.

Literature Review

With the rise of social media, communicating with others has become a breeze, paving the way for new social connections. In 2005, Facebook took the internet by storm, quickly becoming a key player in the Web 2.0 landscape. This budget-friendly marketing approach has been a game-changer for small businesses, allowing them to reach a broad audience even with limited promotional funds. Unlike traditional ads, which often come in the form of banner ads or sponsored links with clear marketing messages, Facebook ads blend seamlessly with user-generated content. This shift has revolutionized advertising; we're now seeing a move from 'push advertising' to what's being called 'trust advertising.' Social networking platforms like Facebook enable brands to engage directly with consumers, encouraging word-of-mouth promotion (Knight, Kristina, 2007). The design of Facebook ads often mirrors regular posts, making it tough to tell marketing messages apart from everyday user content (Niinimäki, P., 2020). Brands connect with Facebook users through both organic or free and paid advertising. Organic advertising consists of content shared on brand pages, inviting likes, comments, and shares (Curran et al., 2011; Logan, 2014). Facebook not only allows users to interact and comment on ads but also to share them with their friends (Logan et al., 2012). A study conducted in the United States on social networking sites and purchase intention found that posts related to purchase intent positively influence buying decisions. One study conducted in the United States looked into how social networking sites influence purchase intentions. It found that posts related to buying decisions can actually boost people's intent to purchase. In fact, 81% of the respondents reported that their purchase intentions were swayed after seeing various product-related posts from their friends (Olenski, 2012). When it comes to consumer attitudes towards advertising, there are several layers to consider, including how people feel about the tools that advertisers use (Muehling D.D, 1987). By studying these attitudes, marketers can gauge how people are likely to behave and their feelings—whether they're positive or negative—toward different products. According to Chu (2011), college students tend to have a notably positive attitude towards social media advertising, and the number of young social media users is on the rise. This trend suggests that social media platforms are becoming increasingly effective for advertisers, especially those aiming to reach younger audiences. Chi, H. H. (2011) pointed out that users' motivations for engaging on social networks can shape how they respond to social media marketing. He also noted that people's perceptions of advertisements can

vary across different social media platforms. Harris and Dennis (2011) found that students have a 'hierarchy of trust' when interacting on Facebook and similar sites. They discovered that students prioritize their real-life friends first, followed by Facebook friends, expert blogs, independent review sites, and finally, celebrities and e-retailer sites. When it comes to evaluating advertising, our attitudes play a huge role. These attitudes are quite sensitive and need to be nurtured carefully, especially since a whopping 97% of consumers do their homework online before making any decisions (Knight, 2010). Gaber (2012) pointed out that when it comes to platforms outside the internet, more exposure to ads can actually lead to a negative view of advertising, causing consumers to tune out. On the flip side, some researchers have found that people tend to have a more positive attitude towards online ads (Schlosser et al., 1999). This contradiction shows that how we feel about ads can really depend on where we see them. Take Facebook, for example. It's a modern and widely-used communication platform, which makes it a potentially better spot for advertising (Mariam El Ashmawy, 2014; Kornias, Halalau, 2012; Logan et al., 2012). In fact, ads on the internet tend to be more effective than those in print. Y Lin, Z Ahmad, W Shafik, and SK Khosa (2021) discovered that sales can soar up to three times higher with online ads, suggesting that businesses should definitely consider online media to boost their sales. Ducoffe (1995) developed a model that focuses on three key aspects of perceived value: informativeness, entertainment, and irritation. These elements are closely tied to how consumers experience advertisements, unlike traditional advertising effectiveness measures like message recall or purchase intent. This model is grounded in the Uses and Gratifications theory, which emphasizes the individual's experience with media rather than the media itself (Katz, 1959). Ducoffe argued that any advertisement lacking value is unlikely to receive a positive response from consumers. The foundation of this model is rooted in the Uses and Gratifications theory, which helps us understand mass communication by placing the individual at the forefront, rather than the media itself. It focuses on a person's unique experiences with media (Katz, 1959). Katz argued that any advertisement lacking value won't elicit positive responses or strong attitudes from consumers. It highlights how satisfied consumers are with the advertised product. The perceived value of advertising plays a crucial role in shaping positive perceptions of various advertisement features.

The advertising value model can be listed as one of the most widely used for understanding consumer attitudes toward advertising (Arora, Agarwal, 2019; Murillo et al., 2016). Many studies have shown that consumers' attitudes are positively influenced by perceived value (Ha et al., 2014; Taylor et al., 2011). Ducoffe (1996) confirmed that this advertising value measuring model can be applied to online advertising, suggesting its relevance across all media types. Numerous studies have shown that, in addition to being informative, ads can also entertain or annoy. Interestingly, the level of interactivity in an ad can significantly influence how consumers perceive its value and their overall attitudes towards it (Cho, Leckenby, 1999; Wu, 1999). Thus, interactivity can be seen as another important factor influencing advertising value and attitudes. Informativeness is key to capturing consumers' attention toward advertisements and positively impacts their perceived value. It keeps consumers informed about new developments, which they consider when making purchasing decisions. The more valuable consumers find an advertisement, the more favorable their attitudes will be toward it (Ducoffe, 1995). Conveying information is such a vital aspect of advertising that it significantly influences and reshapes attitudes toward it (Petrovici, Marinov, 2007). Creating effective advertisements hinges on raising awareness, educating potential buyers, and shaping their perceptions of a product or brand. The goal is to be persuasive enough that customers make the choices you want them to make (Bendixen, 1993). Ducoffe (1996) discovered a strong connection between how informative an ad is and the viewer's attitude towards it. In fact, informativeness was identified as a key factor influencing positive attitudes towards social networking sites (Taylor et al., 2011). Another study on attitudes towards web advertising suggests that consumers' perceptions of a company, along with its products and services, are significantly affected by the quality and accuracy of the information presented on the company's website. This supports the idea that the accuracy, timeliness, and effectiveness of information on Facebook can shape

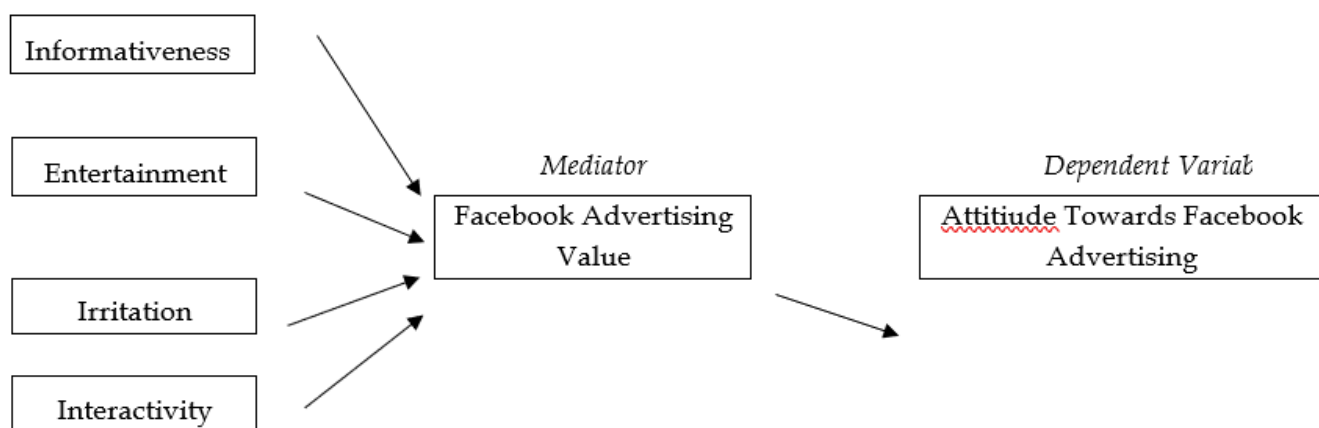
how consumers feel about Facebook ads (Bauer et al., 2005). According to Kornias and Häläläu (2012), Facebook ads offer just the right amount of information, making it easy for viewers to grasp the intended message from advertisers. Luo (2002) argued that consumers see the potential of ads to deliver information as a major reason for accepting them. Conversely, Kornias and Häläläu (2012) pointed out that how well advertisers convey an accurate image of their products is central to consumers' beliefs about the benefits of advertising. The availability of information makes it easier for customers to find what they need, regardless of time or location. This convenience is crucial for internet users (Chen, Nath, 2004). While there's a wealth of information on Facebook, the nature of that information can influence how users perceive the company and its products or services. Thus, the informativeness of ads and the attitudes of Facebook users are positively linked (Yuanxin, Pittana, 2011). When it comes to advertising, providing timely and accessible information is key to being informative. According to Rotzoll, Haefner & Sandage (1990), informativeness is all about sharing details on various product options, which helps consumers make choices that offer the best value. They describe informativeness as "a perceptual system assessed by self-reported measures." In the realm of Facebook ads, informativeness can really encourage a positive buying attitude among consumers. A study by Logan et al. (2012) highlights that the value and image of an ad are influenced by the claims and counterclaims presented within it. Furthermore, Kim et al. (2016) identified informativeness as a crucial factor for social media users. Aydin (2016) discovered in his research on social media advertising that informativeness might not be the most significant factor in changing consumer attitudes. However, social media does provide a great platform for delivering information effectively (Lee, Choi, 2005). In advertising, the entertainment factor plays a positive role in shaping consumer attitudes (Ducoffe, 1996). The significance of entertainment lies in its ability to fulfill customers' desires for diversion, emotional release, escapism, or simply aesthetic enjoyment. Ads need to resonate with consumers, and their design should be appealing and engaging, as this enhances their advertising value and influences attitudes positively (Ekstrom, Gustafsson, 2012). An entertaining advertisement can create opportunities for a company, as it tends to leave a positive impression on social media users, ultimately shaping their attitudes toward the ad (Yuanxin, Pittana, 2011). The ability of an ad to entertain can enhance the overall experience of consumers during advertising exchanges, since ads are a vital part of the content (Alwitt, Prabhaker, 1992). Many advertisers believe that entertaining ads foster a positive brand attitude, which is why they strive to create engaging content. A lot of advertisers believe that entertaining ads help create a positive brand image, which is why they lean towards using entertaining messages (Shavit et al., 1998). Many internet users also see ads as a form of entertainment, so they naturally gravitate towards entertaining advertisements (Hadija et al., 2012). Using social networking sites is just as much about entertainment; in fact, it can be even more enjoyable than video games, TV, or going out. People log into these platforms to have fun, unwind, and kill time (Muntinga et al., 2011). Research by Taylor, Lewin, and Strutton (2011) shows that consumers' attitudes towards social media sites are influenced by how entertaining they find them. Entertainment plays a crucial role in shaping a positive attitude towards advertisements, making them more engaging (Ling et al., 2010). The entertaining aspect of ads can significantly enhance their effectiveness by creating a psychological connection between consumers and the brand (Wang, Sun, 2010). Entertainment is one of the key elements that boosts consumer interaction with social media ads. It also influences users' moods and perceptions. Plus, people generally enjoy engaging with interactive and entertaining advertisements (Haida, Rahim, 2015). When it comes to advertising, entertaining content grabs attention and can positively impact consumers' buying behavior towards the advertised products (Jin, Villegas, 2007). On the flip side, when we talk about consumer attitudes towards ads, irritation tends to bring about negative feelings, unlike other factors (Ducoffe, 1996). In the race to create eye-catching ads, some advertisers resort to unpleasant tactics that can turn consumers off (Chung et al., 2004). When users feel that ads are interrupting their activities, they often find them annoying (Kornias, Halalau, 2012). It's interesting how irritation can drive people to criticize advertisements, ultimately

impacting their success (Ducoffe, 1996). When ads come off as annoying, offensive, or overly manipulative, consumers often find them undesirable and irritating. Generally, this annoyance can lead to a negative attitude towards advertising, which contributes to consumer dissatisfaction (Ogba et al., 2012). Understanding irritation is crucial when we talk about how certain ads can evoke negative emotions (Li et al., 2002). In the realm of Facebook advertising, irritation often manifests as interruptions to users' goals and concerns about privacy (Taylor et al., 2011). Given that consumers find annoying and manipulative ads irritating, companies should focus on creating advertisements that are more pleasant and engaging (Gaber, 2012). Yuanxin & Pittana (2011) discovered that interactivity has a positive effect on attitudes towards Facebook ads. Nowadays, consumers are more proactive; they want to engage, share their opinions, and read reviews from others. Facebook, with its interactive features, is a prime example of this (Yu, Kwok, 2011). Many researchers have pointed out that interactivity is a key factor that distinguishes traditional media from new media (Chung et al., 2004). Yuanxin & Pittana (2011) found that interactivity positively influences attitudes towards Facebook advertising. The internet offers a more sophisticated experience than traditional media, providing buyers with greater opportunities. For example, online ads typically feature higher levels of interactivity compared to many traditional media formats.

Engaging with a brand's message is crucial for boosting customer interaction with advertisements. Facebook users tend to support a brand more when they actively participate in brand-related events, making them feel more connected than those who are simply exposed to text, audio, or video ads. Ching et al. (2013) also pointed out that a higher level of interactivity leads to a more positive attitude.

Conceptual Framework

Independent Variables



Adapted with modification from Arora&Agarwal (2019)

Research Methodology

The data for this study were collected via a cross-sectional survey which allowed the population's attitudes, trends and views to be quantitatively analyzed. The study collected data using a quantitative method. This study was carried out at University of Mirpurkhas (formerly known as Sindh University Campus, Mirpurkhas), located in the Mirpurkhas district of Sindh province, Pakistan. According to the registrar of the university, there are 823 students from Mirpurkhas, Umrkot, Sanghar, and Tharparkar are enrolled in 6 departments, namely Business Administration, Information Technology, Geology, English and Commerce. Researcher will apply Morgan formula and according to the formula the sample size of 261 participants is valid for proposed research study. A questionnaire with multiple-choice answers was developed to collect

information from the students and the process of data collection, questionnaires are crucial tools. The data collected through the survey was processed by SPSS software 27.

Results

Out of a total of 261 students, 70.9% who responded to the questionnaires were male, while only 29.1% were female. Additionally, 33.3% of the respondents were between 18 and 20 years old, 59.4% were aged 21 to 25, 5.7% were in the 26 to 30 age range, and just 1.5% claimed to be over 30. When asked about their academic year, 23% identified as first-year students, 21.8% as second-year, 27.6% as third-year, and the same percentage indicated they were in their final year. Interestingly, only 5% of respondents reported not having a Facebook account, opting instead to use someone else's account, while a whopping 95% confirmed they had their own. In terms of usage, 34.1% of respondents said they spent less than an hour on Facebook. The majority of students (34.5%) reported spending one to two hours on the platform, while 14.9% used it for two to three hours, and 16.5% for four or more hours. The analysis revealed a mean usage of 2.14 hours with a standard deviation of 1.065. Only 3.1% of respondents accessed Facebook via a desktop computer, with the same percentage using a laptop. However, over 90% (90.4%) of students stated they accessed Facebook on their smartphones. The mean and standard deviation for this investigation were found to be 1.97 and 0.309, respectively.

Table 1. The background information of the participants.

Variables	Frequency	Percentage (%)
Gender		
Male	185	(70.9)
Female	76	(29.1)
Age		
18-20	87	33.3
21-25	155	59.4
26-30	15	5.7
More than 30	4	1.5
Class		
First year	60	23
Second year	57	21.8
Third year	72	27.6
Final year	72	27.6
Facebook account		
Yes	248	95
No	13	5
time spent on Facebook per day		
Less than one hour	89	34.1
1-2 hours	90	34.5
2-3 hours	39	14.9
More than 3 hours	43	16.5
Device to access Facebook		
Desktop computer	16	6.1
Smart phone	236	90.4
Laptop	9	3.4

** values show in percentage (%), n=261

In this study, we evaluated the internal consistency of the items using Cronbach's alpha, which is a common coefficient for this kind of analysis. We also looked at the inter-item correlations to see if the components effectively captured the construct we were examining. To create the constructions, the researcher averaged the total of the components. Generally, a Cronbach's alpha value of 0.7 is considered acceptable for research, but values above 0.6 can also be deemed satisfactory (Griethuijsen et al., 2015; Taber, 2018). The 4-item informativeness measure had a reliability score of 0.653, which is acceptable. Meanwhile, both the 4-item amusement scale (0.855) and the advertisement value (0.825) surpassed the 0.8 mark, indicating strong reliability. Additionally, the 4-item irritability scale (0.799), the interactivity scale (0.712), and the attitude scale (0.774) all showed commendable reliability as well.

Table 2. Cronbach's Alpha - Reliability

Constructs	No. Of Items	Alpha
Informativeness	4	0.653
Entertainment	4	0.855
Irritation	4	0.799
Interactivity	4	0.712
Advertising Value	4	0.825
Attitude towards Facebook Advertising	4	0.774
Facebook advertisements are distressing	3.16	1.137

In Table 3, the mean and standard deviation of each of the constructs are presented.

Most of the people surveyed (M=3.64) felt that the interactive aspect of Facebook advertising was quite important. They also showed support for the informative and engaging nature of these ads (M=3.56). On the other hand, when it came to the entertainment factor, the respondents' opinions (M=3.34) seemed to align more closely. Interestingly, students expressed a bit more irritation (M=3.20) towards Facebook ads than the neutral score of 3.00, which suggests they might actually agree with that sentiment. There was also a noticeable tendency to agree regarding attitudes towards Facebook advertising (M=3.60) and its perceived value (M=3.51). When looking at the standard deviations, those below 1.00 indicate that responses were pretty consistent around the average, while those above 1.00 show more variation. As shown in Table 3, only the entertainment aspect had a notable variation (Std.=1.021).

Table 3. Constructs (Mean & Standard Deviation)

Variable	Mean	Std. Deviation
Informativeness	3.56	.712
Entertainment	3.34	1.021
Irritation	3.20	.889
Interactivity	3.64	.706
Advertising Value	3.51	.825
Attitude	3.60	.768

According to Table 4, apart from the irritation and attitude about Facebook ads, which show a significant but very weak connection, the data clearly reveal strong positive links between informativeness and all the other factors. There's a notable relationship between entertainment and interactivity, advertising value, and attitudes toward Facebook ads, but amusement doesn't really correlate with irritation. Interactivity and irritation do have a weak yet significant connection, as do advertising value and irritation. On the brighter side, interactivity positively correlates with advertising value, attitudes toward Facebook ads, and there's also a positive correlation between advertising value and attitudes toward Facebook ads.

Table 4. Pearson's correlation analysis

	Info.		Ente.		Irrit.		Interact.		Ad. Value		Attitude	
	(R)	P	(R)	P	(R)	P	(R)	P	(R)	P	(R)	P
Info.	1											
Enter.	.504**	.000	1									
Irrit.	.154*	.013	.151*	.015	1							
Interact.	.512**	.000	.412**	.000	.203**	.001	1					
Ad. Value	.530**	.000	.492**	.000	.071	.251	.532**	.000	1			
Attitude	.461**	.000	.399**	.000	.160**	.010	.525**	.000	.585**	.000	1	

*. Correlation is significant at the 0.05 level (2-tailed)

** . Correlation is significant at the 0.01 level (2-tailed)

Discussion

The findings of this study give important insights into how university students view Facebook advertising. Key aspects like informativeness, entertainment, irritation, and interactivity affect advertising value and overall attitudes. The results showed that informativeness ($M = 3.56$) and interactivity ($M = 3.64$) were the most important factors that shaped positive attitudes toward Facebook ads. This means students prefer ads that provide relevant and useful information and allow them to engage or respond actively. These findings support earlier research by Arora and Agarwal (2020) and Ducoffe (1995), which found that informativeness is the strongest predictor of advertising value and attitude. Like Karunarathne and Thilini (2022), this study confirms that both informative and interactive features improve advertising value, leading to greater engagement and positive views among young audiences.

While entertainment ($M = 3.34$) showed a positive link with other factors, its impact was moderate compared to informativeness and interactivity. This suggests that even though entertainment helps engage students, they prioritize practicality and usefulness over amusement. This finding partially agrees with Hamouda (2018) and Brahim (2016), who also indicated that entertainment boosts advertising value, though its impact can change based on audience traits and ad design. Interestingly, this study's results differ from Kathiravan (2017), who found that entertainment had little effect in text-based social media ads. This indicates that Facebook's interactive and multimedia features may enhance entertainment's role.

The irritation factor ($M = 3.20$) appeared as a mild negative influence, showing that students find Facebook ads somewhat annoying but not enough to overshadow their positive views. This is consistent with findings from Ducoffe (1996) and Karunarathne and Thilini (2022), who also identified irritation as a negative

predictor of advertising value. However, weak connections between irritation and other factors in this study suggest that informativeness and interactivity might help reduce some irritation, making Facebook ads more tolerable.

Overall, the results confirm that advertising value acts as a link between informativeness, entertainment, irritation, and interactivity with consumer attitudes. This supports the Advertising Value Model (Ducoffe, 1995) and reflects Arora and Agarwal's (2020) integration of the Theory of Reasoned Action and Uses and Gratifications Theory, both emphasizing that positive attitudes arise when advertising meets informational and social needs. Furthermore, this study's focus on university students shows that this group prefers interactive, credible, and informative content over repetitive or intrusive ads, supporting Papacharissi and Rubin's (2000) idea that social media users seek functional and relational satisfaction on these platforms.

In addressing the study's goals and research questions, the results show that informativeness and interactivity have the strongest effects on advertising value and user attitudes, while entertainment and irritation play supporting roles. These insights suggest that advertisers should create engaging, informative, and audience-specific Facebook ads that encourage interaction and reduce irritation. By doing this, they can improve advertising value, strengthen user attitudes, and ultimately enhance ad effectiveness and purchase intention.

Conclusion

The mind-set of Facebook will also be highly useful to businesses and marketers to gain a better marketing of their services and products. Now advertising experts worldwide have begun using social media appeals in their advertisements to grab customers attention. Social media advertisement is a new style of advertisement under which influence consumers both purchase and describes the goods and services provide by a particular business. Facebook and other social media has changed the way customers and vendors interact. Facebook is the most widely used social networking site in Pakistan. That is why psychologists and advertisers, have found a new way to reach their audience through Facebook. One of the initiations in this day and age is the assessment of customer attitude and behaviour. The results from the SPSS analysis reveal that informativeness has a strong positive correlation with nearly all other variables, except for irritation and attitudes towards Facebook ads, where the correlation is present but very weak. There's a notable connection between entertainment and interactivity, advertising value, and attitudes towards Facebook ads, but entertainment doesn't seem to relate to irritation at all. Interactivity and irritation show a weak yet significant relationship, while advertising value and irritation have a weak to moderate connection. On the other hand, interactivity positively correlates with advertising value, attitudes towards Facebook ads, and advertising value also positively correlates with attitudes towards Facebook ads.

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