

## Facebook verses Television: Advertising Value Perception among Students

<sup>1</sup>Numan Arif Dar, <sup>2</sup>Mirza Ashfaq Ahmed, <sup>3</sup>Muhammad Hassan Muzaffar,  
<sup>4</sup>Khizar Nawaz, <sup>5</sup>Zahra Zahid

<sup>1</sup>Department of Management Sciences, University of Gujrat

<sup>2</sup>Faculty of Management and Administrative Sciences, University of Gujrat

<sup>3,4</sup>Department of Management Sciences, University of Gujrat

<sup>5</sup>Faculty of Management and Administrative Sciences, University of Gujrat

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**ABSTRACT:** *The purpose of this paper is to examine perception of value of advertising on Facebook and television in both male and female students of University of Gujrat. Questionnaire was distributed among students of 6 major department of University of Gujrat. The final sample (n=300) was consists of both male and female students. Structural equation modeling was used in this study. The findings show that Ducoffe's Ad Value was not fit for both Facebook and television. While irritation was also a factor that directly affect attitude toward advertisement. Entertainment and irritation have direct impact on attitude toward advertising. Future research must be included some other SNSs in comparison with radio or other medium. Revised Ad Value model will provide help for companies so they should remind entertainment and irritation factors while making Advertisements.*

**KEYWORDS:** *Facebook, Television, Entertainment, Informativeness, Irritation, Advertising Value, Attitude toward Advertising, Structural Equation Modeling, Social Network Sites.*

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### I. INTRODUCTION

The rapid increase in the use of media has affected the advertising messages and its delivery to target audience. The cost of the message that the advertisers want to deliver to the target audience has increased too much and it's now beyond the budget. Advertisers are now finding new ways and leaving the traditional ways of advertising. Besides using television they are now investing in new and alternative ways to convey their message to alternative ways to the target audience. Advertisers are now using social network sites to communicate the message and to reach their Consumers. The Consumers are now well informed; so it's an opportunity for the advertisers to add social network sites to their Media Mix (Cho, 2003; Shamdasani *et al.*, 2001). Social network sites advertising is basically online advertising but it is different from other types of online advertising. It provides the consumers the opportunity to "like" certain ads and they can also follow these ads on twitter and can share them with their friends. Advertisers are investing more on these sites as they spend 22 per cent of their budget on social network sites during 2011 and approximately 60 per cent US marketers are planning to spend more on these sites during 2012 (Advertising Perceptions, 2012). There are almost 1.15 billion active user accounts on Facebook (Hansson *et al.*, 2013). According to the report of 2013, almost 88 per cent revenues were formed by Facebook ad activities, with 61 per cent growing percentage (Facebook, 2013 and Computer world, 2013). According to the 2012 statistics, the media mix percentages was: outdoor 1%, cinema 0.2%, magazine 5%, radio 2%, television 69% and newspaper 21%.

Number of active Facebook users are growing, and at the end of 2004, it were 1 million with yearly growing number of users and till March 2013 total number of users were 1.11 billion. Facebook Inc says that the number of monthly active mobile Facebook users were 751 million till March 2013. (Facebook Inc). There are number of television channels in Pakistan. In Pakistan, television is the most dominant communication source at national level. According to different research findings it was amazing to see the results that television and radio are almost equally popular in rural areas of Pakistan. Due to lack of electricity, poverty of people and inconsistent broadcast signal in rural areas radio and television are equally popular. But in the survey of four provinces of Pakistan television is more popular than radio and newsprint (BBC Pakistan 2008: survey of adults). The data suggests that percentage of young male and female Facebook users is growing in Pakistan. So, it is very important for companies to use right medium and make wonderful ads to attract consumers toward their brand.

## **II. LITERATURE REVIEW**

Facebook and television has discrimination of gender of advertising. Both need more qualitative research about this discrimination of gender. It is more effective in gathering the data related to gender and can be target as ads based on detailed information of gender (Lilley et al., 2012 and Logan et al., 2012). Males and females have different time ratios in spending the time on Facebook and television. Females spend more time on Facebook and social sites rather than males. Ads on Facebook or other social network sites have greater impact on females rather than males (Hargittai & Hsieh, 2010). Different Medias have different impact on advertising and each has different requirement and each have different criteria for degree of involvement by the customers. For example print media has required more involvement by the customer because in this, pages must be turned and then read. On the other hand television has required low involvement by the customers. So at the end, social network sites or Facebook has required heavy involvement or heavy response, the choices are being made and results are made from these decisions (Ruggiero, 2000).

The effectiveness of advertising on social network sites or on television can be measured from the both perspectives either it is by advertisers or by the consumer perspective. The effectiveness of advertising can be measured by the sales of either it is increased or decreased and by the behavior of purchasing of the consumers (Simon and Arndt, 1980; Ekici, Commuri and Kennedy, 1999). The comparison of customers or audience of Facebook and television has explained that the audience of Facebook is much larger than the television network in the current scenario (IAB, 2013 and Giles, 2010). The other way to check the effectiveness of advertising is to study the consumer, their behavior towards advertising, values towards advertising and their attitude towards advertising whether it is favorable or not and their future intention towards advertising and future behavior (Ajzen, 1991). Logan et al., 2012, there is relationship among three things that are informativeness, irritation and entertainment and each of them had a significant relationship with the behavior and value to the advertising. The advertising may have the positive or negative impact. This is all because of performance, role and credibility of the pages of Facebook and representatives of television (Hansson et al., 2013). In social network sites one of the social elements is that it provides relationship with the customer or audience and it provide engaging atmosphere for the advertising. The social network sites tells the social relationship factors that are trust, belief, and strength. These are the main elements which can help to take the decision in relating to the movement (Chu and Kim, 2011). In advertising perspective it can be said that from past researches that the most authentic source of advertising is newspaper because it has more information, more reliability and more credibility. Nowadays the social media is the credible source. The advertisement on television is to be considered as less authentic and it has no much information (Bauer and Greyser, 1968; Becker, Martino, and Towners, 1976; Larkin, 1979).

When compared the advertisement on television and social media, it is believed that internet and social media is to be considered more authentic, realistic and interactive source of advertisement (Chen and Wells 1999; Eighmey 1997; Korgaonkar and Wolin 1999; Li, Edwards, and Lee 2002). When talk about the internet then it could be said that it is connecting source for all the other media that is compound of Television, news media, banners, pamphlets, radio and mail marketing (Miller 1996). It is seen that the objective of consumers is disturbed by the ads, then it can be happened that reaction may be unsatisfactory. It may be such as irritation, discouragement and ad prevention (Krugman 1983). If we want to see the constructive feedback then we came to know that the response rate of Facebook or social network sites is greater than the traditional ads or television ads. The traditional approach is intensifying (Baltar & Brunet, 2011).

From last year's there was a stability of the users of Facebook which were young people. From last year there is no change in frequency of young users of the Facebook and there is increase in number of users which are old people. From these facts it could be said that social networks or Facebook is not being used only by the young people or teenagers (Ruddell, & Jones, 2013). There is a difference between the relationship and representation of usage of social network sites and the usage of social network. It was seen that the people of America are really in touch and specifically bond with the social network but it is also seen that there is no convincing contrast of binding in social network was formed (Chu and Choi 2010). From the recent studies it could be said that the advertisement on social network sites are more effective rather than other medium of advertisement. Specifically the factors which are involve in social network sites for advertisements they have the great influence on advertisement which make them better and understandable (Taylor et al., 2011). The people who use social network sites or Facebook actively contribute in advertisement contents. The non-internet users are not actively participates in advertisement contents. And the views of those users who participate actively in advertisements are more negative because their views are more critical (Schlosser, Shavitt, and Kanfer, 1999).

The advertisements which are directionalize are being received an understandable by those users of internet who are strongly committed with the social network sites (Briggs and Hollis, 1997). The understanding of advertisements which are directionalize is low by those users which are calmly accepted public (Stewart 1992). If we want to check that the response of advertising of social network sites then we have to see and understand that what is the purpose and motivation to use the internet and the purpose for operating online (Rodgers and Thorson, 2000). **Informativeness:** Brown and Stayman (1992) Informativeness tells about the attitude of the product. Informativeness of a specific product or brand has the positive effect. Customers are familiar with the pros and cons of the product. The customers have information about the benefits of the specific and unique products and it creates a positive image in their mind (Shavitt et al 1998). On social network sites the main advantage of information is exchange between the users of the product. (Bonds Raacke and Raacke, 2010; Muntinga et al., 2011). When there is usage of social network sites by the consumers of the product, advertising has the positive effect on the consumers of the social network sites. (Taylor et al., 2011). Thus, the following hypotheses are proposed:

**H1a.** Student's perceptions of the informativeness of Facebook advertising will correlate positively to their perceptions of Facebook advertising value.

**H1b.** Student's perceptions of the informativeness of television advertising will correlate positively to their perceptions of television advertising value.

**Entertainment:** If we want to see the impact of the entertaining advertising then we came to know that it is beneficial for the customers and the advertisers. (Schlinger, 1979). On social network sites the entertaining advertisement has the positive effect on product attitude. Entertaining advertisement boost up the effectiveness of the information of the advertisement. (Shimp, 1981; Mackenzie and Lutz, 1989; Shavitt et al., 1998). The literature demonstrates that the relationships between perceived entertainment value and overall attitudes towards advertising. Furthermore, it is suggested that the perceived entertainment value is a particularly strong predictor for attitudes toward television advertising. Thus, the following hypotheses are proposed:

**H2a.** Student's perceptions of the entertainment associated with Facebook advertising will correlate positively to perceptions of Facebook advertising value.

**H2b.** Student's perceptions of the entertainment associated with television advertising will correlate positively to perceptions of television advertising.

**Irritation:** we have seen that the entertaining advertisement and informative advertisement has the positive effect on the consumers. But the irritation has the negative effect. The consumers didn't like the ads in which the message is not delivered effectively or the message theme is not based on reality. So these types of ads failed to convince consumers. Another element of irritation is the belief of the consumers that some ads misled the consumers and the result is in the form of lost perceived value. The government had implemented some rules and regulations to protect the consumer from ads that are based on deception. Irritating advertisement has negative effect. (Ducoffe, 1995, 1996). The literature suggests a negative relationship between perceptions of advertising irritation and overall attitudes toward advertising. Thus, the following hypothesis are proposed:

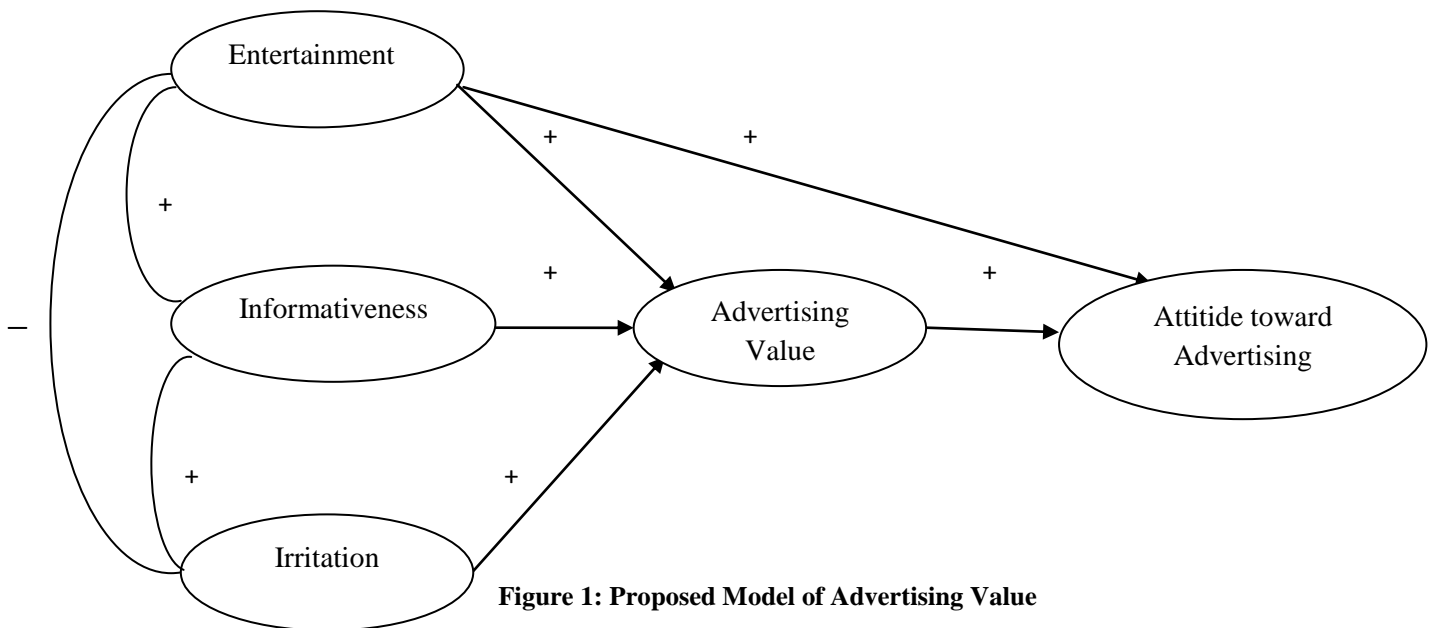
**H3a.** Student's perceptions of irritation associated with Facebook advertising will relate negatively to their perceptions of Facebook advertising value.

**H3b.** Student's perceptions of irritation associated with television advertising will relate negatively to their perceptions of television advertising value.

Figure 1 shows that there is a strong relationship between the advertising value and the attitude towards advertising construct. And Ducoffe (1995, 1996) determined this same relationship for both SNS and television. It was also found that the entertainment and the advertising value have positive relationship. This study proposes that perceived SNS advertising value affects consumer attitudes toward SNS advertising. Therefore, the following hypotheses are proposed:

**H4a.** Student's perceptions regarding the overall value of Facebook advertising will predict consumers' attitudes toward Facebook advertising.

**H4b.** Student's perceptions regarding the overall value of television advertising will predict consumers' attitudes toward television advertising.



### III. METHODOLOGY

A 46 items questionnaire including demographics was distributed among both male and female students of University of Gujrat located in Punjab Pakistan. Demographic data which is an important part of research was also collected from all respondents to get extra information regarding advertising value and attitude towards advertisement. Duration of data collection was two-week (June 1-14, 2014).

**Sample :** More than 13000 students enrolled in different degree programs, but data was collected from 6 departments only due to shortage of time which includes Management sciences, computer science, Architecture and designing, English, Physics and IT. Fifty questionnaires were distributed in each department. Students are asked to participate in our study by filling the questionnaire with honesty. The final sample was (n=300) comprised of male and female students who have used television and Facebook in last 2 months. According to demographic data 55 per cent participants were female and 45% were male students. Age of 47 per cent participants lies between 17-21 year and 53% between 22-26. Monthly family income of 35 per cent and 39 per cent participants was Rs. 50,000-74,999 and above 75000 respectively. Most of the respondents were from urban areas. People who watch television daily for less than 1 hour were 48 per cent and 35 per cent who watch for 1-2 hours. 34 per cent and 37 per cent participant uses Facebook for 1-2 and 3-4 hours daily. Most of the users of SNSs are females and have more than 60 per cent accounts on Facebook (Chappell. 2011; Hampton *et al.* 2011).

**Measures :** The questionnaire was used including measures related to demographic details, Facebook use, television use, advertising value, and attitude toward advertisement. Five items Likert scale was used in this study to find different measures.

**Independent variables :** Participant's value structure for Facebook and television advertisement was calculated by modifying established scales (Ducoffe, 1996) to assess overall advertisement value, perceived informativeness, entertainment and irritation (Table I). Respondents are asked to respond to five-point, Likert-type scales (1 - strongly disagree, 5 – strongly agree) by choosing the right option that best represented how they felt about advertisement on Facebook and television. Each independent variable has eight-items from which half were used for Facebook and remaining four-items were used for television. Questions were asked through different aspects so respondents could respond correctly. The four-item informativeness scale attained acceptable and very good reliabilities for both Facebook ( $\alpha=0.65$ ) and television ( $\alpha=0.64$ ). The four-item entertainment scale attained acceptable and very good reliabilities for both Facebook ( $\alpha=0.63$ ) and television ( $\alpha=0.60$ ). The four-item irritation scale also attained acceptable and very good reliabilities for both Facebook ( $\alpha=0.65$ ) and television ( $\alpha=0.61$ ). But in previous study reliability results for irritation were not acceptable.

**Dependent variables :** The four-item advertisement value scale attained acceptable and very good reliabilities for both Facebook ( $\alpha=0.70$ ) and Television ( $\alpha=0.67$ ). Attitude towards advertisement was also measured by using same five-item Likert scale. This scale also attained acceptable and very good reliabilities for both Facebook ( $\alpha=0.64$ ) and Television ( $\alpha=0.62$ ).

#### IV. RESULTS AND DISCUSSION

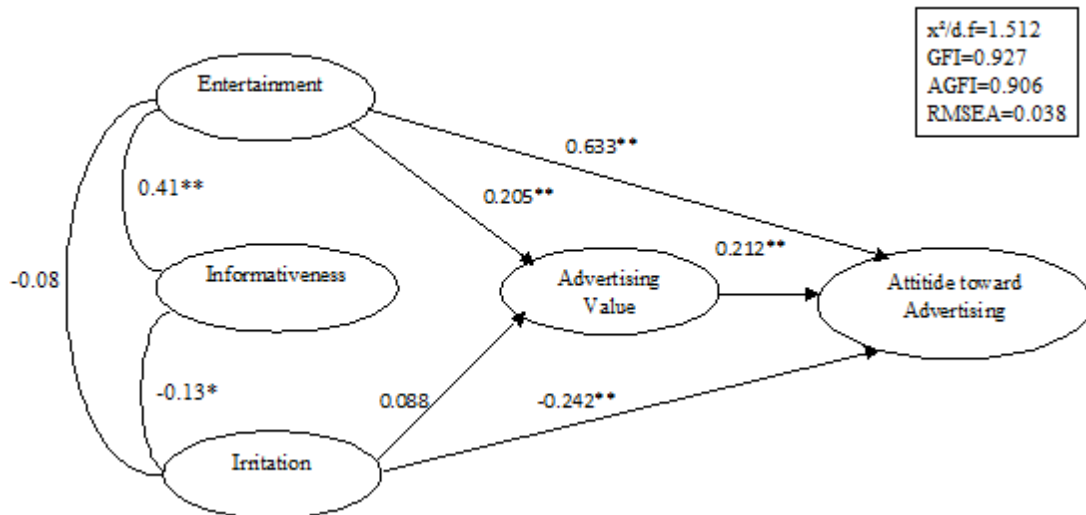
Pearson correlations shows significant, strong positive relationships between the advertising value variable and the informativeness variable for Facebook,  $n(300) = .426^{**}$ ,  $p < 0.05$  and television,  $n(300) = .436^{**}$ ,  $p < 0.05$  supporting **H1a** and **H1b**. There were also significant, strong positive relationships between the advertising value variable and the entertainment variable for Facebook,  $n(300) = .205^{**}$ ,  $p < 0.05$  and television,  $n(300) = .209^{**}$ ,  $p < 0.05$  supporting **H2a** and **H2b**. But there was no significant, relationships between advertising value variable and the irritation variable for Facebook,  $n(300) = 0.088$ ,  $p > 0.05$  and television,  $n(300) = 0.037$ ,  $p > 0.05$ . **H3a** and **H3b** not supported. Confirmatory factor analysis was done and it shows that all the indicators for each variable were confirmed and the four criteria as shown in Table 4. Structural equation model was used to find whether relationship between advertising value and attitude toward advertisement continues with Ducoffe (1995, 1996) for both SNSs and television. According to the results of structural equation model the proposed model was not fitted specially the p-value for all relationships as shown in Table 6. But the Chi square value, root mean square error of approximation (RMSEA), goodness of fit (GFI), and adjusted goodness of fit (AGFI) were 1.541, 0.040, 0.925 and 0.904, respectively, for Facebook and 1.218, 0.025, 0.938 and 0.922, respectively, for Television as shown in Table 5. This means student's perception regarding the overall value of Facebook advertising will not predict consumer's attitude toward Facebook advertising and same for television. Therefore, **H4a** and **H4b** were not supported.

In order to determine the reason for poor fit, saturated models were develop for Facebook and television to check the direct effect of informativeness variable with attitude towards advertising variable and irritation variable with attitude towards advertising variable. Table 7 provides the parameter estimates, standard error, and p-value for all relationships. The saturated model shows that the informativeness variable does not show significant relationship with both advertising value variable and attitude toward advertising variable and also not directly related with both variables. But on the other side path between irritation and advertising value shows significant relationship for both Facebook and television. The path between irritation variable and attitude towards advertising variable was also significant for both Facebook and television. The relationship between entertainment variable and attitude towards advertising variable was little bit mediated by advertising value, also there was direct relationship between entertainment and attitude toward advertising variable for both Facebook and television.

#### V. CONCLUSION

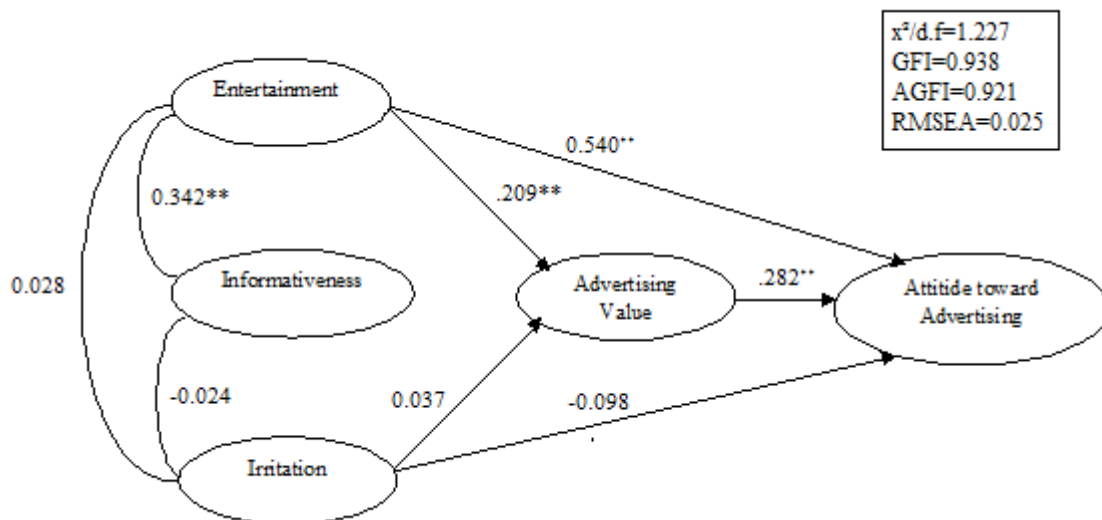
In this study we use structural equation model to find that Advertising value models are fit or not for Facebook and television. In this model we use entertainment, informativeness, irritation, advertising value, attitude toward advertising as a constructs. Table 6 contains Parameter estimates standard error and p-values for advertising value model. All p-value were not significant but all four criteria for structural equation modeling were according to recommended criteria. So model was not fitted for both Facebook and television. But when we use SEM with combination of different relationships and check direct impact of independent variables on dependent variables then all the relationships were significant  $p < 0.05$  for both Facebook and television as shown in Table 8 and four criteria of SEM were according to requirement for new models as shown in Table 9. Figure 2 and 3 shows new structure of advertising value models for both Facebook and television. This study was conducted to test Ducoffe's (1995, 1996) advertising value model for Facebook and television. After examining the all aspects it is clear entertainment and irritation play key role in value assessment. While the

informativeness did not play a significant role in value assessment and attitude toward advertising.



Note: Significant at: \* $p < 0.05$

Figure 2: Revised Advertising Value Model for Facebook (standardized weights)



Note: Significant at: \* $p < 0.05$

Figure 3: Revised Advertising Value Model for Television (standardized weights)

**LIMITATIONS OF THE STUDY :** Limitations regarding current study need to be mentioned here. Firstly, time was very short and our resources were limited. Secondly, data was collected only from the students of University of Gujrat so our study was limited with the students of this university. In addition, future research need to add other social network sites like Twitter, LinkedIn comparison with television, print media and radio etc.

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Items	Frequency	Percentage	
<b>Gender</b>	Male	135	45
	Female	165	55
<b>Age</b>	17-21	142	47.3
	22-26	158	52.7
	27 or above		
<b>Family income</b>	less than 30,000	32	10.7
	30,000-49,999	49	16.3
	50,000-74,999	104	34.7
	75,000+	115	38.3
<b>Area</b>	Rural	75	25
	Urban	185	61.7
	Suburban	40	13.3
<b>T.V watching hours</b>	Less than 1 hour	143	47.7
	1-2 hours	105	35
	2-4 hours	32	10.7
	4-6 hours	10	3.3
	More than 6 hours	10	3.3
<b>Internet using hours daily</b>	Less than 1 hour	58	19.3
	1-2 hours	101	33.7
	2-4 hours	110	36.7
	4-6 hours	25	8.3
	More than 6 hours	6	2

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of items
0.81	0.813	40

Scale items	Facebook	Television
<b>Advertising Value</b> are valuable are useful are effective are important	$\alpha=0.70$	$\alpha=0.67$
<b>Informativeness</b> are a good source of product information supplies relevant product information are good source of up to date product information provides timely information	$\alpha=0.65$	$\alpha=0.64$
<b>Entertainment</b> are entertaining are amazing/wonderful are pleasing are exciting	$\alpha=0.63$	$\alpha=0.60$
<b>Irritation</b> have irritated material insults people intelligence are not to be trusted are confusing	$\alpha=0.65$	$\alpha=0.61$



Variables		$\chi^2/d.f$	GFI	AGFI	RMSEA
Advertising value	Facebook	5.96352/2=2.981	0.99	0.952	0.080
	Television	1.43375/2=0.716	0.998	0.988	0.000
Informativeness	Facebook	4.44524/2=2.222	0.993	0.964	0.063
	Television	2.90892/2=1.454	0.995	0.975	0.041
Entertainment	Facebook	4.02699/2=2.013	0.993	0.967	0.058
	Television	5.69959/2=2.849	0.991	0.955	0.075
Irritation	Facebook	2.44038/2=1.220	0.996	0.979	0.028
	Television	1.8313/2 =0.915	0.997	0.985	0.000
Att. toward adv	Facebook	1.69526/2=0.847	0.997	0.996	0.000
	Television	1.98751/2=0.993	0.997	0.983	0.007
Recommended Criteria		$\leq 3$	$\geq 0.9$	$\geq 0.9$	$\leq 0.08$

Medium	$\chi^2/d.f$	GFI	AGFI	RMSEA
Facebook	254.353/165=1.541	0.925	0.904	0.040
Television	201.07/165=1.218	0.938	0.922	0.025
<b>Recommended Criteria</b>	$\leq 3$	$\geq 0.9$	$\geq 0.9$	$\leq 0.08$

Paths	Facebook		Television			
	Estimate	SE	p	Estimate	SE	p
Entertainment→Adv.value	0.151	0.039	0.000	0.104	0.043	0.017
Information→Adv.value	-0.055	0.039	NS	0.071	0.046	NS
Irritation→Adv.value	0.097	0.039	0.014	0.181	0.047	0.000
Entertainment→Att.toward adv	0.084	0.037	0.025	0.114	0.040	0.005
Adv.val→Att.toward adv	0.322	0.095	0.001	0.186	0.086	0.031
Entertainment↔Informativeness	-0.011	0.042	NS	0.024	0.041	NS
Informativeness↔Irritation	0.043	0.056	NS	0.047	0.050	NS
Entertainment↔Irritation	0.295	0.058	0.000	0.244	0.055	0.000

**Table -7: Parameter Estimates for saturated Advertising Value Models**

Paths	Facebook			Television		
	Estimate	SE	p	Estimate	SE	p
Entertainment→Adv.value	0.151	0.039	0.000	0.104	0.043	0.017
Information→Adv.value	-0.055	0.039	NS	0.071	0.046	NS
Irritation→Adv.value	0.097	0.039	0.014	0.181	0.047	0.000
Entertainment→Att.toward adv	0.080	0.035	0.022	0.124	0.041	0.003
Information→Att.toward adv	0.055	0.036	NS	0.054	0.032	NS
Irritation→Att.toward adv	0.103	0.036	0.004	0.067	0.030	0.024
Adv.value→Att.toward adv	0.153	0.041	0.000	0.061	0.029	0.037
Entertainment←→Informativeness	-0.011	0.042	NS	0.024	0.041	NS
Informativeness←→Irritation	0.043	0.056	NS	0.047	0.050	NS
Entertainment←→Irritation	0.295	0.058	0.000	0.244	0.055	0.000

**Table -8: Parameter Estimates for revised Advertising Value Models**

Paths	Facebook			Television		
	Estimate	SE	p	Estimate	SE	p
Entertainment→Adv.value	0.151	0.039	0.000	0.104	0.043	0.017
Irritation→Adv.value	0.097	0.039	0.014	0.181	0.047	0.000
Entertainment→Att.toward adv	0.079	0.035	0.023	0.123	0.041	0.003
Irritation→Att.toward adv	0.103	0.036	0.004	0.067	0.030	0.024
Adv.value→Att.toward adv	0.153	0.041	0.000	0.082	0.033	0.013
Entertainment←→Informativeness	-0.011	0.042	NS	0.024	0.041	NS
Informativeness←→Irritation	0.043	0.056	NS	0.047	0.050	NS
Entertainment←→Irritation	0.295	0.058	0.000	0.244	0.055	0.000

**Table 9: Measure of Goodness of Fit of SEM Models**

Medium	$\chi^2/d.f$	GFI	AGFI	RMSEA
Facebook	249.64/165=1.512	0.927	0.906	0.038
Television	202.487/165=1.227	0.938	0.921	0.025
Recommended Criteria	≤ 3	≥ 0.9	≥ 0.9	≤ 0.08