

Determinants of Attitude towards Advertisement in Online Social Networking Site (SNS)

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ABSTRACT

This research explores the important factors influencing attitudes towards social networking ads particularly as users of social networking still have negative attitudes towards advertising on social networking sites. The model developed suggested that advertising attitudes to online social networking can be based on variables of reputation, interactivity, group comparison, and respect for privacy. The findings of this research indicate that the four variables of interactivity influence attitudes to ads on social networking. Other considerations such as reputation, community of comparison and issues of privacy do not affect attitudes to ads on social media. Customers instead have concerns about the legitimacy of social networking advertising. This suggests that while it's recent, ads' low credibility hasn't shifted significantly across various outlets. Results also show that there is no strong correlation in online social networking between comparison groups and advertising attitudes, and no substantial connection in online social networking between privacy concerns and advertising attitudes.

Keywords: social media, user attitude, credibility, interactivity, reference group, privacy concern.

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INTRODUCTION

Most analysts suggest that managers and advertisers also lack an understanding of the expectations and behaviors of consumers to be able to incorporate social networking successfully into their marketing strategy. While consumer use and advertiser expenditure are increasing on a daily basis, existing social networking research has remained investigative. This research shows some new ways of using social networking platforms for effective advertising (Strubbe, Eshelman, Gutta, Milanski, & Pelletier, 2004a).

Evaluation of advertising effectiveness is of primary interest to both academics and advertisers who, from different perspectives, have been looking into factors that might influence advertising effectiveness. Research has shown that attitude is one important variable which measures advertisement response. Attitude described as the way humans view the external environment and their reaction to it. One of the most critical factors is the consistency of the online ads. Marketers benefit from interactivity by taking care of the same target market and hitting potential buyers more easily (Strubbe, Eshelman, Gutta, Milanski, & Pelletier, 2004b). Marketers can monitor customer preferences and target markets, and create loyalty across a variety of marketing activities. Reiley and Lewis (2009); Le Blanc (1999) used a large field experiment with more than one million views of advertising to assess the effectiveness of online advertising where consumers are simply exposed to advertisement. Web advertising might even morph to fit its users' cognitive plan (Teo, Oh, Liu, & Wei, 2003). Advertisers have been drawn by the vast number of social media users, the amount of data contained in social media and the willingness of people to exchange information. Since the introduction of online social networking social networking in process and approach has changed. (Gao & Koufaris, 2006).

Advertisers need to know how to overcome their message of distrust; they also need to understand risk

avoidance, and avoid wasting money, as the Internet is the least credible advertising medium. Newspapers are the media with the most credibility followed by television, radio and magazines. If customers don't feel comfortable about watching ads online and don't trust internet advertising (Gilal, Zhang, Gilal, Gilal, & Gilal, 2017). They would hesitate to include some personal information such as credit card numbers, and will probably only buy from the places they trust.

Internet messages are less credible when compared to printed messages, unless a strong brand displays the message. In general, the credibility of an advertisement is influenced by different factors, but in particular by the company's reputation and the person receiving the message (Erhart, Skiba, & Matula, 2011). An important factor affecting internet advertisement is reliability of ads (Brackett, 2001). Advertising credibility refers to the perception of reliability by consumers, and the quality of reliability.

Interactivity is characterized as the immediate actions the consumers take to fulfill their needs and wishes. Interactivity is one of the advertisement functions being distributed over the Internet (Trainor, Andzulis, Rapp, & Agnihotri, 201). Introduced strategies to protect personal information from profile alteration and default changes to privacy settings.

Social networks have a significant impact on users' mental wellbeing as to whether they perceive themselves favorably or negatively. According to the theory of social identity, human beings derive the identification of the individuals from the groups related to the social contacts from the internet that is the biggest source of the information nowadays around the globe. The social group impacts the values along with norms, the norms of society and the communication style of the group (Senders, Govers, & Neuts, 2013).

The attitude along with the perception of the customers along with the employees are depend on the advertising on the social media or any other online media. In addition,

the advertising ability of the organization decided the promotion and sale of the product and these activities are depends on the attitude along with perception of the employees and customer of the firm. In addition, an organization survives if they have effective mechanism of the advertisement such as online advertisement on online system and this system always depend on the attitude and perception of the workers along with the customers of the firm. More, the success of the organization depends on the sales of the firm and this sales depends on the effective advertisement and other sale promotion channels. These channels along with advertisement also influenced by the attitude along with the perception of the customers. Thus, the success of the organization depend on the sales promotion activities along with the attitude and perception of consumers. The social networking also the other type of advertising the product in the market. Nowadays, it is a prominent source of advertisement around the globe.

A reference group may also be identified as the group of people or organization that values, likes or wants to join, and the person (Barbara S. Lawrence, 2006). The word reference group may also apply to any and all groups that affect individuals' attitudes and behaviors, such as membership groups or other celebrities they respect or related groups.(Ramanathan, Subramanian, & Parrott, 2017).Comparison groups play an important role in increasing media demand and positive perception. Social networking users would tend to be positive about advertising when there's a stronger reference group.

Researchers have looked at the potential risks of privacy associated with social networking sites. Users create their identities by displaying personal information on social networking sites. This online social networking culture has motivated the younger groups to share very personal information on these sites (Lohtia, Bello, Yamada, & Gilliland, 2005).

The possible challenges to Facebook's protection of personal information are, for example, the possible ability to recreate users' social security numbers using details frequently found in profiles, such as birthdates. Social networking sites challenge the ethical definition of privacy. Most consumers are not comfortable with the social networking enterprises concept and are skeptical about whether such enterprises are credible and secure (Nunan, Sibai, Schivinski, & Christodoulides, 2018).

LITERATURE REVIEW

The internet is the one of the most prominent source for the information getting that provide the accurate and quick information to their users along with the authentic sources. In addition, this source of information has been used in every field of the life especially in research work. Moreover, this information has contain the ability of the changing the mind of their user about the relevant facts and figure. Given the rising prevalence of online social networks, marketers are increasingly enjoying extraordinary opportunities to increase income and improve marketing. In general, social networks are free resources accessible to the whole community or to different groups (Herzig, Feigenblat, Shmueli-Scheuer, Konopnicki, & Rafaeli 2016).

Scholars researching attitudes to current types of advertisement have moved on by defining behaviors considered acceptable or undesirable. There has been a lot of debate about the power of advertising. During the

twentieth century, ads passed through different stages to hit the sixties, where there were major changes (Dabbagh & Kitsantas, 2012). Many of the studies highlighted that the social media is the prominent source of advertising in the company that prominently influenced by the perception of the customers along with the attitude of the employees. In addition, the past studies, prominently showed that the attitude and perception of the customer have get the intentions of the employers that has been shown in the advertisement especially the social media network.

Adopting emerging technology and adopting the digital advertisement paradigm has changed the way advertisers target their markets and marketing targets (Rappaport, 2007). Consumers can now delete content that is not of interest to them and have the ability to remove advertisement messages, meaning that ads can be delivered in a manner that is identifiable as advertisement can be interpreted as advertising features that attract or are rejected by consumers. Advertisements of various but more relevant nature should be posted on web sites. One of the most critical aspects of online advertising is the delivery of a free internet service. The way advertising is handled and distributed to customers using the internet as an advertisement medium has changed considerably (Erhart, Matula, & Skiba, 2011). Considering that online social networks have low advertisement prices, marketers will rush in to grab their share of advertising space (Burns and Lutz 2006). Marketing executives need to pick the right advertising strategies that can deliver the best results.

Web banner ads control and rule make them a normal online advertisement format. Despite the fact that the Internet today contains many different new content and types of advertisements, many adverts still appear on the Internet in the form of banners. Social media advertisement has its own features, which makes it distinct from Internet advertising(Wu, Lin, Chen, & Wang, 2011). Most of the past literature adopted the customers' perceptions and employees' attitude to predict the advertisement impact on the organization especially on social networking. Moreover, perception of the customer's changes day by day and the promotion of the company also needs changes accordingly and this could be achieved by advertising the products at social media according to the attitude of the customers and perceptions of the employees.

Attitude is the degree to which a person has power for or against an action or event (Cho, Phillips, Hageman, & Patten, 2009). Studies which have measured the attitude of users towards internet advertising have shown that Internet users have a negative attitude towards advertising, particularly with regard to advertising quality. In the marketing literature attitudes toward advertising have been well documented. Beliefs and attitudes toward advertising in international settings have been investigated. Most analysts suggest that managers and advertisers also lack an understanding of the expectations and behaviors of consumers to be able to incorporate social networking successfully into their marketing strategy. While consumer use and advertiser expenditure are increasing on a daily basis, existing social networking research has remained investigative. This research shows some new ways of using social networking platforms for effective advertising. They found that consumers in China and Taiwan exhibited

more favorable attitudes towards advertising than those of American consumers. There is a mix of different attitudes towards Internet advertising as compared with the negative attitude towards traditional advertising. Internet ads can have greater interactivity and can be easily personalized to meet the needs of a customer compared with conventional media advertisement (Malthouse, Haenlein, Skiera, Wege, & Zhang, 2013).

Marketers find the media to play a major role in developing and influencing favorable attitudes towards the marketed product or service. Advertising can generate negative attitudes towards a product, too. In short, this can increase or decrease the strengths in the attitudes of customers. Hence attitude is the main component that an advertiser, along with opinions, information, beliefs and behavior, would attempt to affect. To make effective advertising, understanding three general fundamentals of attitude may be used. First, people create attitudes as they endeavor to meet needs. Second, attitude is shaped according to the information about a product or service that is available to an individual. Ultimately, the disposition of the individual can be influenced by groups in which the individual communicates, as well as personality and other distinguishing differences (Tomkins, 1990).

The credibility of a message about ads is directly linked to the attitude of consumers towards ads. Most research on attitudes and views towards various media also take the degree of cynicism towards advertisement messages into consideration. The reputation of a media or advertisement is defined as the level of media or advertisement statements to which the customer believes. Reliability in ads turned out to be meaningfully linked to the importance of online ads. Newspapers were regarded as the most credible medium, although the internet was considered a more credible source of news than television. Credibility is the "predictability and fulfillment of implicit and explicit requirements of an agreement". Advertising credibility refers to the perception of reliability by consumers, and the quality of reliability. The medium's trustworthiness also influences how the consumer will view the credibility of the presented information. A publicity message's credibility would influence the attitude of consumers towards advertising. The need for information from social network users may be settled by the importance of advertising information to users, and advertisement attitudes would be affected by meeting the need. We attribute curiosity to her interactivity on the Internet (Stafford and Fabre, 2005). Information interactivity plays a significant and important role in web and online social network ads, as it is designed to allow users to search for information. The interactivity of the Internet is benefiting both consumers and marketers.

Users find a very private feature of their social networking sites. Facebook has affected its level of acceptance by allowing its users more control over their privacy settings. We find women more likely to share personal information on social networking sites than males do. If users are concerned about the privacy of online social networking sites, then it is rational to assume that they do not feel their self-contained site puts them in an unprotected place. Some users are unaware of the high degree of scrutiny by officials and employers on the government departments, regulation, and social networking platform and put details on their personal

spaces they consider to be genuinely private (Loi, Hang-Yue, & Foley, 2006).

Data can be stored regardless of whether or not the users desired it; thus, third parties can submit user behavior information as they wish (Barnes, 2006). Impartial and neutral parties would not disagree with online social networking sites with respect to most privacy issues, this is based on a study of college students, unless it is to the extreme that everyone should know about everyone else (Barnes, 2006). Men are more interested in privacy than women are. Privacy is defined as the degree to which other persons can't know personal information. Privacy concerns have always been a crucial issue in marketing, but they have been more important in recent years with the rise of Internet-based business transactions. Users are particularly sensitive to receiving messages from individuals or organizations unknown to them. Privacy is critical when using the social networking platforms to reach customers. This involves the implementation of authorization marketing. These processes allow for a new type of interactivity that also allows marketers to collect and use consumer information. Marketer can effectively advertise by matching advertisements with customer desires. (Clark & Melancon, 2013). Another concern regarding privacy is the site's level of trust. The three types of trust are: 1) pre-empted trust, 2) trust and information based recognition, and 3) identity based trust. Reprisalies are inhibitors, based on the concept of confidence (Moyano-Fuentes, Sacristán-Díaz, & Garrido-Vega, 2016). Advertisement through social networking has influenced by the attitude along with perception of the customers that are the important part of the firm.

A reference group is characterized as a group that an entity or other group uses as a benchmark for assessing their own behaviours. The social identity of members of social networking groups in online social networking sites could have a significant impact on their perceptions and attitudes towards advertising (Kim & Ko, 2010).

If people are not trusting the media they are not paying attention to ads. There is no specific empirical evidence on the credibility of the transmitted messages and their influencing factors in general. In social networking platforms, the legitimacy of a marketing post may be positively linked to consumers' attitude towards ads. Hence, it is posited that:

H1: There is positive along with significant nexus between the credibility of the advertising message and users' attitudes towards advertising on social networking sites.

Interactivity is an important part of the online social networks social dynamics and group contact. Interactivity is described as the means by which humans can communicate effectively with each other, without regard to distance or time. Interactivity is the ability of user-advertisers to share information. The aim of advertising interactivity is to change user perceptions or behaviors through this response to action and reaction. Online social networking sites, interactivity can affect attitudes towards advertising. Hence, it is posited that:

H2: There is positive along with significant nexus between the interactivity of the advertising message and users' attitudes towards advertising on social networking sites.

Another factor that would influence attitudes toward social networking advertising is the reference group. Social network users in online groups have a favorable

approach to ads because there is the stronger comparison community. Reference community plays an important role in generating demand and can help establish favorable advertising perceptions. Hence, it is posited that:

H3: There is positive along with significant nexus between reference groups and users' attitudes towards advertising on social networking sites.

The abundance of web-based advertising information has disadvantages for users and is based on the fear of privacy breaches. Social networking users are concerned about protecting their profile information, and are also worried that other users may stolen or use personal information without their permission. A variety of protection strategies tackled privacy issues. Understanding the issues about privacy and attitudes towards online social networking sites contributes to understanding how customers view advertisements on such sites. Facebook message's privacy issue may be strongly correlated with consumers of social networking, which would also affect attitudes towards it. Hence, it is posited that:

H4: There is positive relationship between privacy concerns and users' attitudes towards advertising on social networking sites.

METHODS

In this work quantitative method, instead of qualitative method, is used. By using a quantitative approach and carrying out self-administered surveys, gathering data from the target population, the most effective way to answer the research question is. Moreover, this method of quantitative data collection allows one to research variables and interactions that cannot be clearly examined together and has the advantage of identifying minor variations (Saunders, et al., 2009).

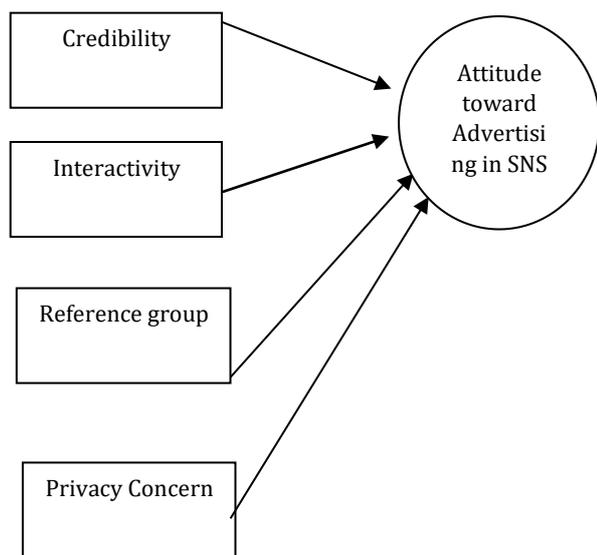


Figure 1: Framework

ANALYSIS

The T-test and ANOVA analyzes were used to determine the statistical differences between mean values. Moreover, the correlation, factor analysis, and regression analysis methods are often used to check for important correlations between the different variables. Also being

evaluated is the frequency distribution of expectations and attitudes towards social networking ads.

Table 1: Frequency Distributions of Perceptions and Attitudes towards Social Networks Advertising (Malaysian Students).

Valid	Frequenc y	Percen t	Valid Percen t	Cumulativ e Percent
Strongly Disagree	17	25.7	25.7	25.7
Disagree	40	39.6	39.6	60.2
Sometime s	16	13.5	13.5	78.7
Agree	12	15.9	15.9	91.6
Strongly Agree	5	5.4	5.4	100.0
Total	90	100.0	100.0	

Table 2: Frequency Distributions Attitude and Perception

Valid	Frequenc y	Percen t	Valid Percen t	Cumulativ e Percent
Strongly Disagree	18	25.2	20.2	20.2
Disagree	36	46.7	41.7	61.9
Sometime s	17	25.6	22.6	84.5
Agree	12	14.9	11.9	96.4
Strongly Agree	1	3.6	3.6	100.0
Total	84	100.0	100.0	

Most respondents may be said to have negative perceptions of social networking advertising, since the average perception rating for students in Malaysia and Iran is less than 3.0 and the standard attitude deviation is relatively small, indicating that the ratings are close to the mean perception value.

Table 3: Frequency Distributions of Online Visits

	Malaysian		Iranian	
Valid	Freque ncy	Percent	Freque ncy	Percent
<1	3	3.3	2	2.4
1-3	11	12.0	8	9.5
4-6	20	21.7	22	26.2
7-9	26	28.3	40	47.6
>10	32	34.8	12	14.3
Total	92	100.0	84	100.0

Prv	-.088	.146	-.083	-.654	.515
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60 per cent of Malaysian respondents do not visit the product 's website after being exposed to its advertising in online social networks, while 80 per cent of Iranian respondents do not visit the product 's website after being exposed to its online social media advertising. 70 per cent of Malaysians never clicked on online social networking ads, while 60 per cent of Iranians never clicked on online social networking ads. The result in Table indicated that only three predictor variables in Malaysian students were found to be significant when explaining attitudes to social networking advertising. The result in Table indicated that only three predictor variables in the explanation of attitudes towards social networking advertising in Malaysian students were found to be significant.

Table 4: Regression Analysis Model (Malaysian Students)

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
(Constant)	-.024	.072		.000	.855
Cre	-.238	.076	.238	3.136	.340
Int	.331	.087	.357	4.261	.000
Ref	.087	.084	.750	1.135	.420
Prv	-.053	.098	-.176	-2.018	.253

Showed that reference groups do not play the important role leading to positive publicity perceptions. Another factor that affects the perception of users regarding disclosure of personal information would be lack of awareness of privacy protection over social media.

Dependent Variable: Attitude

There is a positive relationship between the interactivity of the advertising message and the users' attitudes towards advertising on social network sites. It is concluded that under Malaysian students, there may be support for hypothesis eight (H2).

On the other hand, hypotheses H1, H2, and H4 could be rejected, as "Credibility," "Reference Group," and "Privacy Concern" are not strongly correlated with advertising attitudes in online social networking (sig.>0.05).

Table 5: Regression Analysis Model (Iranian Students)

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
(Constant)	-.030	.740		.532	.596
Cre	-.070	.080	-.078	-.797	.428
Int	.283	.157	.314	2.786	.000
Ref	.208	.185	.112	1.027	.308

Table shows the interactivity correlation coefficient among Iranian students has the significant level of 0.000 (p<0.05). This result is the same as that used in linear regression analysis for Malaysian students. These results has been shown that the attitude along with the perceptions of the customers along with the employees positive influenced the advertisement promotion channel of the company that leads the organization towards success. It is concluded that hypothesis 2 (H2) could be accepted by Iranian students as there is a significant correlation between "interactivity" and attitudes towards online social networking ads (sig. < 0.05), whereas hypotheses H1, H3 and H4 could be dismissed since there is no significant correlation between "Credibility," "Reference Party" and "Privacy Concern" with attitudes towards "Credibility"

DISCUSSIONS AND CONCLUSIONS

It is mentioned that advertisement reputation is a key factor which affects the formation of attitudes. Interactivity in this research finding also correlates favorably with attitudes towards ads on social networks. Interactivity stimulates the desire for information, which in effect influences attitudes toward publicity. Reference groups indicated a negative result from respondents in their ability to influence users' attitudes towards online social networking advertising. Given the fact that reference groups play a significant role in stimulating the demand that allows for positive attitudes towards ads, this research did on social networking sites linked to various privacy concerns. In addition, an organization could survives if they have effective ways of the advertisement like online advertisement on online system and this system always depend on the attitude of the workers along with the customers. Moreover, the success of the organization depends on the sales of the firm and this sales depends on the effective advertisement and other channels of sale promotion. These channels along with advertisement also impacted by the attitude along with the perception of the customers. Thus, the success of the organization depend on the sales promotion activities as well as attitude and perception of consumers. The social networking also the other type of advertising the product in the market. Nowadays, it is a prominent source of advertisement around the globe. Thus, this study has exposed that the promotion like advertisement is a necessary part of the organization success and this could be achieved through social networking according the attitude of the employees and perception of the customers.

Finally, the conclusion drawn by the literature that they organizations are implemented the effective policies of promotion and used the effective channels of the advertisement that is the reason of products are developed according to the perceptions of the customer that enhance the success of the organization. The results of this research show that social networking attitudes toward advertising are affected by factors, interactivity and use. Other variables such as credibility, culture of reference, respect for privacy have no effect on social networking attitudes towards advertising. By comparison, customers have concerns about the validity of social

networking advertising. It indicates that although it's recent, the low credibility of ads hasn't changed much across various media. Credibility does not affect attitudes towards advertising on social networks. Results also show that there is no clear association between comparison groups and advertising attitudes in online social networking, and no significant connection between privacy issues and advertising attitudes in online social networking.

Like several other investigations, this has also provided a conceptual structure with some limitations like this report. Second, there are several different styles or ways of advertisement to social networking, but this study only studies ads to social networking in general. Consequently, further study of attitudes towards social networking advertising, further study of attitudes towards different categories of social networking ads, research is needed in the future in order to recognize culture as an influencing element. This study ignored the mediation along with the moderation impact on the framework and suggested that the future studies should undertake this aspects in their studies.

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