

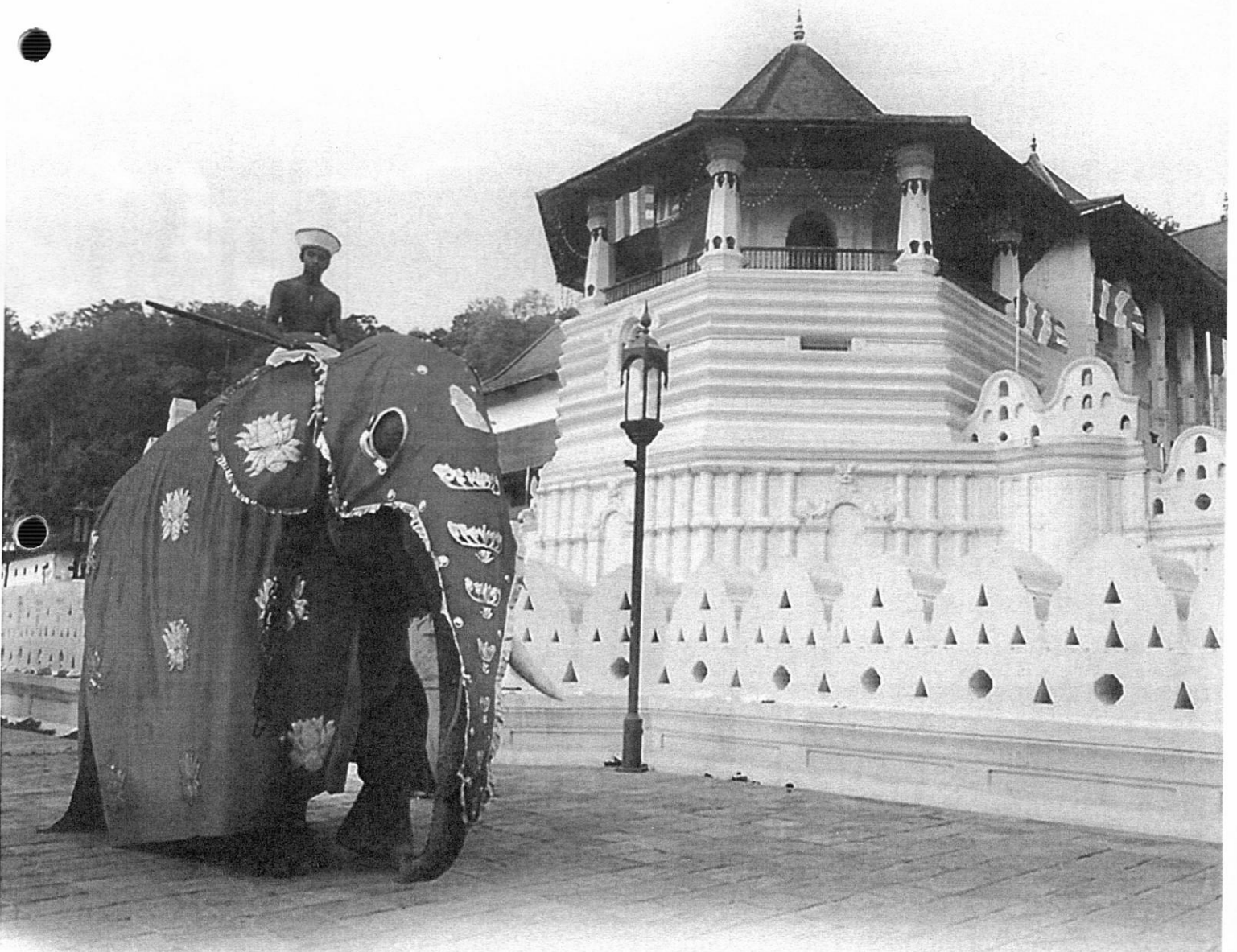


"FLOURISHING KNOWLEDGE BEYOND  
CONTEMPORARY PARADIGMS"



## **6<sup>th</sup> International Conference of Sabaragamuwa University of Sri Lanka**

# **PROGRAMME BOOK**



**NATIONAL  
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**at The Grand Kandyan Hotel – Sri Lanka**



6<sup>th</sup>International Conference of Sabaragamuwa University of Sri Lanka  
"Flourishing Knowledge Beyond Contemporary Paradigms"  
03<sup>rd</sup> - 05<sup>th</sup> May 2017



7	3.40pm -4.00pm	S.A.M.S. Suraweera Annista Wijayanayaka	Developing a model to identify the fade-away-impact of promotional activities on market share of them firms	ICSUSL6/MGT/063
8	4.00pm -4.20pm	Pavani Lakshika Rohini Samarasinghe	Attitudes of People towards Face book Advertising of Controversial Products: A Comparison of Different Ethnic Groups in Sri Lanka	ICSUSL6/MGT/062



Extended Abstract

International Symposium of Sabaragamuwa University of Sri Lanka  
(ICSUSL) - 2017

**Attitudes of People towards Facebook Advertising of Controversial Products: A Comparison of Different Ethnic Groups in Sri Lanka**

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**1. Abstract**

Understanding customer's attitudes toward advertising has been one of the purposes of advertisers. Advertisements that are effective in conveying its messages to audiences can promote and construct mindfulness on the organization's offerings. The purpose of this research is to determine the attitudes towards advertising of certain controversial products on Facebook in the western province of Sri Lanka. Three ethnic groups (Sinhala, Tamil, and Muslim) were selected and three controversial products were used in the study. The attitudes are measured in terms of advertising likability and dislikability to determine the overall level of likable and dislikable attitude towards Facebook advertising of controversial products.

The research focus on two objectives; to measure the level of attitude with regard to controversial products advertising on television among different ethnic groups and to identify if different ethnic groups hold different viewpoints regarding advertising of such controversial products. A model was developed to measure the level of attitude by using advertising likability and dislikability indicators with the use of randomly selected controversial products, specifically Female Hygiene, Female Underwear and Political advertisement. A sample of 384 respondents was used to collect information and quota sampling method was used.

Based on the results, it was identified that ad likability is shown for female hygiene product advertisements and ad dislikability shown for political advertisements and female

their products” (Yaakop, Anuar, Omar, Liaw, & Liung, 2008). Facebook gives an easy to use platform that could be used for organizations to promote their products and staying in contact with their consumers. This statement is supported by Yaakop et al. (2008) which states that social network sites such as Facebook, has become a medium for market practitioners to engage their marketing activities. In addition regulator power is restricted to traditional media environments and does not spread to the internet sphere. (Kerr, Mortimer, Dickinson, & Waller, 2013). But Hadija (2008) mentioned capitals investment in online advertising are frequently focused on wrongly because of absence of information and restricted research done on customers’ attitude of online advertising.

The purpose of this study is to fulfill this research gap with the following objectives

- To measure the level of attitude with regard to controversial products advertising on Facebook among different ethnic groups.
- To identify any significant difference in the attitude formation among ethnic groups with regard to the given list of product advertisements

### 3. Research Methodology

This research intend to give insight to what controversial products are suitable to advertised on Facebook and which group should be focused for which controversial product mostly. The attitudes are measured in terms of advertising likability and dislikability to determine the overall level of likable and dislikable attitude towards Facebook advertising of controversial products. A decision criteria was developed to measure the level of attitude derived by variables under each indicator relevant to both ad likability and dislikability.

Level of Attitude	Decision Criteria
Low Level	1 - 2.33
Moderate Level	2.34 - 3.66
High Level	3.67 - 5

This study can be identified as a correlation study where this research tries to identify if ethnicity as a factor, furthermore the unit of analysis will be done at grouped level. The

individual data collected will be aggregated into the three ethnic groups examined in the study to identify if any differences exist in the attitude towards advertising of controversial products.

Quota sampling is used as the sampling technique in order to select the sample and quotas are assigned to each ethnic group to represent the proportion of ethnic groups in the population. A sample of 384 respondent was selected for the study and the sample ensures the composition of the sample is same as the composition of population with respect to the characteristic of interest. A self-administrated structured questionnaire was used to collect responses and administrated in both digital and physical formats. As the scale used in this questionnaire is multi –itemized scale.

**H1: At least one ethnic group holds a different attitude from the others towards the advertising of selected controversial products.**

#### **4. Results and findings**

The research objectives were tested against the data collected; using mean scores and one-way analysis of variance (ANOVA). Mean scores are used to determine the level of attitude towards advertising of each controversial products and ANOVA is used to determine whether there are any significant differences between the means of the three ethnic groups with relation to attitudes towards television advertising of controversial products.

Out of the total respondents, 75.9% could recall a Facebook advertisement on Female hygiene products. Sinhala ethnicity has recorded the highest level of ad recall ability of 77.6% and the least ad recall ability was recorded by Muslims (65.7%). Out of the total respondents, 82.2% could recall a Facebook advertisement on Political Parties and Tamil ethnicity has recorded the highest level of ad recall ability of 83.9% while Muslims recorded lowest 78.1%. The ad recall ability for female underwear advertising is low among all three ethnic groups and 67.3% of the respondents could not recall an advertisement on Female underwear.

To analyze the data collected under indicators of likeability and dislikeability for each controversial product, mean values of likeability and dislikeability indicators were calculated separately.



<b>Level of Attitude</b>	<b>Decision Criteria</b>
Low Level	1 - 2.33
Moderate Level	2.34 - 3.66
High Level	3.67 - 5

*Decision Criteria for level of attitude*

Majority of the respondents among all ethnic groups have shown likeability towards Female Hygiene Product advertising (73.2%) therefore their attitude is positive towards such advertisements. The level of ad likeability for Facebook ads of Female hygiene products by ethnicity thereby showing the overall level of attitude to be at moderate level for all three ethnic groups. Majority of the respondents show a dislikeability towards Political Party advertising (51.5%) therefore a negative level of attitude could be derived from the mean scores of Dislikeability indicators. Among the few respondents who have claimed to recall a FB advertisement on Female Underwear, majority responses have been given towards ad dislikeability, therefore a negative level of attitude could be derived for Female underwear advertisements.

Level of attitude for female Hygiene Product advertisements by ethnicity

<u>Ethnicity</u>	<u>Mean Score</u>	<u>Level of Positive Attitude</u>
Sinhala	3.4646	Moderate Level
Tamil	3.5648	Moderate Level
Muslim	3.5417	Moderate Level

Level of attitude for Political Party advertisements by ethnicity

<u>Ethnicity</u>	<u>Mean Score</u>	<u>Level of Negative Attitude</u>
Sinhala	3.7317	High Level
Tamil	3.2296	Moderate Level
Muslim	3.3600	Moderate Level

Level of attitude for Female underwear advertisements by ethnicity

<u>Ethnicity</u>	<u>Mean Score</u>	<u>Level of Negative Attitude</u>
Sinhala	3.7944	High Level



Tamil 3.1944 Moderate Level

Overall ad likeability towards controversial products is not significantly different as shown in the table below. The p value (0.98) > 0.05, thereby leading to accepting the null hypothesis. The ANOVA test confirms that there is no significant difference between the mean values of likeability towards controversial products among ethnic groups.

**ANOVA-controversial products ad likeability**

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.949	2	.474	2.346	.098
Within Groups	50.366	249	.202		
Total	51.315	251			

Overall ad dislikeability towards controversial products is significantly different as shown in Table 4.24. The p value (0.018) < 0.05, thereby leading to not accepting the null hypothesis. The ANOVA test confirms that there is a significant difference between the mean values of dislikeability towards controversial products among ethnic groups.

**ANOVA-Controversial products ad dislikeability**

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.485	2	1.243	4.113	.018
Within Groups	49.847	165	.302		
Total	52.332	167			

**5. Conclusions, implications and significance**

Major issue which can be derived from this research is that ethnicity does have an effect on the attitude towards controversial product advertising. This is a major finding as until now, such a relationship remains largely unstudied by empirical research and has not been previously carried out in Sri Lanka. Study imply that marketers need to exert caution when advertising political products and female underwear as the respondents have disliked



advertisements in these two product categories. Therefore marketers need to tactfully select the audience when advertise such product categories in Facebook and careful attention should be given when advertising Female underwear as the research result suggest that this is an extreme level of unmentionable product for all ethnic groups.

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**Keywords:** Attitudes of People, Advertising, Facebook, Controversial product, Ethnic groups

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