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# FACTORS AFFECTING ADVERTISING VALUE ON SOCIAL NETWORKING SITES: AN EMPIRICAL EVIDENCE

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*Abstract: Social networking sites have become powerful media for advertisers and companies across the globe. Due to interactive nature of social media, reaching the target customers in less time, companies are shifting and focusing a larger section of advertising budget towards social networking sites. These facts motivate researchers to study for assessing factors affecting advertising value on social networking sites like Twitter, Facebok, LinkedIn, and others. The present study is an empirical study to assess and understand the implications of different factors affecting advertising value delivered to social media users on social networking sites. For this study, structured questionnaire was administered on a sample of 370 post graduate Indian students. A two- step structural equation modeling approach was employed using Amos 20 to assess the factors affecting advertising value on social networking sites. This research revealed the positive impact of information, entertainment, credibility, and peer-influence towards advertising value on social networking sites. The finding also suggested that peer- influence and credibility had most significant impact on advertising value.*

*Keywords: Social Networking Sites, Advertising value, Structural Equation modeling, Peer- influence, Credibility.*

## INTRODUCTION

Consumers are adopting social networking sites into their day to day lives, as indicated by the growth in social media users worldwide. According to Social media today (August 2015), the global penetration of social media users is 30%. The number of active users of social media exceeds over 2.24 billion worldwide. As recently as August 2015, the number of registered users of facebook, Twitter, LinkedIn and Instagram are 1.4 billion, 284 million, 347 million and 300 million respectively ( Jeffbullas, 2015). This rapid expansion and increasing acceptance of social networking sites has given the attention of companies and advertisers to take their advertising efforts to deliver message to social media users. According to e- marketers (e-marketers, 2015), global expenditure on social media advertising has reached $ 23.68 billion upto march 2015,

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which is 33.5% increase from 2014. By 2017, social media ad spending will reach $ 35.98 billion.

Ellison (2007, 211) defined social networking sites as " web- based services that allow individuals to construct a public or semi-public profile within a bounded system, articulate a list of connection and those made by others within the system". Due to rapid growth in digital era and public exposure to social media have given new opportunities to marketers and advertisers to focus and target an emerging section of virtual society. Social media usage has become a standard practice and symbiotic relationship with the social media users. Social media provides a direct point of contact with the products' brand whatever they use and they access (Neilson, Digital consumer report 2014). There are a number of social networking services available on social media. Facebook, Twitter, LinkedIn, Instagram etc. are social networking sites. To market their product and brands via social networking sites, companies, advertisers may use a form of marketing communication as advertising on social networking sites. According to Interactive Advertising Bureau (2009, p.4), social media advertising is defined as "an online ad that incorporates user interaction that the consumer has agreed to display and be shared. The resulting ad displays these interactions along with the users' persona (picture and/or name) within the ad content". Interactive Advertising Bureau ( 2009, p.5) further emphasized that customization, targeting and social interaction are main components of advertising on social networking sites. Various companies and advertisers are adopting different types of advertisements on social networking sites. In the case of traditional web site advertisements, banner ads (graphical boxes, animations, or embedded video) or sponsored links, stories has been adopting by various companies and advertisers to deliver advertising message to social media users. But in the case of social network advertising especially for advertising on facebook, homepage ad, social impression ad, and organic impression ad are used by various companies and advertisers for delivering message to social media users (Jung *et al.*, 2015). Social network advertising facilitates to firms, companies and advertisers to take advantages as a form of the demographic information that are provided by social media users. By taking demographic information firms can target their customer with more appropriately. By delivering the advertising message and targeting customers through social media sites, advertisers, firms can increase the chances of receiving of right advertising message by customers and can reduce the chance that social media users find the advertisements as irritating or distracting ( Stockman, 2010). When social media users use social media sites, they are frequently exposed to advertising message delivering by firms, advertisers. . Social media users use SNS because of communicating or networking to each other. This is the primarily reason of existence of social networking sites. User- Generated- Contents (UGC) are blogs, comments, likes, recommendations etc. made by social media users. According to Neilsen's latest advertising reports, 92% of social media users around the world trust earned media, such as blogs, comments, likes, recommendation from friends and family (Neilsen, 2012). Various researches have been done in relation to factors

affecting to advertising value regarding to online advertising in developed countries. Limited research has been done regarding factors affecting to advertising value on social media in Indian context. Recently India is the second largest facebook users (social media users) and will become largest facebook users by 2017(e- marketers, 2015). So it is relevant to study those factors which affect advertising value on social media in India.

## LITERATURE REVIEW

Online advertising has been a major area of advertising research from a long time. Various researches have been done discussing online advertising and their affects. Berthon *et al.,* (1996) found that World Wide Web played a advertising for marketing communication. He further identified that World Wide Web is new medium for delivering advertising message which facilitates easy-of-entry, relatively low set-up costs, globalness, time independence and interactivity. Less research has been done focusing to value of advertisements on social media sites. R.H. Ducoffe introduced advertising in 1995 regarding advertising effectiveness. According to Ducoffe (1995), advertising value is conceptualized as the utility or worth of the advertising. Ducoffe (1996) found in his research related to online, advertising value is affected by entertainment, information and irritation. According to Brackett and Carr (2001), information, entertainment, irritation and credibility positively affect advertising value which subsequently affect attitude towards advertisements. According to Saxena and Khanna (2013) , information, entertainment, and irritation affect to advertising value on social network sites. William (2014) supported that informativeness, entertainment and credibility positively affect on consumers' perceived value of social media advertising. Peer-influence or user-generated-content positively influence advertising value on social media advertising (Jung *et al.*, 2015). So, different predictors of advertising value are discussed below with reference to social media advertising.

**Information**: Information is a main ingredient of advertising effectiveness. Primary reason of delivering advertising message is to provide information about their advertised product, services and brand to customer (Bauer *et al.,* 1968). Information given by online advertising about product and services can be delivered better than to traditional media. According to Yoon and Kim (2001) , Internet advertising is different from traditional advertising because of delivering unlimited information beyond time and space. Web advertising provides unlimited amount and source of information. Online advertising is not interactive in nature, but it provides information (Berthen *et al.,* 1996). Social media advertising differs from online advertising because of interactive nature. Social network advertising is interactive in nature that facilitates to share information with other social media users. According to Zeng *et al.* (2009), information given by social media advertising about product and services creates value for consumers. A recent study in Taiwan, (Lin & Hung, 2009) has explored that relationship between advertising information content and advertising value on social media environment.

**Entertainment:** Information provided by advertising message on social media is worthless if it is not enjoyable, pleasured. According to Ducoffe (1995), consumers evaluate advertising message as informative if they found that it is entertaining. It proves that entertainment and information are related to each other when advertising message is discussed. Due to interactive nature of social networking sites, it facilitates to display to different types of advertising regarding different brands at same platform and same time; they have ability to enter to social media users. Kim and Lee (2010) found in his study that entertainment is one the reasons to use social media. According to Taylor *et al.* (2011), social network advertising facilitates entertainment value to social media users. In digital era advertising has ability to satisfy consumers' hedonic needs by providing pleasure content in advertising message (Edwards *et al.,* 2002). According to Muntinga *et al.* (2011), entertainment value of advertising message has capability to fulfill consumers' needs for diversion, emotional release and enjoyment. Social media users of Southeast Asian transitional economies look for entertainment content in advertising message on social media (Ha, 2011; SMU, 2012; Win, 2012). According to Choi *et al.*(2008), advertising entertainment content has positive impact on perceived advertising value of advertising (Haghirian *et al.,* 2008). Dao *et al.* (2014) found in his research that there is significant relationship between entertainment content and advertising value regarding to social media advertising.

**Peer influence:** The basic reason of using social network sites is to interact, to communicate to each other. Social media users exchange their views, ideas, and thought to each other. So, social media users are influenced by user- generated- content (UGC) containing blogs, posts, comments, and recommendations. E-word-of-mouth impacts a lot to social media users. According to Neilsen's report ( Global trust in advertising, Neilsen 2012), around the world, 92% of internet users trust earned media such as recommendations, views, post from friends and families. In the context of digital era, Iyengar, Han, and Gupta (2009) found that there is positive impact of friends' suggestions on users' purchase decisions. Wais and Clemons (2008) also found that online users prefer User-generated-content (UGC) rather than companies' promotional messages. According to J. Jung (2015), peer influence positively influences for making favorable attitude towards social media advertising.

**Irritation:** Social media users get disturbed when they are accoutered of advertising message on social media sites. They feel discomfort in watching social media advertising due to any reason. A personal reason may be distraction while doing a particular task on social media. Wells *et al.* (1971) found that irritation is one of the dimension of personal reactions towards advertising. Aake and Bruzzone (1985) analyzed that repetitive advertisement increases irritation which may be leads to reduce advertising effectiveness. Schlosser *et al.* (1999) also found that online advertising generates considerable irritation. Taylor *et al.* (2011) analyzed in his study that social media advertising may irritate to social media users because of highly goal oriented feature of social media sites. Sohn (2010) also found that advertising intrusiveness was the strongest advertising related variable of advertising avoidance among Korean

social media users. This may be lead to negative relationship with advertising value on social media.

**Credibility:** Advertising credibility may be treated as honesty, believability and truthfulness of the provided content of advertising as perceived by customers (McKenzie & Lutz, 1989). According to Jin & Villegas (2007), advertising credibility positively influence to attitude and behavior of customer. People join to social media sites to interact to each other, they frequently post views, opinion, comments related to any advertised product and services. So this type of interaction gives rise credibility, reliability of advertised product and services on social media (Chu & Kim, 2011). As the result, social media advertising is likely to be considered a reliable source of product or service information (Mangold & Faulds, 2009). In the south Asian countries (India), markets are uncertain and new brands are constantly coming (Herpen *et al.*, 2000) and, under this condition credibility factor may be crucial for advertising effectiveness (Koehn, 2001). Social media advertising may be trustworthy, when information provided by advertised product or services on social media is to be accurate and reliable (Dao *et al.*, 2014).

**Advertising Value:** It is defined by Ducoffe (1995) as a "subjective evaluation of the relative worth or utility of advertising to consumers". Ducoffe (1996) further conceptualized advertisement value as a cognitive assessment of the extent to which advertising provides customers what they want. Ducoffe (1995) analyzed from his study that entertainment, informativeness, and irritation were positive predictors of effectiveness of advertising. Brackett and Carr (2001) identified that credibility was directly related to advertising value. A considerable amount of research has been done regarding measuring determinants of web advertising effectiveness and advertising value (Berthon *et al.,* 1996; Brown *et al.,* 2007; Lei, 2000; Schlosser et al., 1999; Yoon and Kim, 2001). However those researches had been done merely on traditional websites rather social network sites. According to Dao *et al.* (2014), social media advertising value is positively influenced by informativeness, entertainment, and credibility. A
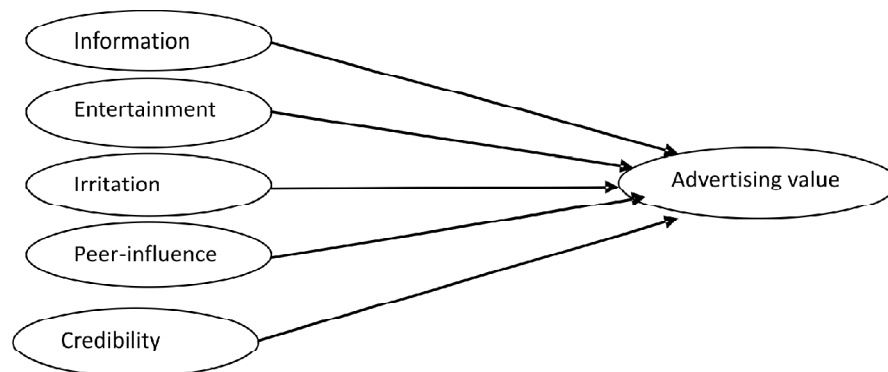


**Figure 1: The conceptual model**

little research has been done about predicting advertising value on social networking sites in India. This study attempts to fill this research gap by providing a conceptual model, which tests the effects of different determinants of advertising content on advertising value.

## HYPOTHESES DEVELOPMENT

Previous research has shown that information, entertainment, irritation, peer-influence, and credibility have an influence on advertising value displayed on social networking sites. Thus, on the basis of literature review, following hypotheses are formulated in the Indian context:

H1: Informative advertisements displayed on social networking sites have a positive effect on advertising value.

H2: Entertaining advertisements displayed on social networking sites have a positive effect on advertising value.

H3: Peer influence has a positive effect on advertising value on social media adverting

H4: Irritation content of advertising has a negative effect on advertising value on social media adverting.

H5: Credibility content of advertising has a positive effect on advertising value on social media adverting.

## RESEARCH METHODS

### Procedure and Sampling

This research was quantitative research in nature. Survey method was chosen of quantitative research for data collection. The college students studying in ISM, Dhanbad, India were chosen as sample. There were two basic reasons for choosing college students as sample. First, student sample is less heterogeneous and more homogeneous in terms of demographics and education, socio-economic background (Peterson, 2001). Second, college students access social networking sites frequently or most time, and so they are more likely to be exposed to advertising by social networking sites (Pempek *et al.*, 2009; Dwyer *et al.,* 2007; Subranmanyam *et al.,* 2008). A structured questionnaire was administered to students studying in ISM Dhanbad in India. Student sample consists of postgraduate students. Data were collected from a sample of 396 respondents, of which 26 responses were removed due to incomplete filled questionnaire. Thus, only 370 responses were found to be useable for further study and analysis.

### Research Instrument

To measure the advertising value of advertisements displayed on social networking sites, 20 item scales were adopted from previous research. Item scale of 'Information'

was adopted from Taylor *et al.* (2011); Kamal (2012); Shu- Chaun Chu (2013). The measures for 'credibility' were taken from Dao *et al.* (2014) and Mir & Zaheer (2012) works. Three items to measure Peer influence/ User- Generated- Content (UGC) were adopted from Mir & Zaheer (2012) work. For measuring 'Advertising value', three questions were taken from Ducoffe' work (1995). Items for 'Irritation' construct were adopted from Jung's work (2015). The items scales measuring construct 'Entertainment' were based on Dao *et al.* (2014) and Jung *et al.* (2015) works. For measure students' responses seven- point Likert scale was used from strongly disagree to strongly agree. All constructs and measuring these constructs, scale items or questions, their sources and factor loadings are given in following table 1.

**Table 1**
**Measures used in this study**

| Construct | Scale/ question | Sources | Factor loading |
|---|---|---|---|
| Information | Advertisements on SNS are a valuable source of product/ service information. | Taylor *et al.*, 2011; Sara Kamal, 2012; Shu-Chaun Chu, 2013; Ducoffe, 1996. | 0.947 |
| | Advertisements on SNS tell me which brands have the features I am looking for. | | 0.803 |
| | Advertisements on SNS help keep me up to date about products available in the market. | | 0.833 |
| | Advertising on SNS provides timely and meaningful information about product/services. | | 0.880 |
| Entertainment | Advertisements on SNS are fun to watch or read | Taylor *et al.*, 2011; Dao *et al.* 2014; Jung *et al.*, 2015; | 0.886 |
| | Advertising on SNS are is amusing and entertaining | | 0.785 |
| | Advertisements on SNS are more enjoyable than other media context. | | 0.829 |
| | Advertising on SNS make me refresh | | 0.843 |
| Credibility | Advertisements on SNS are trustworthy. | Dao *et al.* 2014; Mir & Zaheer, 2012. | 0.948 |
| | Advertising on SNS gives accurate information about product/ services and provides reliable source of obtaining information. | | 0.931 |
| | Advertising on SNS is more credible than other media context. | | 0.944 |

*contd. table 1*

| Construct | Scale/ question | Sources | Factor loading |
|---|---|---|---|
| Irritation | Advertising on SNS is disturbing. | Jung *et al.*, 2015; Taylor *et al.*, 2011; new scale | 0.879 |
| | Advertising on SNS is distracting | | 0.890 |
| | Advertising on SNS in interfering. | | 0.899 |
| Peer Influence/ UGC | UGC shared on social media is accurate. | Mir & Zaheer, 2012; Roman & Cuesta, 2008. | 0.890 |
| | UGC shared on social media is truthful. | | 0.891 |
| | Consumers' brand related views and comments reduce the risk involved in purchasing a product or brand in future. | | 0.851 |
| Advertising value | I consider social media advertising is useful. | Ducoffe, 1996. | 0.860 |
| | I consider social media advertising is valuable. | | 0.833 |
| | I consider social media advertising is important to me. | | 0.838 |

**Demographic data description-** As shown in table 2, the respondents consists of 67.57% males and 32.43% females. The majority of the respondents belong to male category with age ranging between 20 to 30 years.

**Table 2**
**Demographic data**

| Variable | Value | Frequency | % frequency |
|---|---|---|---|
| Gender | Males | 250 | 67.57% |
| | Females | 120 | 32.43% |
| Age | 20-25 | 250 | 67.56% |
| | 25-30 | 100 | 27.02% |
| | Above 30 | 20 | 5.40% |
| | Total | 370 | 100 |

## ANALYSIS AND RESULTS

In this study, structural equation modeling (SEM) analysis is applied. Structural equation modeling (SEM) is multivariate technique for estimating a series of interrelated dependence relationship simultaneously (Singh, 2009). SEM technique is advanced technique that incorporates observed variables as well as latent variables simultaneously (Byrne, 2013).

SEM technique is conducted in two sections. First is the measurement model, and second is structural model. Measurement model facilitates the series of relationships

that tells how observed or measured variables relate to latent variables along with assessing the measurement error. To relate latent variables to one another, structural model is used. Structural model is used to test the conceptual representation of relationships among the latent variables. In this research Analysis of moment structure (AMOS) version-20 was used for estimating measurement and structural models through the maximum likelihood method.

**Measurement Model result-** Measurement model is used to present the latent or construct variables with a set of measured variables. To test the reliability of measurement model, Confirmatory Factor Analysis (CFA) is used. Confirmatory factor analysis tells which measured variable belongs to which construct before analysis (Hair *et al.,* 2007). CFA provides to represent the actual relationship between the observed variables and factors as well as linkage between them (Salisburg *et al.,* 2001). Chi-square ($\alpha^2$) (Bollen, 1989); Comparative Fit Index (CFI) (Bentler, 1990); Normed Fit Index (NFI) (Bentler, Bonnet, 1980); Root Mean Square Error of Approximation (RMSEA) (Browne, Cudeck, 1993); Goodness of fit Index (GFI) (Hooper *et al.,* 2008; Hair *et al.,* 2007) are used to assess the overall fit of a measurement model. Table 4 shows that all the different types of indices to assess the goodness of fit of measurement in the acceptable range. All observed factor loadings of different constructs (Table 1) were above 0.60 and composite reliability (CR) also was above 0.5 (Table 3) which satisfies the reliability of each construct.

When confirmatory factor analysis is applied, then it is important to establish convergent and discriminant validity for validity and reliability for each construct. There are following measures used to check for validity and reliability for constructs (Hair, J., Black, W., Babin, Anderson, R. 2010).

1. Composite Reliability (CR);
2. Average Variance Extracted (AVE);
3. Maximum Shared Variance (MSV); and
4. Average Shared Variance (ASV).

The value of these measures should be in this manner (Heir et al., 2010).

For reliability- Composite reliability should be greater than 0.7(CR> 0.7).

For convergent validity- Average variance extracted should be greater than 0.5(AVE> 0.5).

For discriminant validity- Maximum shared variance should be less than AVE (MSV< AVE), and ASV should be less than AVE (ASV< AVE). From table 3, it is concluded that all common criteria are fulfilled by four measures for validity and reliability of each construct.

Convergent and discriminant validity (Table 3)

| Factors | CR | AVE | MSV | ASV |
|---|---|---|---|---|
| Advertising value | 0.936 | 0.831 | 0.005 | 0.003 |
| Information | 0.947 | 0.819 | 0.053 | 0.013 |
| Entertainment | 0.906 | 0.707 | 0.22 | 0.048 |
| Credibility | 0.86 | 0.606 | 0.006 | 0.003 |
| UGC/ peer influence | 0.871 | 0.692 | 0.22 | 0.04 |
| Irritation | 0.869 | 0.689 | 0.017 | 0.007 |

**Table 4**
**Fit indices for the measurement and structural model**

| Fit indices | $\chi2$ | df | $\chi2/df$ | GFI | IFI | CFI | NFI | RFI | TLI | RMSEA |
|---|---|---|---|---|---|---|---|---|---|---|
| Measurement | 408 | 188 | 2.17 | 0.917 | 0.957 | 0.956 | 0.923 | 0.905 | 0.947 | 0.054 |
| Structural | 499 | 237 | 2.10 | 0.908 | 0.961 | 0.960 | 0.928 | 0.916 | 0.954 | 0.053 |
| Recommended Value | | | <3 > | 0.90 > | 0.90 > | 0.90 > | 0.90 > | 0.90 > | 0.90 | <0.08 |
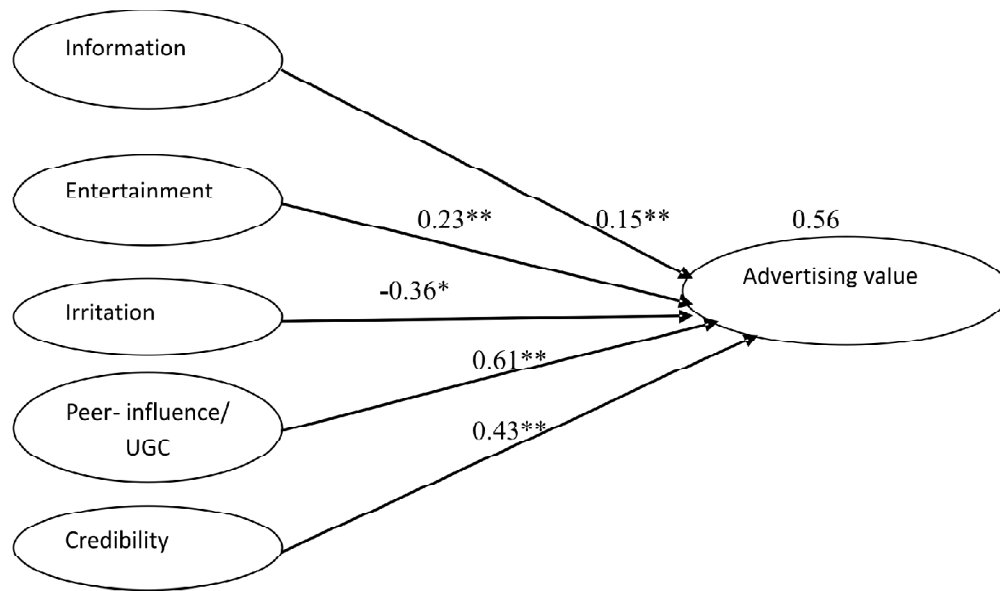


Path model                            ** p< 0.01; *p< 0.05

**Figure 2: Structural model with standardized path estimates**

## Hypothesis testing and Structural model result

The hypotheses were tested through path analysis using AMOS version-20 software. Results of path analysis identifying relationships among constructs and their standardized estimates are shown in table 5. All proposed five hypotheses were reflected significant path relationships through path analysis. Information,

entertainment, irritation, credibility, and peer-influence showed significant relationships towards advertising value. Credibility and peer- influence showed strong relationships towards advertising value. The estimates of all factors affecting advertising value on social media and their support to hypotheses are summarized in table 5. Here model fit indices for structural model shows good fit for hypothesized relationships among constructs. Fit indices for structural model are given table in 4. The ÷2/df was 2.10, which is below the recommended value 3, while the GFI, IFI, CFI, NFI, RFI, and TLI values were above the recommended value 0.9. The value of RMSEA was 0.053 which was also below the recommended value 0.08. Hence it was concluded that proposed model fitted well with the present data set. Finally the square multiple correlations ($R^2$) show that the present model explains 56% of the variance in the advertising value.

**Table 5**
**Summary of results for the structural model**

| Hypothesis | regression path | estimates coefficient | T- values | Hypothesis status |
|---|---|---|---|---|
| H1 | Information- Advt.value | 0.15** | 2.12 | Accepted |
| H2 | Entertainment-Adv.value | 0.23** | 3.45 | Accepted |
| H3 | Peer-influence- Adv.value | 0.61** | 5.85 | Accepted |
| H4 | Irritation-Adv.value | -0.36* | 2.25 | Accepted |
| H5 | Credibility-Adv.value | 0.43** | 4.65 | Accepted |

## DISCUSSION AND CONCLUSION

This study explores the different factors which affect advertising value on social networking sites. Information, credibility, irritation, peer-influence, and entertainment positively affect to advertising value. If information regarding products through social media advertisement is valuable, timely and meaningful, then it increases the worth of the advertisement. A recent study in Taiwan (Lin & Hung, 2009) has analyzed that informative advertisement content displayed on social media positively affect to advertising value. Entertaining content of advertising positively affects to advertising value. In the virtual environment, advertising content displayed on social media has ability to satisfy consumer pleasing needs (Edwards *et al.*, 2002). Social media facilitates exchanging information, music, video clips, and experiences. People disclose their information or deliver advertising message to their personal contacts. If pleasure comes from social interaction due to delivered message content regarding advertised product, then advertising effectiveness increases (Chu & Kim, 2011). If content of advertised product is amusing, fulfilling audience needs for emotional release, enjoyment, and making refresh, then worth of advertising value increases (Muntinga *et al.*, 2011). Irritation decreases the worth of advertising displayed on social networking sites (Saxena & Khanna, 2013). If social media users do some work on social media then many ads occurs or repetition of ad occurs and so they become disturbed. It is found that social media users become distracted if repetitive advertising occurs frequently on social networking sites. Ducoffe (1995) has found same type of result from his

study regarding advertising .But major findings of this research are that user-generated-content or peer-influence and credibility affect a lot to advertising value. Social media users communicate to each other on social media. They post or like comments or give views regarding advertised product on social media. Their likes, comments, views increase effectiveness of advertising or worth of advertising.(Iyengar, Han and Gupta, 2009; Dao *et al.*, 2014).Credibility of advertising content is a significant factor of effectiveness of advertising value. Jin & Villege (2007) have found from his study that credibility content of advertising affect to consumers' attitudes. Markets in India are not so much mature. There is maximum chance of uncertainty and rapid change in Asian countries (Schultz & Pecotich, 1997; Herpen *et al.*, 2000). Due to uncertainty and rapid change in market structure, social media users like those advertising content which are trustworthy. Social media users share information, post comments, views to each other. So it is necessary to have trustworthy of advertising content displayed on social media. (Chu & Kim, 2011). As consequences, Advertising displayed by social media may be credible source of product information (Mangold & Fauld, 2009). So it is concluded that information, entertainment, irritation, credibility, and peer- influence affect a lot to advertising value on social media.

**Table 6**
**Descriptive statistics and inter- correlation**

| Variable | Mean | S.D. | information | entertain-ment | credibility | irritation | Peer-influence | Ad-value |
|---|---|---|---|---|---|---|---|---|
| information | 4.23 | 0.5 | 1 | | | | | |
| entertainment | 3.32 | 0.6 | .52** | 1 | | | | |
| credibility | 3.39 | 0.7 | .56** | 0.53** | 1 | | | |
| irritation | 2.9 | 0.8 | -47** | -32** | -0.26** | 1 | | |
| Peer influence | 2.5 | 0.4 | .70** | 0.68** | 0.67** | -0.23** | 1 | |
| Ad-value | 2.92 | 0.3 | .34** | 0.54** | 0.45** | -0.42** | 0.63** | 1 |

*Note:* ** significant at .01

**RESEARCH IMPLICATION**

Present study shows all factors which positively affect to advertising value on social networking sites. Peer- influence and credibility factors are most significant factors identified from this research. Due to interactive nature of social media, social media users exchange information, views, and comments to each other. Credibility is also important factor for increasing the worth of advertising. In India worthiness of advertising content displayed on social media is major issue. By the help of results of this study, Marketers, advertisers should focus on designing social media advertising that are to be more trustworthy, more informative, more entertaining along with less irritating contents. Majority of social media users is college going students. Social media users having age group 19-24 is highest and graduate social media users cover up to 50% in India (Sovarajan, 2015). So, advertisers and marketers should target more on students especially to college going students.

## LIMITATIONS AND SUGGESTIONS FOR FUTURE RESEARCH

Our research is related to assess the factors which affect to advertising value displayed on social networking sites. The current research has some limitation. Firstly, our research is related to Facebook social media users only. Researchers may investigate the factors affecting advertising value on other social networking sites like Istagram, Twitter, LinkedIn to test the validity of this research. Secondly, our finding is related to Dhanbad region only. Due to cultural differences, further research may be in other region. Gathering data from only the postgraduate students limits the generalisability of the findings. Future research may be done in the other segment of social media users.

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