

FACEBOOK USER EXPERIENCE OF SOCIAL MEDIA MARKETING

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Researchers have been focusing mostly on the strategic use of social media marketing instead of users' experience. As a result, some social media users do not trust social media marketing as they feel that their personal information is being stolen. Therefore, it is important that research needs to be conducted to minimise these challenges. The aim of this study is to investigate the Facebook user experience of social media marketing in South Africa. The methodology used in the study is quantitative research and the positivism research paradigm as they are both suit the objectives of the study. An online survey was used to test the theoretical grounded set of hypotheses. Convenience sampling was used to select the respondents for the study and collect data utilising an online questionnaire that had 203 responses. The study was only limited to Facebook users who have been using this platform for at least 3 months. The empirical results reveal that the measuring instrument used was both valid and reliable as the Cronbach Alpha values were above the recommended guideline value of 0.7. The study found that for Facebook two independent variables (entertainment & perceived value) were found to have a significantly positive relationship with the dependent variable

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(user experience of social media marketing). The study recommends that marketers should ensure that they always have the aim of entertaining Facebook users first while delivering their message.

1. Introduction

1.1. Background and Problem Statement

Based on historical evidence, social media, social networking applications and other digital communication technologies have become an integral part of billions of individuals' everyday lives all around the world (Dwivedi, Ismagilova, Hughes, Carlson, Filieri, Jacobson, Jain, Karjaluoto, Kefi, Krishen & Kumar, 2020). Technology has changed people's lives with people more dependent on social media in their everyday lives than ever before (Al-Mohammadi & Gazzaz, 2020). Furthermore, social media allows people to connect and build online relationships with one another (Chen & Lin, 2019). Moreover, social media is not only used for individuals to interact with one another; they have many purposes. This is the reason why social media have been and will continue to be an interesting topic for researchers (Shiau, Dwivedi & Lai, 2018). Alalwan, Rana, Dwivedi & Algharabat, (2017) added that social media can create two-way communication between firms and their customers to build better relationships. As a result, firms use social media as a marketing tool.

According to Triantafillidou and Siomkos (2018), social media marketing is not just a platform where brands can send messages to their customers, it is where consumers expect to find a certain experience. In addition, the authors state that when consumers visit a brand's social media page, they are not just there to receive a message; they are there to consume and live a specific experience. This is what differentiates one brand's social media account from another. According to Lupo and Stroman (2020), there are also various challenges with using social media marketing such as the trial-and-error learning curve and the difficulty of directing customers to the firm's social media account. The authors point out that firms face social media marketing adoption challenges such as lack of knowledge and inexperience. Some business owners can overcome these challenges and be able to adopt social media marketing, while small firms might find it challenging as some lack resources. As a result, some small firms opt not to utilize social media marketing.

According to Dwivedi *et al.* (2020), it is sometimes challenging for researchers to research social media marketing because social media platforms are continuously changing. The authors stated that although some features remain the same such as "likes" and "followers", these platforms are continuously releasing something new. The authors illustrated this with the example of social media influencers, who are individuals who can influence others by promoting and recommending brands.

Even with continuous changes in social media, firms are still able to communicate and interact directly with their customers. Firms make use of different social media platforms to do their marketing such as Facebook (Challa & Anute, 2021). A study conducted by Lupo and Stroman (2020) has proven that although firms use different social networking apps for their marketing, Facebook is their primary social media marketing tool. Moreover, firms are aware that their customers use Facebook more than any other social media platform (Lupo & Stroman, 2020).

The Facebook application was established in the United States of America (USA), and it is one of the fastest-growing social networking sites in the world (Naslund, Aschbrenner, Marsch & Bartels, 2016). According to Blanchino, Przepiorka and Rudnick (2013), this social media platform was initially made for university students to communicate with each other. The platform can now be used by any individual or firm. Firms make use of Facebook to engage and build relationships with customers (Shao & Ross, 2015). The majority of research focuses on the strategic use of social media marketing instead of users' experience (Chen, 2018). As a result, some social media users do not trust social media marketing as they feel that their personal information is being stolen (Hooda & Ankur, 2018). It is for these reasons that research needs to be conducted to minimise these challenges. Therefore, this study aimed to determine the Facebook user experience of social media marketing in South Africa.

1.2. Research Objectives

The primary objective of this paper is to investigate the Facebook user experience of social media marketing in South Africa. To achieve this, the following secondary objectives have been identified:

- To investigate the relationship between the users' entertainment and user experience of social media marketing.
- To investigate the relationship between users' escapism and user experience of social media marketing.
- To investigate the relationship between users' perceived value and user experience of social media marketing.
- To investigate the relationship between users' irritation and user experience of social media marketing.

2. Literature Review

According to Hansson *et al.* (2013), Facebook was established in 2004 by Mark Zuckerberg at Harvard University. The authors further state that the initial purpose of this social network was to connect Harvard University students. A year after the social network was founded, Facebook began to receive and accept advertising sponsors; as a result, Facebook revenues increased significantly (Daou, Sarkis & Nader, 2018). In 2006, the social network was made open for use by the general public (Blanchino *et al.*, 2013). That same year Facebook decided to go into business with Microsoft by

becoming an exclusive provider of promotional banners and sponsored links, which further increased the revenue of the social network (Daou *et al.*, 2018). The authors further stated that in the same year 2006, Facebook introduced the 'news feed' feature. This feature made Facebook unique from its competitors, as this feature was the social network's distinct source of news and advertising (Daou *et al.*, 2018). In 2007, Facebook introduced its advertising platform (Daou *et al.*, 2018). This is a self-serving feature that enables firms to promote themselves.

2.1. The use of Facebook platform

People make use of social networking sites such as Facebook to maintain already existing relationships and build new relationships (Blanchnio *et al.*, 2013). In contrast, Hansson *et al.* (2013) argue that users on Facebook do not make new friends but rather share and interact with family and friends. The authors further argue that users usually interact with individuals they know offline. Furthermore, Shiau *et al.* (2018) explain that extrovert individuals are likely to utilize the latest functions of Facebook. On the other hand, individuals with high self-esteem are less likely to make new friends. In agreement, Blanchnio *et al.* (2013) add that individuals who have low self-esteem benefit the most from the use of this application.

Blanchnio *et al.* (2013) stated that there are various motives for the use of this social networking site that researchers found in their studies. These motives are mostly related to individuals' personality traits and their needs. Shiau *et al.* (2018) stated that extroverted or outgoing people normally have larger groups on Facebook, and they utilize the social network as a social tool instead of a substitute for their social activities. In addition, the authors elaborated that six reasons motivate students to utilize Facebook, namely: maintaining a relationship, passing time, online community, relaxation, coolness, and intimacy. Previous studies have also revealed that individuals make use of Facebook to pass the time, which means that another motive for using this social network is to relieve boredom (Blanchnio *et al.*, 2013).

A study conducted by Nadkarni and Hofmann (2012) found two motives for individuals making use of Facebook: the need for belonging and the need for self-presentation. The authors further stated that the first is related to bonding with other individuals and the need for social acceptance. The second relates to the individual's need to manage the way other people perceive them. On the other hand, findings of a study conducted by Mouakket (2015) stated that satisfaction is one of the most important motives for users to continue using a specific social network. The author elaborated that Facebook enhances satisfaction by continuously developing new features or functions for users, and, as a result, users continue to use the platform.

Although there are various motives for individuals making use of Facebook, there are also challenges. The major challenge is that the more popular Facebook becomes, the more privacy concerns there are (Shiau *et al.*, 2018). The application allows its users to share pictures, comment on posts and expose

their personal information (Blanchnio *et al.*, 2013). As a result, individuals may be concerned that the information that users share with their friends on Facebook may be passed on to strangers (Shiau *et al.*, 2018). On the other hand, Facebook users perceive the social network as free; however, there is advertising from firms where users are encouraged to click on a link and spend money on the firm's offering (Hansson *et al.*, 2013).

Facebook is a social media platform that is attractive to both users and marketers (Ferreira & Barbosa, 2017). It provides an opportunity for firms and individuals to communicate (Vaidya, 2020). Although Facebook is mostly used by individuals to connect, users are well aware that it is used by firms as a marketing tool (Hansson *et al.*, 2013). The authors elaborate that individuals also have a motive to utilize Facebook as a marketing tool. It has been emphasised that Facebook enables individuals to target specific audiences of users when attempting to sell their products online through paid campaigns and advertisements (Freedman, 2022). Furthermore, this application has introduced a free feature called 'Marketplace' that allows users to post their products and services to attract potential customers (Delfino, 2021). As a result, individuals with start-ups or small businesses are motivated to utilize Facebook as a marketing tool (Freedman, 2022).

2.2. Facebook as a marketing tool for firms

According to Varma *et al.*, (2020), even though Mark Zuckerberg established Facebook with its main purpose being for individuals to communicate, businesses realised the value of the application and started marketing online. The application can also be beneficial for firms for marketing purposes and engaging with consumers (Lukka & James, 2014). As a result, social networks have become an integral part of firms' marketing, and the most used is Facebook (Ayswarya *et al.*, 2019). According to Lupo and Stroman (2020), most firms make use of different social media platforms, but Facebook is their primary social media marketing site. Facebook is the ideal platform for advertising because in 2014 the application had 1.39 billion active users and 92% of firms used this application as their preferred marketing tool (Tran, 2017). In 2020, this social media platform had close to 1.8 billion users worldwide, making it the most popular social media platform (Nuseir, 2020). This platform provides an opportunity for firms and individuals to communicate (Vaidya, 2020:19). Furthermore, by having two-way communication with customers on Facebook, the firm is empowering their customers and putting them in a position of being the heart of a successful marketing campaign (Daou, Sarkis & Nader, 2018). In addition, Facebook marketing is perceived as one of the most recent marketing trends, and it is continuously evolving and improving (Daou *et al.*, 2018). Specifically, marketers use Facebook to create brand identity and awareness (Sabapathy & Selvakumar, 2018).

Furthermore, marketers use this application to create online communities for customers by creating pages where they can showcase their products and services (Blanchnio *et al.*, 2013). Ferreira and Barbosa (2017) explain that social media marketing on Facebook includes creating a page, publishing

content and doing promotional activities. These pages are designed by marketers in a way that customers feel part of the firm and its offering by continuously engaging and posting interesting content. This helps firms to attract the attention of customers and engage with virtual communities (Triantafyllidou & Siomkos, 2018).

According to Lukka and James (2014), virtual communities make it possible for marketers to customize their advertisements in a way that will fit their target consumers. The authors stated that marketers can do this by choosing whether to target customers by their demographics or interests. Personal information that users have on their profiles such as age, occupation, email address and preferences can be utilized by firms for their marketing campaigns (Blanchnio *et al.*, 2013). In addition, Facebook offers marketers tailor-made ways to promote their offerings (Lukka & James, 2014). Therefore, marketers must be more updated and interactive when making use of social media marketing (Vaidya, 2020).

It is further indicated marketers utilize Facebook to achieve their marketing objectives at a low cost (Hansson *et al.*, 2013). This is because, unlike other social networks that target niche markets, it was found that Facebook is an exception as it still targets mass audiences (McIntyre, 2014). Moreover, the size of the advertisements is not as important anymore, but how quickly they reach the target audience is what is important (Hansson *et al.*, 2013). The number of likes a firm's post gets indicates the content effectiveness as the more likes the more attractive the posts, leading to more exposure (Ferreira & Barbosa, 2017).

Lupo and Stroman (2020) stated that most of a firm's customers are Facebook users and they are more likely to see the communication on Facebook than on any other platform. As a result, over 30 million firms have created Facebook pages in the hope of increasing their reach as this social networking site has a large number of daily active users (Daou *et al.*, 2018). Furthermore, in developing countries such as India, it is believed that Facebook is the best social network to disseminate information (Ayswarya *et al.*, 2019). According to the authors, this is when the marketer is targeting micro-level consumers when it comes to their locality by customizing Facebook advertisements.

Tran (2017) and Vaidya (2020) stated that advertisements that are customised for customer needs should provide useful information. According to Vaidya (2020), when advertising on Facebook, adverts should be tailored to customers' needs and provide as much information as possible about the product. Moreover, advertisers must be more updated and interactive when making use of social media marketing (Vaidya, 2020). Although Facebook is ideal for advertising, there are challenges that firms face when advertising on the platform. On the negative side, firms are experiencing a decline in the visibility of their posts on Facebook, because of the increase in the amount of content published by both individuals and firms (Ferreira & Barbados, 2017). In addition, Facebook also ranks and has selective posts that are displayed on an individual's news feed (Ferreira & Barbados, 2017). Although

firms have strategies to ensure that their posts are seen by their target market, it still does not guarantee that their target followers will see them (Ferreira & Barbados, 2017).

Tran (2017) states that ads affect the way customers respond, the response is then measured by ad avoidance, ad scepticism, ad attitude and ad credibility. Ad avoidance is defined as the activities that customers associate themselves with, to avoid the advert (Speck & Elliot, 1997), whereas ad scepticism is the degree to which the customers do not believe the advert (Obermiller & Spangenberg, 1998). Both ad scepticism and ad avoidance are associated with the negative response customers have about the advert. On the other hand, ad credibility is associated with positive responses, it shows how much customers value and believe the advert (Tran, 2017).

Facebook is now being used by many hotels as a marketing tool (Sabapathy & Selvakumar, 2018). Therefore, hotels make use of social media platforms to differentiate themselves from their competitors (Phelan, Chen & Haney, 2013). Besides this, hotels use this platform to increase awareness, educate customers, monitor reputation and improve their customer service (Sabapathy & Selvakumar, 2018). The authors found that messages in picture format are more effective than words, links, and video formats.

On the other hand, Naslund *et al.* (2016) conducted a study to test the feasibility and acceptability of Facebook to promote a healthy lifestyle by creating a page. The authors found that most of the posts on the Facebook group were from participants encouraging each other. The researchers state that the participants were helping and supporting each other through recommendations and outside group sessions. The researchers also revealed that most of the participants found the page helpful. This shows that Facebook is beneficial in supporting health promotion to support individuals with serious mental illness (Naslund *et al.*, 2016). McCormick and Livett (2012), in their study, found two key factors that they believe make Facebook an important communication tool for firms: product viewing and fashion information online. The first one refers to the utilitarian effect that is given by the attributes of the product, while the second one refers to the hedonic effect (Escobar-Rodríguez & Bonsón-Fernández, 2017).

The literature review identified that social media users utilise Facebook for various reasons. Facebook is also used as a platform to socialise with friends and family, for others to want to make new friends, and firms use it to connect with their customers.

2.3. Theoretical framework of the study

The hypothesised model is constructed from known variables that are said to exist. The variables in the model have been adopted from three conceptual models, namely:

- Chen and Lin's (2019) social media marketing activities model.

Chen and Lin (2019) proposed a conceptual model to understand the effect of social media marketing activities. The social media marketing activities model consists of various variables. The model illustrates that social media marketing activities refer to entertainment, interaction, trendiness, customisation and word-of-mouth (Chen & Lin, 2019). Social identification and perceived value are the mediation variables, where social identification refers to how society members identify themselves on a specific social media platform (Chen & Lin, 2019). Perceived value is a customer's perceptions of a product or service and whether it can satisfy their wants and needs compared with competitors (Kopp, 2020). In the conceptual model of this current study, only perceived value is used as an independent variable as it is the only variable that best fits into the study.

- Shareef, Mukerji, Dwivedi, Rana and Islam (2019) advertising value model

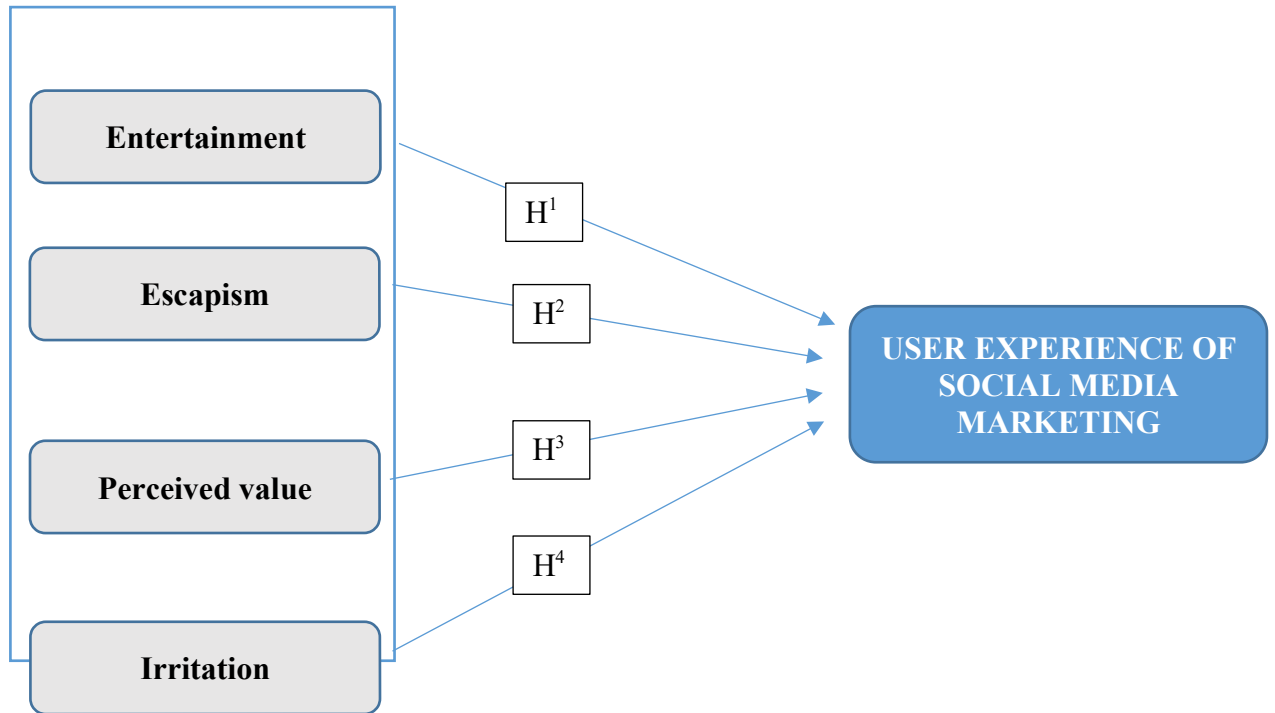
Shareef *et al.* (2019) proposed a conceptual model to understand the influence of source derogation on advertising effectiveness among the users of Facebook. The advertising value indicated in Shareef *et al.*'s (2019) model consists of four variables that include entertainment, informativeness, irritation and attitude. This study does not aim to test the advert's ability to give information to users but rather the experience of social media marketing. This study aims to determine the users' experience with social media marketing. In addition, the study aims to examine whether users are enjoying (entertainment) or annoyed (irritation) by social media marketing and not if they are informed by it.

- Triantafillidou and Siomkos (2018) Facebook experience model

Triantafillidou and Siomkos (2018) conducted a study to examine the influence of the Facebook experience on consumers' behavioural brand engagement. Facebook experience on consumers' behavioural brand engagement. The authors created a model aimed at testing the relationship between the Facebook experience, consumers' various behavioural engagement activities with brand pages and Facebook usage frequency. Facebook experience consists of seven dimensions, namely entertainment, flow, escapism, challenge, learning, socialising, and communitas. In the conceptual model of this study, only escapism was included as an independent variable. Escapism is best suited for this study as users make use of social media to escape their problems (Ohno, 2018).

Based on these conceptual models, a hypothesised model has been developed as illustrated in Figure 1.1. The conceptual model consists of four independent variables (entertainment, escapism, perceived value and irritation) and one dependent variable (social media marketing user experience). The proposed conceptual model below aims to test the relationship between entertainment, escapism, perceived value, irritation, and social media marketing user experience.

Figure 1.1: A proposed conceptual model



Source: Own construction

Figure 1.1 illustrates four factors influencing social media marketing: entertainment, escapism, perceived value and irritation. Firstly, entertainment is the pleasure that people get from using social media (Seo & Park, 2018). In addition, the term entertainment is associated with the pleasure that comes with the advertisement itself (Abbasi, Su-Yee & Goh, 2020). Entertainment is one of the motives for users to make use of social media. This is because users seek enjoyment and relaxation on social media (Eid *et al.*, 2020). In addition, entertainment results in a positive attitude toward the marketing strategies employed by marketers (Giao & Vuong, 2020). Subsequently, the following hypothesis is formulated:

H¹: *There is a relationship between the users' entertainment and user experience of social media marketing.*

Secondly, escapism is when people feel that they need to escape everyday life activities and go to a different place where they will play a different role (American Psychological Association, 2021). Equally, Dewanthi, Anggraeni and Setjadinigrat (2018) state that escapism is a psychological state where individuals seek to escape from their problems and responsibilities. Subudhi, Das and Sahu (2020) argue that escapism is turning away from reality when an individual cannot alter the state that they live in. Furthermore, individuals perceive social media as a platform where they can escape to

distract themselves from their everyday life problems. Escapism is an important motivation for individuals making use of social networking sites such as Facebook and for some, it is their primary reason (Young, Kuss, Griffiths, & Howard, 2017). Subsequently, the following hypothesis is formulated:

H²: *There is a relationship between users' escapism and user experience of social media marketing.*

Thirdly, Chen and Lin (2019) define perceived value as the overall efficiency and effectiveness of service as evaluated by an individual, taking into consideration the effort that the individual made to make use of the service and the benefits received. The user-*perceived value* on social media is defined as the benefits that an individual gets for utilising a social media platform compared to the cost. Cocosila and Igonor (2012) found that perceived value can also be influenced by the features of a social media platform. Subsequently, the following hypothesis is formulated:

H³: *There is a relationship between users' perceived value and user experience of social media marketing.*

Lastly, irritation is the negative feelings that a consumer has towards advertisements, because of their intrusive, excessive, deceptive, manipulative and offensive nature (Falcão & Isaías, 2020). User *irritation* on social media is the negative feeling that social media users get when an advertisement disrupts their experience on a platform. Furthermore, users perceive this disruption as intrusive and as forced exposure. Negative attitudes towards products advertised online arise from the irritation aroused by the intrusiveness of social media marketing, as this disrupts the user's experience on social media platforms (Eid *et al.*, 2020). Subsequently, the following hypothesis is formulated:

H⁴: *There is a relationship between users' irritation and user experience of social media marketing.*

3. Research Design and Methodology

There are two main research paradigms, the positivism paradigm which is related to quantitative research study and the interpretivism paradigm which is related to qualitative research study (Mukherji & Albon, 2015). The positivism paradigm has an objective to monitor and predict results by utilizing methods such as surveys and experiments (Kamal, 2019). On the other hand, interpretivism refers to the paradigm followed when a researcher attempts to find an in-depth understanding of individuals' lives (Pulla & Carter, 2018). For this study, the research paradigm that best fitted the current research study was the positivism paradigm and quantitative approach. Positivism was suitable for this study because of the objectives and the hypotheses that were tested. The quantitative approach is also suitable because the study made use of online surveys in the form of questionnaires.

Target population refers to specific groups of people or individuals from which the sample used in the study is taken or drawn (McLeod, 2019). Mutsikiwa (2018) conducted a successful study comparing three social media platforms, where the study's target population was users who had used these platforms for at least three months. As a result, the target population for this current study consisted of Facebook users in South Africa who are above the age of 18 and below the age of 60, and who have been using Facebook for at least three months. Only these users were permitted to complete the online survey. This was determined with qualifying questions to determine whether the respondent qualifies to participate in this study.

This study made use of online surveys as the data collection technique. The online survey was created with the use of Google Forms and the link was distributed on social media platforms such as WhatsApp, Facebook, Instagram and LinkedIn. As a result, the researcher was able to adhere to Covid-19 protocols. These surveys were in the form of self-administered questionnaires. The structure of the questionnaires included four sections. The first section was a cover letter that explained the purpose of the study to respondents and the confidentiality of the respondents' data collected. That section also included a disclaimer that indicated who qualified to complete the survey. The second section was a qualifying question to ensure only the targeted population completed the survey. The third section included questions on the Facebook user experience of social media marketing. The fourth section focused on the demographics of each respondent. This section only had dichotomous and multiple-choice questions, where respondents had to choose between two or more options.

Data analysis is a process of evaluating data collected with the aim of uncovering and understanding issues (Flick, 2013). The researcher of this study manually captured the data in Microsoft Excel and then used Statistica to draw descriptive and inferential statistics. Descriptive statistics are calculated when the data collected is summarised in a way which it is easy to understand (Zikmund, Babin, Carr & Griffin, 2013). The researcher calculated frequencies, central points, averages and ranges to make the data easy to understand. Inferential statistical analysis was performed using Pearson correlation analysis and Multiple Regression Analysis (MRA). Pearson product-moment correlation was utilized to test the correlation between variables (Goftay & Thatte, 2017). MRA will be performed to test the relationship between dependent and independent variables (Cooper & Schindler, 2011). Furthermore, an Analysis of Variance (ANOVA) test was conducted to analyse the data collected. ANOVA assisted in identifying the statistically significant differences in two or more means (Holmes, Moody, Dine & Trueman, 2017).

The measuring instrument was put through validity and reliability testing. This study made use of exploratory factor analysis (EFA) to measure the validity of the instrument. EFA was used by the researcher to find out which variables were correlated with each other, and which variables were independent of each other. According to Samuels (2017), when a researcher evaluates the EFA results they should utilize the rule of thumb, that if the factor is lower than 0,3, that variable must be

disregarded. The face validity of the measuring instrument was ensured with the use of statistical, language and content experts. The researcher chose the Cronbach-alpha coefficient to measure the reliability of the instrument. Cronbach-alpha coefficient is used when the respondents respond to items on different levels such as Likert-type scales that range from strongly disagree to strongly agree (Struwig & Stead, 2013). For this study, as identified by Christensen, Johnson, Turner and Christensen (2014:562) an acceptable Cronbach-alpha score should be 0.7 and above.

Ethics were ensured by means of informed consent from participants who freely participated in the study and had the right to withdraw at any time. The privacy, confidentiality and anonymity of respondents were also ensured. Full ethical clearance was obtained from the Nelson Mandela University’s Research Ethics Committee and the ethical protocol was followed throughout the study.

4. Empirical Findings and Discussion

The results illustrated that more (62%) of the sample were female. In terms of age, a large (80%) number of respondents were in the 20 and 30 years age group, followed by the 31 to 40 years age group (12%), and then those between 18 to 19 years (3%), while both 41 to 50 years and 51 to 60 years represented 1% of the respondents. With regards to home language, the majority (70%) of the respondents’ home language was IsiXhosa (70%), followed by IsiZulu (11%), and then English (9%). In terms of ethnicity, most of the respondents were African (89%), followed by Coloured (5%), while Asians were only 2% of the population. Lastly, the table illustrates that more (25%) of the respondents have postgraduate degrees, while only 14% of the respondents possessed a matric certificate.

According to recommendations by Hair, Babin, Anderson and Tatham (2006), factor loadings greater than or equal to 0.391 were deemed significant at the $\alpha = 0.05$ level for the sample size $n = 203$. Furthermore, the Cronbach-alpha coefficient was used to measure the reliability of the instrument. This study accepted a Cronbach-alpha coefficient of 0.7 and greater (Christensen *et al.*, 2014). Table 1.1 illustrates a summary of the results of the validity and reliability analysis of the construct identified for Facebook in this study.

Table 1.1: Reliability Analysis for Facebook

Factor	EFA Factor loadings	Variance Explained	Cronbach’s Alpha
User experience of Social Media marketing	0.777	60.5%	0.83
Entertainment	0.801	67.2%	0.87

Escapism	0.841	70.9%	0.86
Perceived value	0.768	60.3%	0.82
Irritation	0.820	67.5%	0.88

Source: Own construction

Table 1.1 illustrates that all the EFA factor loadings were well above the recommended guideline (0.391). This is a clear indication that the data obtained is valid. In addition, the variance explained ranged from 60.3% to 70.9%. Furthermore, Cronbach Alpha for this study ranged from 0.82 to 0.87 which illustrates that the constructs were reliable as the acceptable coefficient is 0.7.

The proposed conceptual model of this study, as shown in Figure 1.1, was tested using Pearson product-moment correlation coefficient (r) and Multiple Regression Analysis. Pearson product-moment correlation coefficient (r) is a data analysis technique used to measure the strength and direction of the relationship between variables (Obilor & Amadi, 2018). Table 1.2 illustrates the Pearson product-moment correlations for this study. Pearson product-moment correlation coefficient (r) is a data analysis technique used to measure the strength and direction of the relationship between variables (Obilor & Amadi, 2018). For this analysis a correlation coefficient r is statistically significant at the 0.05 level for n = 203 if $|r| \geq .138$ and practically significant, regardless of the sample size, if $|r| \geq .300$. Thus, the coefficient is significant (both statistically and practically) if $|r| \geq .300$.

Table 1.2: Pearson Product Moment Correlations- Facebook

Factors	Entertainment	Escapism	Irritation	Perceived Value	Social Media Marketing
User experience of Social Media Marketing	0.753	0.311	-0.299	0.657	-
Entertainment	-	0.375	-0.421	0.756	0.753
Escapism	0.375	-	0.106	0.402	0.311
Perceived Value	0.756	0.402	-0.318	-	0.657
Irritation	-0.421	0.106	-	-0.318	-0.299

Source: Own construction

Table 1.2 illustrates that most of the factors have strong relations with one another. The highest ($r = 0.756$) Pearson Product-Moment correlation is between *Perceived value* and *Entertainment*. This illustrates that there is a strong relationship between these variables, while *Entertainment* ($r = 0.753$) and *User experience of Social Media Marketing* also are shown to have a strong relationship.

Irritation and *User experience of Social Media Marketing* ($r = 0.299$) have a relationship but are not as strong as they should be as r is less than 0.300. This means that all the independent variables' correlations with social media marketing were both significant statistically and practically except for *Irritation*.

To determine the influence that the independent variables have on *User experience of Social Media Marketing* (dependent variable), multiple regression analysis was conducted. A regression model was constructed for each. Table 1.3 displays the multiple regression analysis results conducted to investigate the relationships between the independent variables (*Entertainment*, *Escapism*, *Perceived value*, and *Irritation*) and the dependent variable (*User experience of Social Media Marketing*)

Table 1.3: Regression Summary for Dependent Variable: Facebook

"R = .7654; R²= .5859; Adjusted R² = .5775				
F (4,198) = 70.04; p<.0005; Std. Error of estimate = 0.65"				
	Regression	Std. Err.	T (198)	P-value
	Coefficients			
Intercept	1,11	0,25	4,44	<.0005
Entertainment	0,57	0,07	8,15	<.0005
Escapism	0,00	0,04	-0,03	0,973
Perceived Value	0,20	0,07	2,87	0,005
Irritation	0,02	0,05	0,43	0,670

Source: Own construction

Based on the multiple regression analysis, Table 1.3 displays that there is a significant positive relationship (0.0005) between *Entertainment* and *Social Media Marketing user experience*. Moreover, a significant positive relationship (0.005) exists between *Perceived value* and *User experience of Social Media Marketing*. Whereas there is no significant positive relationship (0.973) between *Escapism* and *Social Media Marketing*. Furthermore, a significant positive relationship is not present between *Irritation* and *User experience in Social Media Marketing*. The regression analysis reveals the strongest relationship is between *Entertainment* and *Social Media Marketing* (t-value = 8.15). Therefore, marketers who focus on these two variables (Entertainment and Perceived value) when marketing their offerings on Facebook are likely to positively influence users' experience.

With regard to entertainment, Eid *et al.* (2020) stated that social media marketing is more dependent on entertainment to provide a positive experience to users than any other factor. The results of the current study replicated these results as the *entertainment* independent variable proved to have the

strongest relationship with the *user experience of social media marketing* than any other independent variable. A study conducted by Young *et al.* (2017) found that escapism is one of the motives for users to engage on social media as it is a stress reliever. This alone shows that escapism is a vital element of the user experience of social media (Mir, 2017). The empirical results of the current study did not replicate the results of these studies, as the study found that *escapism* is not one of the reasons why users utilise Facebook. Yang *et al.* (2020) found that perceived value should be considered an important component of social media marketing. The empirical results of the current study revealed that Facebook's *perceived value* has a strong relationship with the user experience of social media marketing. A study that was conducted by Shareef *et al.* (2019) rejected irritation as an important element of online advertising. The currently aimed to test if it could replicate the results of Shareef *et al.*'s (2019) study. As a result, the current study replicated the results as the was found to be no significant relationship between irritation and user experience of social media marketing.

Based on the empirical results, H² and H⁴ are not accepted, because there are no significant positive relationships that are present between the independent variables (*Escapism* and *Irritation*) and the dependent variable (*User experience of Social Media Marketing*). While the other two variables (*Entertainment* and *Perceived value*) were accepted as having a significant positive relationship with the dependent variable (*User experience of Social Media Marketing*) was found. Therefore, the hypotheses have been reformulated to illustrate the empirical results.

5. Conclusions and Recommendations

The empirical results revealed that there is a positive significant relationship between *Entertainment* and *User experience of Social Media Marketing*. This was found to be the strongest relationship among the variables. Therefore, the results of this study confirm that *Entertainment* is a determinant of user experience in *Social Media Marketing*. In other words, the majority of the respondents are entertained by the use of social media marketing on Facebook. As a result of the positive relationship between *Entertainment* and *User experience of Social Media Marketing*.

Marketers should ensure that they always have the aim of entertaining Facebook users first while delivering their message. The empirical results revealed that the majority of the respondents use Facebook as a source of enjoyment. The results have shown that 38% of the respondents disagreed or strongly disagreed with the item "I enjoy the adverts I see on Facebook". Therefore, marketers should focus on creating a pleasant experience by being more relatable to what the audience is going through. They should focus on trends that are currently entertaining users online and use that to their advantage. Furthermore, marketers should utilise Facebook user details often to target consumers based on their location. By doing so the message will be more relatable to the audience. This will also enable the marketer to inform the audience about the latest news in their location. This is important as

the results of the study illustrate that 54% of the respondents agreed with the item “Facebook is valuable to me as it provides me with useful information from my location”.

The study’s main objective was to determine the Facebook user experience of social media marketing. Based on the results, two independent variables entertainment and perceived value had significant relationships with social media marketing. In light of this, there is a need for marketers to ensure that the message they deliver on the social media platform Facebook not only informs but also entertains. Doing so could improve the effectiveness and efficiency of the advertisement. The study has several recommendations that could assist marketers in developing strategies to better the user experience of social media marketing. These recommendations could also assist small and new ventures in having a better understanding of Facebook users.

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