

EXAMINING THE ROLE OF CONSUMER BELIEFS ON CONSUMER
ATTITUDE TOWARDS SOCIAL MEDIA ADVERTISING



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**Topic of Research: EXAMINING THE ROLE OF CONSUMER BELIEFS ON CONSUMER
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Abstract

This research talks about examining the role of consumer beliefs on consumers' attitude towards social media advertising. The basic purpose of conducting this research was to know how different consumer beliefs have a profound impact on consumers' attitude towards social media advertising, and how these beliefs influences the consumer to shape a certain behavior towards content available online.

This research includes three independent variables and one independent variable. The independent variables included infotainment, intrusiveness and integrity and the dependent variable included consumers' attitude.

The data was collected through an online questionnaire made on google docs. The total number of responses received was 288. The data collected was run through software called SPSS, and different statistical tests such as chronbach's Alpha, correlation and regression were conducted. The results of these tests indicated that infotainment and integrity have a positive impact on consumers' attitude while intrusiveness leaves a negative impact on the attitudes of customers.

A number of recommendations are given at the end of the thesis owing to the findings of this research. There were some constraints faced by the researcher including limited resources and specific time. The study could be improved if we include more variables for testing the impact of other consumers' beliefs towards social media advertising.

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