

Afghan Consumers' Beliefs, Attitudes, And Behaviors Towards Social Media Advertising: A Case Study on Parwan-Afghanistan

Md Abu HASNAT ^a Ziauddin RAHIMI ^b Farid AHMAD ^c Mehmet KARA ^d

^aKaradeniz Technical University, Department of Business Administration, Trabzon, Turkey, abuhasnat400@gmail.com

^bParwan University, Department of Business Administration, Parwan, Afghanistan, ziauddin.rahimi2018@gmail.com

^cKaradeniz Technical University, Department of Business Administration, Trabzon, Turkey, farid_87ahmad@yahoo.com

^dYozgat Bozok University, Department of Business Administration, Yozgat, Turkey, mehmet.kara@bozok.edu.tr

ARTICLE INFO

ABSTRACT

Keywords:

Social Media Advertising
Consumers' Behavior
Consumers' Attitude
Consumers' Beliefs
Afghanistan

Received 8 January 2023
Revised 15 September 2023
Accepted 20 September 2023

Article Classification:

Research Article

Purpose – This study aims to examine how consumer behavior toward social media advertising among Afghan consumers relates to belief determinants, attitudes, and consumer behavior. The study also examines the impact that social media advertising has on consumer behavior in Afghanistan in order to properly comprehend how it impacts men's and women's consumption patterns separately.

Design/methodology/approach – Data were collected from Parwan city in Afghanistan. A total of 433 questionnaires delivered functional data and were examined using IBM SPSS 26 and IBM AMOS 24. Descriptive statistics were used to examine the participant's demographic traits (frequency and percentage). The structural equation model (SEM) is used to test the research hypothesis.

Findings – Information, entertainment, credibility, economy, and value corruption were shown to be the five belief elements that affect Afghan consumers' attitudes regarding social media advertising. The attitude toward social media advertising was significantly predicted by entertainment, credibility, economy, and value corruption. The attitude of Afghan customers was discovered to be a highly important and favorable predictor of behavioral actions related to social media advertising. The association between Afghan consumers' attitudes and behaviors about social media advertising is unaffected by the moderator (gender).

Discussion – Understanding how people from a potentially rising market view social media as a method of advertising might be beneficial for Afghan marketers. As a result, the study will help companies and organizations employ social media advertising in their regional marketing campaigns more successfully and effectively. Since there hasn't been any previous research on the subject from an Afghanistan perspective, the investigation of Afghan consumers' attitudes about social media advertising enhances existing research on attitudes in Afghanistan and may have important consequences for growing the economy nationwide.

1. Introduction

Advertising plays a significant role in both society and commercial activities in the modern economy. For many years, entrepreneurs and researchers have both been curious about what customers consider or believe about advertising. Advertising is a common promotional approach to reach a particular audience and influence behavior or to present, persuade, and notify customers of an offer (Nihel, 2013:95).

Brands frequently run the same strategy on social media as they do in their television advertisements. They gain higher visibility and recall as a result. "An advertisement you've seen ten times is far simpler to recall than one you've just seen once" (Tortorice, 2016). The primary goal of brands is to influence consumers' purchasing behaviors by changing their perceptions of a product, service, or idea. First and foremost, companies must foster good opinions among their particular audiences, and these opinions must result in a positive attitude toward the advertisement in order for the buying behavior to take place. These optimistic viewpoints may also result in a desire to buy. This view of advertising is described as a cultivated tendency to react favorably or unfavorably to advertising. With the molding of its social and cultural context and what it absorbs from it, the target group exhibits a favorable or unfavorable attitude toward advertising.

Suggested Citation

Hasnat, M. A., Rahimi, Z., Ahmad, F., Kara, M. (2023). Afghan Consumers' Beliefs, Attitudes, And Behaviors Towards Social Media Advertising: A Case Study on Parwan-Afghanistan, *Journal of Business Research-Turk*, 15 (3), 1897-1914.

In recent years, there has been an increase in interest in studying the workings and effects of social media advertising. The significance of consumers' attitudes and perceptions about social media advertising is a hotly discussed issue in this area of research. Numerous studies have revealed that a person's attitude toward social media advertising is a crucial indicator of an advertisement's performance (Ducoffe, 1996:22; Russell et al., 1994:48). Previous studies on social media advertising have shed light on international marketing and trade. However, the industrialized nations have received the majority of the study's attention. Social media advertising is largely unknown in developing nations like Afghanistan.

Since 2003, media has started to play a significant role in a variety of businesses in Afghanistan (USAID, 2013). Since 2003, the enhanced supply of foreign direct investments, the development of new industry segments and information technology, including the online platform, the expansion of tv and radio stations, and the implementation of new technologies have all served as major catalysts for the development of digital advertising (Page and Siddiqi, 2012). The other important aspect that has contributed to media expansion and increased digital advertising is aid from international donors given to media organizations and television stations (Azimi, 2017:1). The population of the nation now has a new "virtual space" to share their opinions, communicate with each other, and interact with the rest of the globe thanks to the recent increase of access to the internet and contemporary communication technology. Only 15,000 conventional telephones were available in the nation in 2001, serving just 0.3 percent of the total population. In Afghanistan in 2014, there were 23.21 million subscribers for mobile phone, and 3 million individuals had internet access, including 697,000 customers who had signed up for 3G services (Ibrahimi, 2015:14). In Afghanistan, there had been 4.15 million users of social media in February 2022. At the beginning of 2022, social media usage in Afghanistan was equal to 10.3 percent of the country's entire population.

The study aims to model the links between three categories of factors, namely beliefs about social media advertising, attitudes toward social media advertising, and consumers' behavior toward social media advertising in Afghanistan. This is the first of the study's two main goals. In order to clearly understand how social media advertising affects the consumption patterns of men and women individually in Afghanistan, the study also looks at the influence that social media advertising has on consumers' behavior.

This study makes several contributions to Afghan marketing literature. The first step in developing an understanding of the consequences of advertising hierarchy in the context of Afghanistan is to model the links between beliefs, attitudes, and behaviors. Second, researching how Afghan consumers respond to social media advertising broadens the existing study on the topic from a gender viewpoint. In particular, the reaction mechanism from beliefs through attitudes to behaviors in the context of Afghanistan has rarely been examined. Third, the study sheds light on the distinctiveness and efficiency of the brand promotion medium in Afghanistan compared to conventional media, with the digital medium acting as an interconnected marketing tool.

The structure of this article is as follows: First, the writers analyze pertinent literature on consumers' beliefs, attitudes, and behavior toward social media advertising. They also provide a brief overview of Afghan culture; second, hypotheses are projected based on the literature review to assess the associations among individuals' beliefs, attitudes, and consumer behavior; and finally, after presenting sampling, measurements, and data analysis, the authors explore the significance of key findings, the limits of their research, and possible future steps.

2. Literature Review

The following is a literature summary of the five belief factors—information, credibility, entertainment, economy, and value corruption (Wang and Sun, 2010:338)—that are thought to affect consumer attitudes (Pollay and Mittal, 1993:105).

2.1. Information Belief

Consumers primarily like to obtain enough information about the good or service they wish to purchase before making a purchasing choice. According to Wang et al. (2009:63), the information component is a good predictor of how customers will feel about internet advertising. In a similar vein, Karson et al. (2006:79) assert that gathering information is a very important step in the consumer decision-making process, yet marketing experts do not support the notion that customers are always interested in gathering information. To increase

consumer happiness, an advertisement must, from the perspective of the consumer, notify the target market of the company's products and options (Ducoffe, 1996:22). Customers usually want to find the information they need and want as quickly as possible. Making it feasible for users to access relevant information is another option (Kaasinen, 2003:74; Kocaömer and Topsümer, 2020:3-4).

Since social media sites are participatory spaces, all details pertaining to the promoted good, service, or person should be provided to the target audience in a way that leaves no room for doubt. Here, social media advertising programs are created to satisfy user requests for online information requests (Wang et al., 2002:1145). Therefore, online advertising's primary goal is to satisfy people's informational needs (Wang et al., 2009:63).

H₁: The information belief has a positive effect on Attitudes toward social media advertising in Afghanistan.

2.2. Entertainment Belief

Individuals use social media and television for entertainment in their hectic daily lives (Whiting and Williams, 2013:366). Besides informing the intended audience, advertising in this type of media is supposed to amuse people. Entertainment has an impact on the advertisement's goal by fostering an emotional bond between the target market and the brand's statement. Because there are too many catchy commercial messages that appear on both traditional and digital platforms, an advertisement must have a significant positive effect in order to make a difference. The advertisement must therefore be original, unique, and entertaining. In today's information-based culture, entertainment and knowledge are intertwined. An illustration of this knowledge in the modern technological environment is online advertising (Wang and Sun, 2010:102). With the aid of appealing, inspiring, and enjoyable designs, online advertising is breaking new ground. Advertising must therefore employ buyer concepts that have a beneficial impact on consumer sentiments (Wolin et al., 2015:107). The benefits of technical development and the desire for amusement among the target market cause a shift in commercial advertising methods. Nowadays, advertisers favor a strategy that encourages target audiences to interact with commercials (Kocaömer and Topsümer, 2020:4-5; Natarajan et al., 2013:699).

H₂: The entertainment belief affects positively on Attitudes toward social media advertising in Afghanistan.

2.3. Credibility Belief

Advertising credibility is determined by the consumer's perception of the brand's assertions in the commercial as being trustworthy and factual (MacKenzie and Lutz, 1989:51). However, commercials have the potential to offer consumers conflicting, confused, and incorrect messages in order to affect their cognitive behavior (Natarajan et al., 2013:700). Inherently, the target audience reviews the information provided in the advertisement to determine the degree of accuracy of the material. According to Varey (2002), advertising credibility is divided into two parts: whether the company appears to have enough competence in the eyes of the consumer, and how well the company is regarded as a trustworthy information source. The messages and content of advertising serve as a gauge of their believability (Liu et al., 2012:24). Friends, coworkers, and household members can have an impact on the target majority's perception of the advertiser's and the advertisement's credibility (Okazaki, 2004:436). In order to achieve their anticipated advertising goals, brands must therefore create a reassuring picture of themselves for the advertising they will broadcast, the sights and people they will use, and their institutional view in the eyes of the consumers (Kocaömer and Topsümer, 2020:4).

H₃: The credibility belief affects positively on Attitudes toward social media advertising in Afghanistan.

2.4. Economy Belief

The state of the economy has a significant impact on consumer views of online advertising. The main insight of the proponents of advertising is that it is the hub of commerce (Amjad et al., 2015:468). Online advertising makes it easier to market new goods and services while also saving consumers time by allowing them to make purchases from the comfort of their homes or places of business (Wolin et al., 2015:92). As a consequence, online advertising benefits the target market by helping them save time, money, and effort while also introducing them to goods and deals. Social media advertising has similar features as well (Natarajan et al., 2013:699).

According to Wang and Sun (2010:102), of all the elements influencing consumer attitudes regarding online advertising, the economic component is the most important in forecasting consumer views. Consumer attitudes regarding online advertising are positively influenced by people who think that digital advertising benefits the economy. Customers can hear about specials and limited-time offers thanks to social media marketing, and they can shop whenever and wherever they choose. On the other hand, businesses have the opportunity to more easily reach their target populations. To sum up, when looking at the economics of social advertising, it is clear that both businesses and consumers benefit from it, and society as a whole gain from it as well (Kocaömer and Topsümer, 2020:5-6).

H₄: The economy belief affects positively on Attitudes toward social media advertising in Afghanistan.

2.5. Value Corruption Belief

Value corruption is a significant factor that negatively influences how consumers feel about advertisements (Wang et al., 2009:63). This is why, whether conducting a traditional or digital advertising campaign, consideration should be given to the social and economic background of the target demographic. Online marketing has the power to both shape and pervert consumers' ideals (Wolin et al., 2015:93). Online advertising also has significant detrimental consequences for morality and social equity (Wang et al., 2009:59). Because of the value corruption element, which affects how consumers view advertising, marketers should consider the characteristics of their target audience when creating a campaign. They also need to be cautious about the messaging being understood correctly and to avoid a potential unfavorable reaction (Akkaya, 2013:110; Kocaömer and Topsümer, 2020:6). Achieving the objectives of the promotional campaign and preserving brand value in consumers' eyes are made easier by successfully implementing all these topics.

H₅: The value corruption belief affects negatively on Attitudes toward social media advertising in Afghanistan.

2.6. Attitude and Behavior on Social Media Advertising

Each thing, person, circumstance, and event in our surroundings is subject to our attitudes, which can be either favorable or unfavorable. Odabaş and Barş (2011:157) claim that "attitude is a favorable or negative response of the person towards items, opinions, or environments". An attitude is a way that people tend to respond to events around them. A person can change their attitude towards a subject even if they have no significant experience with it by understanding the perspectives of others (Baysal, 1981:122). Taking all of these considerations into account, it is difficult to avoid developing a perspective on the events occurring in our settings and acting in accordance with this perspective. We have attitudes toward advertising just as we have attitudes toward the things in our surroundings and we behave in accordance with those opinions. Every person, regardless of age or personal traits, has the potential to purchase. The target audience will therefore unavoidably have varied perspectives towards various ads. For instance, the opinions of a target audience may vary depending on the type of advertisement—traditional or social media (Salam et al., 2018:83-85)

A learned propensity to react positively or negatively to advertising is what is meant by having an attitude toward advertising (MacKenzie and Lutz, 1989:49). Important determinants of the effectiveness of advertisements are consumers beliefs and attitudes regarding advertising (Mehta, 2000:67). Two lines of academic writing exist on consumer attitudes toward advertising. Prior to analyzing how these attitudes affect brand choices and purchasing patterns, investigators first look at attitudes towards specific advertising enhancers (Gong and Maddox, 2003:34).

Research on attitudes toward advertising has logically expanded to the online world as a result of the internet's increasing use as a potent advertising tool. As was previously mentioned, one's attitude toward social media advertising is thought to be influenced by their beliefs about advertising. For instance, Ducoffe (1996:33), for instance, discovered that while irritation was adversely connected to the value of advertising, information quality and entertainment were closely linked to attitudes toward social media advertising. When Wolin et al. (2015:102) put Pollay and Mittal's (1993:112) belief model to the test, they found that a number of belief elements affected how online users felt about social media advertising, which then in turn affected how users behaved. They claimed that while materialism, moral wrongness sense, and value corruption were adversely related to attitudes toward social marketing, belief elements like information about the product, hedonic enjoyment, and role in society and image were strongly linked to attitudes toward social media advertising. Additionally, the probability that a person would react positively to web advertisements increased with how

positive their thoughts toward online advertising were. According to research, consumers' attitudes and opinions serve as predecessors to how they respond to online advertising and how they shop online.

Mehta (2000:68), for instance, discovered that individuals were more likely to remember a brand and be convinced by advertising if they had a more positive attitude toward advertising. According to Stevenson et al. (2000:31), negative attitudes regarding social media advertising were linked to negative attitudes toward websites and weak purchase intent. Similar findings indicate that frequent online purchases and high online expenditure are more likely to occur when one has a favorable opinion towards social media marketing. Two outcome factors were taken into account in this study, including reported online shopping frequency and ad clicking. The latter was expanded to the internet world because it has been frequently employed in conventional advertising investigations as a gauge of advertising performance.

According to the literature reviewed above, consumers' attitudes towards social media advertising are influenced by their ideas about online advertising, which in turn affects how they respond to web marketing through their behavior. Such a claim is consistent with Lavidge and Steiner's (1961:60) proposed framework, which holds that one's belief precedes one's attitude, which in turn precedes one's behavior. Advertising and culture are inextricably interwoven. Culture, according to Hall (1976:68), is the way individuals live in line with their ingrained ideas, behavior patterns, and material assets.

The specialized school of thought has received substantial support from empirical studies. Significant disparities were found between media and advertising in the US, the UK, and India, according to Frith and Sengupta (1997:193) They claimed that the cultural norms of customers might limit the impact of global marketing. Belk and Pollay (1985:42) claimed that although there was a definite increase in Americanization in Japanese ads, the messaging still strongly reflected ingrained cultural values from Japan. Mueller (1992:20) examined the advertising strategies employed in Japanese and US publications and came to the conclusion that Japanese advertisements may be shifting away from Westernization and toward a focus on Japanese culture.

A cross-cultural analysis of attitudes about advertising has also been conducted. For instance, Duvasula and Lysonski (2001:188) statistically compared consumers' opinions toward advertising in five nations spread over multiple continents and came to the conclusion that attitudes toward advertising varied generally between cultures. La Ferle et al. (2008:198) recently investigated views against advertising in China, Taiwan, and the USA. According to the study, consumers in China and Taiwan had more positive attitudes toward advertising than customers in America. Pollay and Mittal's model was expanded upon by Petrovici and Marinov (2007:311) to include Romania and Bulgaria, two nations in Central and Eastern Europe. The findings showed that Romanian consumers had the most positive views of branding and appeared to recognize its value in a free market economy. Consumers in Romania, in particular, tended to see advertising as amusing, educational, and playing a social function.

A study that extended attitudes toward advertising to online marketing behaviors produced significant advancements to the Pollay and Mittal framework (Wolin et al., 2002:93). It has been proven that attitudes toward advertising also predict behavior connected to advertising in social media. The association between attitudes and behaviors further complemented the attitude theory and the attitudes toward advertising study. Understanding the connection between attitudes and behaviors also helped explain why and how customers respond to advertising by engaging in activities like information searching, avoiding, or not supporting it. It is conceivable that the success of advertising directly depends on whether or not customers seek knowledge from promoting or avoid it. Due to the advertising industry's ongoing interest in the efficiency of advertising, these behavior patterns are crucial (Kocaömer and Topsümer, 2020:6-7).

Results from earlier studies show a strong correlation between attitudes and behaviors towards advertising on social media (Wolin et al., 2002:95). In other words, favorable behavioral actions toward social media advertising are likely to be followed by positive sentiments toward it. Likewise, bad responses to internet advertising will result from negative attitudes. For example, Mehta (2000:70) discovered that customers are more likely to remember brands marketed if they have a positive attitude toward advertising. According to Wolin et al. (2002:105), the more pleasant actions toward social media ads were likely to occur, the more positive opinions toward advertising were. Through a cross-cultural analysis, Wang and Sun (2010) established that positive internet ad-clicking behaviors are strongly correlated with good attitudes toward

advertising. In a Middle Eastern nation, Kamal and Chu (2012:247) examined people's views and behaviors about social media advertising and discovered that attitudes are a highly important predictor of behaviors.

H₆: Attitude toward Social Media Advertising has positive impact on consumers' behavior in Afghanistan.

2.7. Behavioral Discussion About the Use of Social-Media by Gender in Afghanistan

About 9 percent of Afghans access social media, and Facebook is the most popular platform among these users, who tend to be young, urban, and well-educated. Internet access continues to be the biggest obstacle to using social media in Afghanistan, where only 12 percent of the population has access to or uses the internet. Facebook is used by 95 percent of social media users, compared to Twitter's 6 percent usage rate, Instagram's 10 percent usage rate, and Snapchat's 1 percent user status. Furthermore, over 80 percent of social media users only use their phones to access their accounts (Internews, 2018).

Facebook has controlled Afghanistan's rapidly growing social media business. In a recent survey, the German development assistance agency reported that 87.8 percent of users of social media in Kabul and the six Northern regions included in the study had accounts on Facebook, with the next-highest percentages on Google+ (12.9 percent), YouTube (5.8 percent), and Twitter (3.8 percent). The study provides details on the users of social media accounts in Afghanistan. 67.9 percent of the users in the study's group had degrees from colleges or universities, and 62.1 percent could speak English. Additionally, 21.6 percent of customers were students, while 63.4 percent of customers were working. Notably, English was the primary communication language for 62.1 percent of users, preceded by Dari with 30.1 percent and Pashto with 3.3 percent. Even though only approximately 9 percent of people use social media regularly, those who do tend to be better educated, politically engaged, and socially active people with a stronger ability to influence the society as a whole (Ibrahimi, 2015:14).

In Afghanistan, there were 4.15 million users of social media in February 2022. At the beginning of 2022, social media usage in Afghanistan was equal to 10.3 percent of the country's entire population. Early in 2022, there were 3.70 million people using Facebook in Afghanistan. At the beginning of 2022, Facebook's ad reach in Afghanistan was equal to 9.2 percent of the whole audience. In Afghanistan, 40.1 percent of the country's internet users were reached by Facebook advertisements in January 2022. In Afghanistan, Facebook's ad population at the beginning of 2022 was 83.7 percent male and 16.3 percent female (Datareportal, 2022).

Early in 2022, there were 638.1 million Instagram users in Afghanistan. In Afghanistan, 1.6 percent of the population was reached by Instagram ads at the beginning of the year. Starting in 2022, Instagram's ad reach in Afghanistan was 6.9 percent of the country's online population. In Afghanistan, the Instagram ad audience at the beginning of 2022 was made up of 77.0 percent men and 23.1 percent women. In contrast, by the beginning of 2022, Afghanistan had 2.50 million users of Facebook Messenger. At the beginning of the year, Facebook Messenger's ad impact in Afghanistan was equivalent to 6.2 percent of the overall population. In Afghanistan, the advertising coverage of Facebook Messenger is identical to 27.1 percent of the country's internet population. In Afghanistan, the population targeted by Facebook Messenger ads was 84.5 percent male and 15.5 percent female at the beginning of 2022. In contrast, by the beginning of 2022, LinkedIn had 410.0 thousand "members" in Afghanistan. At the beginning of 2022, the readership of LinkedIn in Afghanistan was equal to 1.0 percent of the entire population. At the beginning of the year, 4.4 percent of regional internet users in Afghanistan were reached by LinkedIn's advertisements. In Afghanistan, the audience for LinkedIn ads in early 2022 was 81.6 percent male and 18.4 percent female. According to its advertising tools, Twitter had 236.6 thousand social media users in early 2022, a significant increase in Afghanistan. At the time, Twitter's ad reach in Afghanistan equated to 0.6 percent of the country's total population. At the beginning of the year, Afghanistan's online user base represented 2.6 percent of Twitter's ad reach there (Datareportal, 2022).

H_{6a}: Gender as a moderator has a significant effect on the relationship between Afghan consumers' attitude and behavior toward social media advertising.

According to researchers, each advertising medium has a varied level of impact on consumers. Any network that consumes more capacity generally does a better job of reaching the viewers (Korzenny and Bauer, 1981:481). Communication happens along five major sense axes, according to experts: visual, auditory, tactile, gustatory, and olfactory (Sekaran, 2006:26). We can anticipate greater impact from a communicated message if more of these five senses are utilized. Therefore, television ads that appeal to both the visual and auditory

senses are more efficient than radio ads that simply appeal to the aural sense. Accessibility to the advertising platform by the public is also crucial. Digital advertising, for example, is ineffective for a neighborhood with poor internet connectivity.

2.8. Conceptual Framework

This research focuses on Afghan consumers' beliefs, attitudes, and behaviors towards social media advertising. In Figure 1, the research model has been designed based on the related literature. According to the research model, the effect of each dimension of consumers' beliefs toward social media advertising (information, entertainment, credibility, economy, and value) in Parwan on attitude and the effect of attitude on behavior by adding a gender (male and female) moderator are measured.

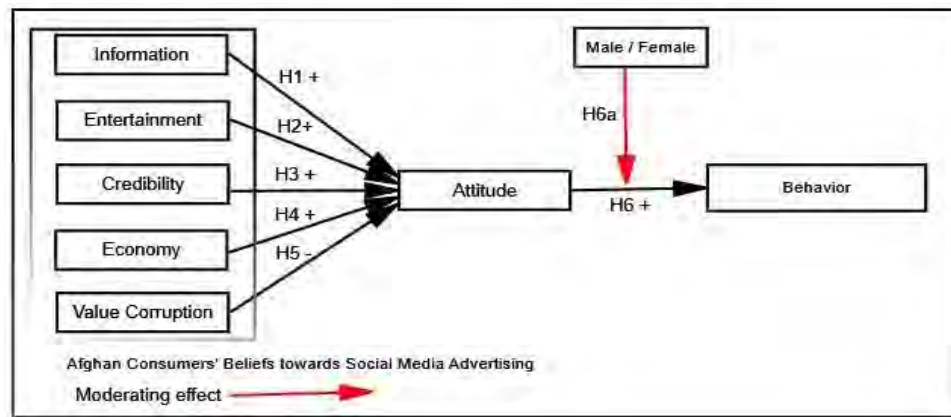


Figure 1: Conceptual Framework

3. RESEARCH METHOD

3.1. Data Collection Method

The research employed a questionnaire approach to get its data. Every Afghan consumer in Parwan City who participated in the study was chosen as an active user of social media (Facebook/Meta, Instagram, Twitter, TikTok, YouTube, etc.). Additionally, the data was gathered face-to-face utilizing a convenience sample approach from Parwan City where every participant of the study was chosen as an active user of social media (Facebook/Meta, Instagram, Twitter, TikTok, YouTube, etc.). Additionally, the data was gathered face-to-face utilizing a convenience sample approach from September 17, 2021, to January 10, 2022. In the research, IBM SPSS 26 and IBM AMOS 24 programs were used to first establish the scale's reliability (Cronbach's alpha and composite reliability values) and validity through confirmatory factor analysis (convergent validity and discriminant validity). Descriptive statistics were used to examine the participant's demographic traits (frequency and percentage). The structural equation model (SEM) is used to test the research hypothesis. In order to run the SEM model, the sample size should be at least 15 instances per indication (Stevens, 1996:174; Collier, 2020:33); 10 assumptions for each indication in the model (Nunnally and Bernstein, 1994; Collier, 2020:33); and at least 5 instances for each variable (Bentler and Chou, 1987:102; Collier, 2020:33). Consequently, the sample size in this research is 433, which supports the suggestion of Stevens (1996:174) and Collier (2020:33).

3.2. Measurement

The questionnaire used in the research was adopted based on previous research. The measuring instruments' validity and reliability were assessed. The questionnaire is broken down into four sections: In the first section, participants' demographic information (gender, age, and marital status) and social media information were investigated using a total of seven questions. The beliefs of youth consumers in Parwan city about social media advertising were measured in the second part of the questionnaire using fifteen questions under the variables (information, entertainment, credibility, economy, and value corruption) adopted from Wang et al. (2009:95) and one question under the variable (value corruption) adopted from Wolin et al. (2002:101). The four statements in the third part are designed to assess consumers' attitudes regarding social media advertising, and they are based on Wang and Sun's (2010) research. In the fourth section, four questions about consumers' behavior towards social media advertising were adopted from Wolin et al. (2002) and Salam et al. (2018). In

this study, all the variables, namely consumers' beliefs about social media advertising, consumers' attitudes towards social media advertising, and consumers' behavior towards social media advertising, were evaluated using a 5-point Likert rating scale (1 = strongly disagree and 5 = strongly disagree).

4. Result Analysis and Discussion

4.1. Socio-Demographic Characteristics

The demographic section of the questionnaire includes information such as respondents' gender, average time spent on social media, use of social media apps, and advertising media impacting purchase decisions. The respondent's demographic profile is presented in Table 1. According to the data, 62.4 percent of respondents are male, while 37.6 percent of respondents are female. In terms of average time spent on social media, the majority of respondents (60 percent) use social media according to their needs, while the second-highest percentage (22 percent) uses social media for less than one hour per day. The research also indicated that Facebook is used by the majority of respondents (34.6 percent), while YouTube, Instagram, TikTok, Twitter, and WhatsApp are used by 16.6 percent, 12.6 percent, 11.5 percent, 6.2 percent, and 5.2 percent, respectively. In terms of advertising media influencing purchasing choice, 31.8 percent of respondents favor television advertisements, while 29.3 percent prefer social media, 15.5 percent prefer direct advertising, 6.3 percent prefer magazine and newspaper advertisements, and 6.2 percent choose radio ads.

Table 1: Socio-Demographical Characteristics of the Participants (N=433)

N	Description	Level	Frequency	Percentage
1	Gender	Female	163	37.6%
		Male	270	62.4%
		Total	433	100.0
2	Average time spent on social media per day	Less than 1 hour	96	22.2%
		1-3 hours	58	13.4%
		4-6 hours	11	2.5%
		More than 6 hours	8	1.8%
		According to need	260	60.0%
		Total	433	100.0%
3	Which of the following social media applications do you use?	Facebook	321	34.6%
		Instagram	117	12.6%
		Twitter	58	6.2%
		YouTube	154	16.6%
		TikTok	107	11.5%
		WhatsApp	48	5.2%
		Other	124	13.3%
4	Which form of advertising media has a greater impact on your purchasing choice?	Television advertisements	262	31.8%
		Billboards-outdoor advertising	48	5.8%
		Word of mouth advertising	42	5.1%

	Direct Mail advertising	128	15.5%
	Social media advertising	242	29.3%
	Magazine-newspaper advertisements	52	6.3%
	Radio ads	51	6.2%

4.2. The purpose of using social media from gender perspective

Table 2 represents the purpose of using social media from a gender perspective. 52.30 percent of male respondents and 29.60 percent of female respondents use social media to keep up with news and current events, while 11.80 percent of male respondents and 9.30 percent of female respondents use social media to investigate new things to buy. Furthermore, in terms of sharing opinions, information, and ideas, the majority of users are male (23.10 percent) and female (10.90 percent), whereas 14.80 percent and 1.40 percent of male and female users, respectively, use social media to meet new people. Furthermore, 35.40 percent and 13.20 percent of male respondents use social media to stay in touch with friends and post images or videos, respectively, whereas 16.40 percent and 2.3 percent of female respondents do the same.

Table 2: Gender Crosstabulation Analysis

For what purpose do you use social media		Gender		Total
		Female	Male	
To stay up-to-date with news and current events	Count	128	226	354
	% Of Total	29.60%	52.30%	81.90%
To research new products to buy	Count	40	51	91
	% Of Total	9.30%	11.80%	21.10%
To share my opinion, information and ideas	Count	47	100	147
	% Of Total	10.90%	23.10%	34.00%
To meet new people	Count	6	64	70
	% Of Total	1.40%	14.80%	16.20%
To stay in touch with friends	Count	71	153	224
	% Of Total	16.40%	35.40%	51.90%
To share photos or videos	Count	10	57	67
	% Of Total	2.30%	13.20%	15.50%

4.3. Confirmatory Factor Analysis (CFA)

The AMOS program is used to test the first-order factorial structure. The maximum likelihood (ML) technique is used to create a covariance matrix based on the normal distribution of data gathered from 433 participants on a five-point Likert scale (Kline, 2011; Gürbüz and Şahin, 2018:355). Furthermore, confirmatory factor analysis (CFA) is utilized to check a questionnaire's planned structure (Yaşlıoğlu, 2017:78). In addition, confirmatory factor analysis is a technique for estimating the measurement model. It attempts to determine whether the observed (indicator) variables' loads and number of components (constructs) correspond to what is predicted by theory (Malhotra, 2010:693). In other words, confirmatory factor analysis is used to assess the correctness of a scale or model that was previously built utilizing acquired data, utilized in earlier research, or has a theoretical foundation (Gürbüz, 2021:54).

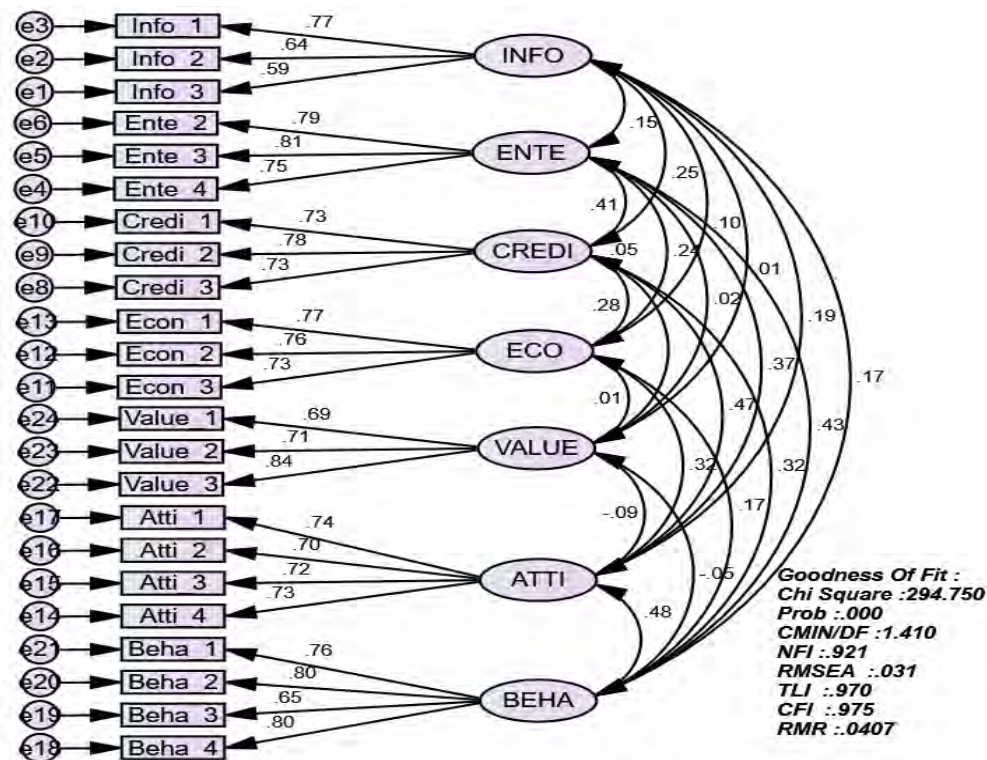


Figure 2: CFA Measurement Model

The values of χ^2/df , Root Mean Square Error of Approximation (RMSEA), Normed Fit Index (NFI), Tucker Lewis Index (TLI), Comparative Fit Index (CFI), and Root Mean Square Residual (RMR) values are examined in the research to check the model for good fit. The goodness of fit values of the measurement model are obtained as ($\chi^2/df = 1.660$; CFI = 0.957; NFI = 0.90; RMSEA = 0.039; and RMR = .0498). Therefore, the accepted goodness-of-fit values have been reached. In order to improve the goodness of fit values, the modification indices are examined, and it is suggested by the AMOS program to remove an item in the "Entertainment" dimension because it had a low factor load. The model fit index values ($\chi^2/df = 1.410$; NFI = 0.921; CFI = 0.975; TLI = 0.970; RMSEA = 0.031; and RMR = .0407) are found to be within the desired limits when the relevant expression is removed and the model is re-analyzed. This result shows that the measurement model is confirmed to produce the goodness of fit values with the factor structure in the questionnaire that was created before. The values of these indices are given in Table 3, and Figure 2 demonstrates the CFA measurement model.

Table 3: The Cut-off value of Goodness of Fit Model (CFA Model)

Metric	Good Limit	Accepted Limit	Result of CFA
χ^2/df	<3	$3 < \chi^2/df \leq 5$	1.410
RMSEA	< 0.05	< 0.08	0.031
CFI	> 0.95	> 0.90	0.975
NNF/TLI	> 0.95	> 0.90	0.970
NFI	> 0.95	> 0.90	0.921
SRMR/RMR	< 0.05	< 0.08	.0407

Ref: (Gürbüz, 2021:38)

4.4 Reliability and Validity Test of Measurement Model

A measurement model's objective is to describe how effectively observable variables function as measuring instruments for hidden variables (Amin, 2016:289). A two-stage analytic approach was employed in this work to evaluate the measurement model, including reliability and validity tests. Cronbach's alpha (CA) and composite reliability (CR) are the most extensively used methodologies for evaluating reliability in the initial stage. The research used reliability analysis to examine the consistency of the dataset across beliefs, attitudes, and behaviors toward social media advertising. Furthermore, Cronbach's alpha (CA) should be greater than

0.70 in order to value reliability in datasets (Collier, 2020:25–29). Table 4 shows that almost all of the CA values met the usual requirements, with the exception of one that is also very close to 0.70. Furthermore, a CA value of 0.50 to 0.70 is regarded as being of moderate reliability (Perry et al., 2004:364). Furthermore, the composite reliability (CR) value should be greater than 0.60 (Henseler et al., 2009:300), yet all of the CR values in Table 4 exceed the required criteria.

However, the convergent validity and discriminant validity tests, which are addressed in the second stage of analysis, are two different types of validity tests. In addition, factor loading of at least 0.7 (Fornell and Larcker, 1981) and average variance extracted (AVE) are examined for convergent validity in table 4; in terms of discriminant validity, the square root of average variance extracted (AVE) is examined in Table 5. Moreover, the average variance extracted (AVE) should be greater than 0.50 (Henseler et al., 2009:300) and also greater than 0.45 (Fornell and Larcker, 1981; Chang et al., 2013:324), yet almost all of the AVE values in Table 4 are higher than 0.50. Additionally, in order to show the discriminant validity, the square root of the average variance extracted (AVE) should be greater than the association between any other two components (Cheng et al., 2018:195). All square roots of AVE exceed the association between any other two parameters, as shown by the statistical output in Table 5, hence establishing discriminant validity. Additionally, Table 5 shows a significant association between beliefs, attitudes, and behaviors about social media advertising at the 0.05 level. The square roots of AVEs are 0.67 (Information), 0.79 (Entertainment), 0.75 (Credibility), 0.75 (Economy), 0.75 (Value), 0.73 (Attitude), and 0.75 (Behaviors). Additionally, Table 5 demonstrates that each of the values is higher than the values of the inter-structure association between them. As a result, these numbers are adequate proof that discriminant validity exists. As a result, the confirmatory factor analysis with the maximum likelihood estimate was used to examine the internal consistency of the measures, and all components were included in this study to address both the validity and reliability elements of the measurement.

Table 4: Validity and Reliability Test

Items & Variables			Validity		Reliability	
			Factor Loading	AVE	Cronbach's Alpha	CR
Info_1	<---	INFO	0.771	0.449	0.696	0.707
Info_2	<---	INFO	0.640			
Info_3	<---	INFO	0.586			
Ente_2	<---	ENTE	0.789	0.616	0.827	0.828
Ente_3	<---	ENTE	0.810			
Ente_4	<---	ENTE	0.754			
Credi_1	<---	CREDI	0.729	0.558	0.790	0.791
Credi_2	<---	CREDI	0.779			
Credi_3	<---	CREDI	0.733			
Econ_1	<---	ECO	0.765	0.569	0.798	0.798
Econ_2	<---	ECO	0.765			
Econ_3	<---	ECO	0.733			
Value_1	<---	VALUE	0.692	0.564	0.791	0.794
Value_2	<---	VALUE	0.711			
Value_3	<---	VALUE	0.841			
Atti_1	<---	ATTI	0.739	0.525	0.814	0.816
Atti_2	<---	ATTI	0.704			
Atti_3	<---	ATTI	0.721			
Atti_4	<---	ATTI	0.734			
Beha_1	<---	BEHA	0.758	0.566	0.838	0.838
Beha_2	<---	BEHA	0.797			
Beha_3	<---	BEHA	0.650			
Beha_4	<---	BEHA	0.796			

Note: ENTE: Entertainment; CREDI: Credibility; ECO: Economy; VALUE: Value Corruption; INFO: Information; ATTI: Attitude; BEHA: Behavior

Table 5: Discriminant validity (The square root of AVE)

	MSV	INFO	ENTE	CREDI	ECO	VALUE	ATTI	BEHA
INFO	0.065	(0.670)						
ENTE	0.187	0.151*	(0.785)					
CREDI	0.217	0.255***	0.405***	(0.747)				
ECO	0.103	0.097	0.236***	0.276***	(0.754)			
VALUE	0.227	0.187**	0.371***	0.466***	0.320***	(0.751)		
ATTI	0.227	0.170**	0.432***	0.317***	0.167**	0.477***	(0.725)	
BEHA	0.009	0.014	0.016	0.047	0.013	-0.093	-0.051	(0.753)

4.5 Analysis of Structural Equation Model Testing

The study hypotheses were looked at utilizing the structural equation model (SEM) with Amos 24 once the measurement model had been validated. Figure 3 shows that while H1 and the moderator hypothesis H6a were not supported, all other research hypotheses (H2–H6) were. Table 6 shows the goodness-of-fit cut-off values for the SEM model, and all values are within acceptable limits.

Table 6: The Cut-off value of Goodness of Fit Model (SEM Model)

Metric	Good Limit	Accepted Limit	Result of SEM
χ^2/df	< 3	$3 < \chi^2 / df \leq 5$	1.511
RMSEA	< 0.05	< 0.08	0.034
CFI	> 0.95	> 0.90	0.968
NNF/TLI	> 0.95	> 0.90	0.963
NFI	> 0.95	> 0.90	0.913
SRMR/RMR	< 0.05	< 0.08	0.051

Ref: (Gürbüz, 2021:38)

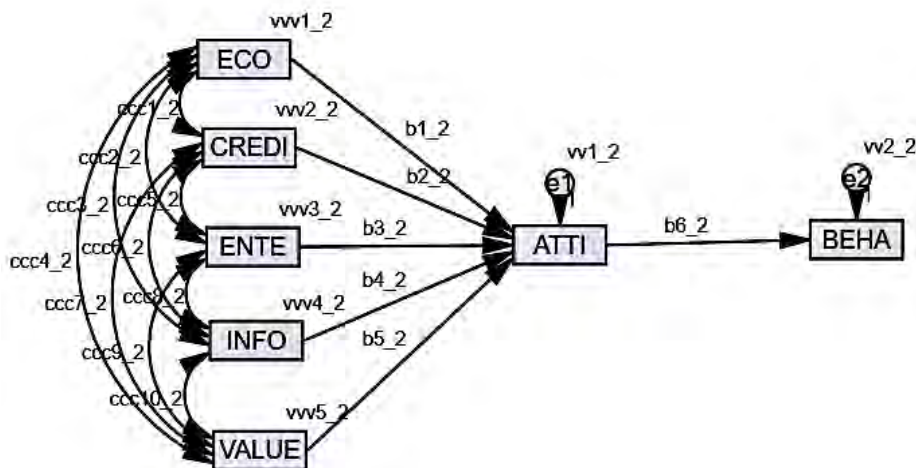


Figure 3: Structure Equation Model (SEM)

4.6 Hypothesis Testing

According to the result of the structural equation model (SEM) in Table 7, Entertainment ($\beta = 0.192$, C.R. = 4.445, $p = 0.000$), Credibility ($\beta = 0.383$, C.R. = 8.443, $p = 0.000$), Economy ($\beta = 0.194$, C.R. = 4.825, $p = 0.000$) show a positive and statistically significant effect on attitude, leading to acceptance of H2, H3, and H4. In addition, Value Corruption ($\beta = -0.135$, C.R. = -3.613, $p = 0.000$) shows a negative and significant effect on attitude and led to H5 being accepted. According to the findings, the effects of Information on attitude ($\beta = 0.055$, C.R. = 1.388, $p = 0.165$) are positive but not statistically significant. That's why it is also tested whether gender has a moderator role in this relationship (information-attitude) or not, but still, it does not have a significant effect,

and it is ultimately proved that men and women do not have a moderator role. Attitude ($\beta = 0.55$, C.R. = 13.701, $p = 0.000$) has a statistically significant positive effect on behaviors, leading to H6 acceptance.

Table 7: Results of hypotheses testing from SEM Model

Hypothesised path	β	C.R.	P	Result
H1. Attitude <--- Information	0.055	1.388	0.165	Not Supported
H2. Attitude <--- Entertainment	0.192	4.445	***	Supported
H3. Attitude <--- Credibility	0.383	8.443	***	Supported
H4. Attitude <--- Economy	0.194	4.825	***	Supported
H5. Attitude <--- Value Corruption	-0.135	-3.613	***	Supported
H6. Behaviors <--- Attitude	0.55	13.701	***	Supported

Note: β : Standardized Regression Weights C.R.: Critical ratio

Table 8 shows the effect of gender on the relationship between attitude and behavior in Parwan, Afghanistan. As shown in Table 8, the standardized beta coefficients between attitude and behavior are higher for females ($R^2 = .37$) than males ($R^2 = .27$). This suggests that respondents who are female rely more on social media advertising than respondents who are male. The difference between the groups (female and male) is not significant, nevertheless, since the t value of this difference is less than 1.96.

Table 8: The Effect of Gender on The Relationship Between Attitudes and Behavior Towards Advertising Among Afghan Customers

	Gender	S.E.	β	R2	C.R.	P	Critical Ratios for Differences
Behaviors <--- Attitude	Female	0.737	0.608	0.37	9.76	***	0.084*
Behaviors <--- Attitude	Male	0.746	0.52	0.27	10.10	***	

*Absolute critical ratios less than 1.96 are insignificant and absolute critical ratios more than 1.96 are significant

H₁: The information belief has a positive effect on Attitudes toward social media advertising in Afghanistan.

According to Table 7, the information under Afghan customers' beliefs regarding social media advertising has a positive, but not statistically significant, impact on consumer behavior ($\beta = 0.55$, C.R. = 1.39, $p = 0.165$). These results have caused H1 not to be accepted and are nearly supported by the previous research of Salam et al. (2018:95) and Kocaomer and Topsümer (2020:22), where they disclose a positive but weakly significant connection of the same sort. As a result, the impact of product information on consumer sentiments was unimportant and did not rank among the main positive aspects. It appears that advertising has little influence over informational value for Afghan customers.

H₂: The entertainment belief affects positively on Attitudes toward social media advertising in Afghanistan.

According to Table 7, entertainment has a favorable and substantial impact on consumers' attitudes toward social media advertising in Afghanistan ($\beta = 0.194$, C.R. = 4.45, and $p = 0.000$). These findings, which were earlier corroborated by Talih Akkaya et al. (2017:380); Logan et al. (2012:173); Mahmoud (2013:303); and Wang and Sun (2009:87), have resulted in the acceptance of H2. Therefore, it was determined that entertainment concerns had a substantial impact on consumer attitudes and also emerged as a big positive element. Afghan customers appear to be looking for social media advertising to have far more interesting material that might favorably affect their attitude.

H₃: The credibility belief affects positively on Attitudes toward social media advertising in Afghanistan.

According to Table 7, consumers' attitudes about social media advertising in Afghanistan are positively and significantly impacted by credibility ($\beta = 0.383$, C.R. = 8.44, and $p = 0.000$). These findings, which were earlier supported by Talih Akkaya (2017:381); Boateng and Feehi Okoe (2015:255); and Wang and Sun (2009:87), have resulted in the acceptance of H3. Credibility issues thus emerged as major among both positive characteristics and their effects on customer attitudes. Afghan customers appear to constantly seek out social media advertising that features far more trustworthy content that might favorably affect their attitudes.

H₄: The economy belief affects positively on Attitudes toward social media advertising in Afghanistan.

Table 7 shows that the relationship between the economic beliefs of Afghan consumers and their attitudes about social media advertising is both positive and significant ($\beta = 0.349$, C.R. = 5.81, and $p = 0.000$). These findings, which were earlier confirmed by Kocaömer and Topsümer (2020:22); Akkaya (2013:161); Talih Akkaya et al. (2017:381); Ting et al. (2016:61); Wang and Sun (2009:87); and Mir (2012:279), have resulted in the acceptance of H₄. Economic concerns have a substantial impact on consumer attitudes, and they also rank highly among favorable aspects. It appears that social media users in Afghanistan often anticipate economic-related material that will have a favorable impact on their attitudes.

H₅: The value corruption belief affects negatively on Attitudes toward social media advertising in Afghanistan.

According to Table 7, value corruption has a negative and substantial impact on consumers' attitudes about social media advertising in Afghanistan ($\beta = -0.135$, C.R. = -3.61, and $p = 0.000$). These findings, which were earlier corroborated by Talih Akkaya et al. (2017:380); Ting et al. (2016:61); Mahmoud (2013:303); and Wang and Sun (2009:87), have resulted in the acceptance of H₅. Value corruption therefore emerged as a key negative aspect that significantly affected customers' perceptions. Customers in Afghanistan do not appear to anticipate that social media advertisements will provide significantly more material on value corruption, which can have a negative impact on their attitudes.

H₆: Attitude toward Social Media Advertising has positive impact on consumers' behavior in Afghanistan.

Table 7 shows that the attitude of Afghan consumers toward social media advertising has a favorable and substantial impact on their behavior ($\beta = 0.55$, C.R. = 13.70, and $p = 0.000$). These findings, which were earlier supported by Akkaya (2013:151); Talih Akkaya et al. (2017:381); Amjad and Jaskani (2015:471); Ting et al. (2016:61); and Mir (2012:279), have resulted in the adoption of H₆. As a result, attitudes toward consumer behavior proved to be significant, ranking high among positive aspects. It would appear that if Afghan customers have a favorable attitude about social media advertising, this will totally translate into positive behavior.

H_{6a}: Gender as a moderator has a significant effect on the relationship between Afghan consumers' attitude and behavior toward social media advertising.

Table 8 shows that women have higher standardized beta coefficients between attitude and behavior ($R^2 = .37$) than do men ($R^2 = .27$). This suggests that respondents who are female rely more on social media advertising than respondents who are male. However, since the t value of this difference is less than 1.96, it can be concluded that the difference between the gender groups is not statistically significant, and hence, hypothesis 6a is not accepted. As a result, there is no moderator impact on the correlation between the attitudes and behaviors of Afghan consumers regarding social media advertising. However, it appears that social media advertising for online shopping is often seen by Afghan women customers.

5. Conclusion, Recommendation and Limitation

5.1. Conclusion

In the context of Afghanistan, entertainment, credibility, and economy under the belief dimension are positive and significantly correlated with attitudes toward social media advertising; however, information under the belief dimension is also positive but not statistically significant. In addition to information, the findings suggest a positive relationship between information and consumer attitudes toward social media advertising. This finding contrasts with the study of Hamouda (2018:426), which came to the conclusion that social media content is important when combined with information-rich marketing. The consumers of social media considered these advertisements to be credible. The study also suggested that companies may attract a larger audience if their advertisements are filled with useful information and can alter the demographics of their target market. Furthermore, the belief dimension value and attitude toward social media advertising have an inversely significant relationship. Additionally, the attitude of Afghan consumers toward social media advertising is statistically significant and favorable, with female respondents' attitudes being more reliant on social media advertising than male respondents' attitudes.

The findings indicated that social media advertising is the most significant belief-based factor influencing advertising-related behavior. There is a strong correlation between attitude and behavior in the areas of entertainment, credibility, economics, and value, which were the attitudes and behaviors examined in this article. Additionally, attitudes have a big impact on how Afghan customers behave when it comes to social media advertising, which has consequences for the marketers. This means that companies should consider how Afghan customers feel about social media advertising if they want people to view their advertisements rather than ignore them. Additionally, advertisers need to be aware of the belief variables that might influence consumers' attitudes toward their advertisements. The findings of this study suggest that advertising should include elements of entertainment, information, credibility, and economy. It should also be credible and should not advocate for value corruption.

5.2 Future Recommendation and Limitation of the Research

A future study may examine various social media advertising formats, such as homepage advertisements or domain advertising, to see whether the results change depending on the kind of social media advertising. Future studies might be undertaken with regard to several elements that may limit how people respond to social media advertising. From tables I and II in this research, future researchers can conduct analysis regarding the uses of social media applications, the types of advertising media that influence purchasing choices, and the purpose of the use of social media from consumers' behavioral perspectives in any context of study. But in terms of the study's limitations, it is quite challenging to get survey participants of high quality who can comprehend the questionnaire and provide accurate answers. Researchers discovered several illiterate respondents in Parwan city who volunteered to provide their responses for the survey but were unable to understand the survey questions. Additionally, a lot of respondents were reluctant to provide their answers since it may be time-consuming and occasionally challenging to come up with the proper response.

References

- Akkaya, D.T. (2013). "Sosyal medya reklamlarında tüketici algılarının tutum, davranış ve satın alma niyetine etkisi". Trakya Üniversitesi, Edirne. 1-185
- Amin, M. (2016). "Internet Banking Service Quality And Its İmplication on E-Customer Satisfaction And E-Customer Loyalty", *International Journal of Bank Marketing*, 34(3), 280–306.
- Amjad, M., Javed, R. and Jaskani, N. H. (2015). "Examining attitudes and beliefs towards online advertising in Pakistan", *International Journal of Scientific & Engineering Research*, 6(1), 463-480.
- Azimi, J. (2017). "The Impact of Food Advertising on Buying Behavior of Children in Kabul: A Study Using a Multi-factor and Dimensional Approach", available at: https://www.researchgate.net/publication/337730894_The_Impact_of_Food_Advertising_on_Buying_Behavior_of_Children_in_Kabul_A_Study_Using_a_Multi-factor_and_Dimensional_Approach
- Baysal, A. C. (1981). "Sosyal ve örgütsel psikolojide tutumlar", İstanbul: İ. U İşetme Fakültesi.
- Bentler, P. M. and Chou, C. P. (1987). "Practical issues in structural modeling: Sociological methods & research", 16(1), 78-117.
- Belk, R.W. and Pollay, R.W., (1985). "Images of ourselves: The good life in twentieth century advertising", *Journal of Consumer Research*, 11(4), pp.887-897.
- Boateng, H. and Okoe, A. F. (2015). "Determinants of consumers' attitude towards social media advertising", *Journal of Creative Communications*, 10(3), 248-258.
- Chang, H. H., Rizal, H. and Amin, H. (2013). "The determinants of consumer behavior towards email advertisement", *Journal of Internet Research*, 23(3), 316-337.
- Cheng, B. L., Gan, C. C., Imrie, B. C. and Mansori, S. (2018). "Service recovery, customer satisfaction and customer loyalty: evidence from Malaysia's hotel industry". *International Journal of Quality and Service Sciences*, Vol. 11 No. 2, 2019 pp. 187-203.

- Collier, J. E. (2020). *“Applied Structural Equation Modelling Using AMOS”*, Applied Structural Equation Modelling for Researchers and Practitioners, Routledge.
- Petrovici, D.A. and Marinov, M. (2007), “Determinants and antecedents of general attitudes toward advertising: a study of two EU accession countries”, *European Journal of Marketing*, Vol. 41, pp. 307-26.
- Datareportal. (2022). “Social media statistics for Afghanistan in 2022”, available at: <https://datareportal.com/reports/digital-2022-afghanistan>
- Durvasula, S., Lysonski, S. and Watson, J., 2001. “Does vanity describe other cultures? A cross-cultural examination of the vanity scale”, *Journal of Consumer Affairs*, 35(1), pp.180-199.
- Ducoffe, R. H. (1996). “Advertising value and advertising on the web”, *Journal of Advertising Research*, 36(5), 21-36.
- Frith, K.T. and Sengupta, S. (1997), “Individualism and advertising: a cross-cultural comparison”, *Journal of Media Asia*, Vol. 18, pp. 191-4.
- Fornell, C. and Larcker, D. F. (1981). *“Structural equation models with unobservable variables and measurement error”*. Algebra and statistics.
- Gong, W. and Maddox, L. M. (2003). “Measuring web advertising effectiveness in China”, *Journal of Advertising Research*, 43(1), 34-49.
- Gürbüz, S. (2021). *“AMOS ile Yapısal Eşitlik Modellemesi Temel İlkeler ve Uygulamalı Analizler (2th ed.)”*, Seçkin.
- Gürbüz, S. and Şahin, F. (2018). *“Sosyal Bilimlerde Araştırma Yöntemleri Felsefe- Yöntem- Analizi (5th ed.)”*, Seçkin.
- Hall, E.T. (1976). *“Beyond Cultures”*, Anchor Press/Doubleday, Garden City, NY.
- Hamouda, M. (2018). “Understanding social media advertising effect on consumers’ responses: An empirical investigation of tourism advertising on Facebook”, *Journal of Enterprise Information Management*.
- Henseler, J., Ringle, C. M. and Sinkovics, R. R. (2009). “The use of partial least squares path modeling in international marketing. In New challenges to international marketing”, *Emerald Group Publishing Limited*.
- Ibrahimi, N., Omer, M., Irfani, M. and Kabul, A. (2015). “Social media and articulation of radical narratives in Afghanistan”, *A research and policy paper*.
- Internews. (2018). “Social Media in Afghanistan: Users and Engagement”, available at: <https://www.comminit.com/ict-4-development/content/social-media-afghanistan-users-and-engagement>.
- Kaasinen, E. (2003). “User needs for location-aware mobile services: Personal and Ubiquitous Computing”, 7(1), 70–79.
- Kamal, S. and Chu, S. (2012). “Beliefs, attitudes, and behaviors toward advertising on social media in the Middle East: a study of young consumers in Dubai, United Arab Emirates”, *International Journal of Internet Marketing and Advertising*, 7(3): 237–259. <http://dx.doi.org/10.1504/IJIMA.2012.047427>
- Karson, E. J., McCloy, S. D. and Bonner, G. P. (2006). “An examination of consumers’ attitudes and beliefs towards web site advertising”. *Journal of Current Issues & Research in Advertising*, 28(2), 77-91.
- Kline, R. B. (2011). *“Convergence of structural equation modeling and multilevel modeling”*.
- Kocaömer, N. and Topsümer, F. (2020). “The Effect of Consumer Beliefs and Attitudes towards social media and Television Advertising on Purchase Intentions: A Comparative Analysis”, *Global Media Journal: Turkish Edition*, 11(21).1-30
- Korzenny, F. and Bauer, C. (1981). “Testing the theory of electronic propinquity: Research Communication”, 8(4), 479-98.

- La Ferle, C., Edwards, S. and Lee, W. (2008), "Culture, attitudes, and media patterns in China, Taiwan, and the US: balancing standardization and localization decisions", *Journal of Global Marketing*, Vol. 21, pp. 191-205.
- Lavidge, R. and Steiner, G. (1961), "A model for predictive measurements of advertising effectiveness", *Journal of Marketing*, Vol. 25, pp. 59-62.
- Liu, C.-L. E., Sinkovics, R. R., Pezderka, N. and Haghirian, P. (2012). "Determinants of consumer perceptions toward mobile advertising – a comparison between Japan and Austria", *Journal of Interactive Marketing*, 26(1), 21-32.
- Logan, K., Bright, L. F. and Gangadharbatla, H. (2012). "Facebook versus television: advertising value perceptions among females", *Journal of Research in Interactive Marketing*. Vol. 6 No. 3, pp. 164-179.
- MacKenzie, S. B. and Lutz, R. J. (1989). "An empirical examination of the structural antecedents of attitude toward the ad in an advertising pretesting context", *Journal of Marketing*, 53(2), 48-65.
- Mahmoud, A. B. (2013). "Syrian consumers: Beliefs, attitudes, and behavioral responses to internet advertising", *Journal of Business: Theory and Practice*, 14(4), 297-307.
- Malhotra, N. K. (2010). "Marketing Research an Applied Orientation".
- Mehta, A. (2000), "Advertising attitudes and advertising effectiveness", *Journal of Advertising Research*, Vol. 40, pp. 67-72.
- Mir, I. A. (2012). "Consumer attitudinal insights about social media advertising: A South Asian perspective", *The Romanian Economic Journal*, 15(45), 265-288.
- Mueller, B. (1992), "Standardization vs specialization: an examination of westernization in Japanese advertising", *Journal of Advertising Research*, Vol. 32, pp. 15-24.
- Natarajan, T., Balasubramanian, S., Balakrishnan, J. and Manickavasagam, J. (2013). "Examining beliefs towards social media advertisements among students and working professionals: an application of discriminant analysis", *Australian Journal of Basic and Applied Sciences*, 7(8), 697-705.
- Nihel, Z. (2013). "The effectiveness of internet advertising through memorization and click on a banner", *International Journal of Marketing Studies*, 5(2): 93–101.
- Nunnally, J. C. and Bernstein, I. H. (1994). "Psychometric theory". New York: McGraw-Hill.
- Odabaşı, Y. and Barış, G. (2011). "Tüketici davranışı (11.bs)". Istanbul: MediaCat Yayınları.
- Okazaki, S. (2004). "How do Japanese consumers perceive wireless ads? A multivariate analysis", *International Journal of Advertising*, 23(4), 429–454.
- Page, D. and Siddiqi, S. (2012). "The media of Afghanistan: The challenges of transition", available at: https://assets.publishing.service.gov.uk/media/57a08a8de5274a31e0000672/bbc_media_action_afghanistan_is_in_transition.pdf
- Perry Hinton, D., Hinton, P. R., McMurray, I. and Brownlow, C. (2004). "SPSS explained", Routledge.
- Pollay, R. and Mittal, B. (1993), "Here's the beef: factors, determinants, and segments in consumer criticism of advertising", *Journal of Marketing*, Vol. 57 No. 3, pp. 99-114.
- Ringle, C. M. and Sinkovics, R. R. (2009). "The use of partial least squares path modeling in international marketing". *Journal of Advances in International Marketing*, 20, 277-319.
- Russell, H., Staffaroni, J. and Fox, A. (1994), "The missing measures of copy testing", *Journal of Advertising Research*, Vol. 34 No. 3, pp. 46-56.
- Salam, M. T., Muhamad, N. and Leong, V. S. (2018). "Attitudes toward advertising in Brunei Darussalam", *Journal of Business and Economic Analysis*, 1(01), 81-99.
- Sekaran, U. (2006). "Research method for business: A skill building approach (4th ed.)". New Delhi, India: Sharda Offset.

- Stevens, P. E. (1996). "Focus groups: Collecting aggregate-level data to understand community health phenomena", *Journal of Public health nursing*, 13(3), 170-176.
- Stevenson, J. S., Bruner, G. C. and Kumar, A. (2000). "Webpage background and viewer attitudes", *Journal of Advertising Research*, 40(1-2), 29-34.
- Talih Akkaya, D., Akyol, A., and Gölbaşı Şimşek, G. (2017). "The Effect of Consumer Perceptions on Their Attitude, Behavior and Purchase Intention in Social Media Advertising", *Marmara University Journal of Economic & Administrative Sciences*, 39(2).
- Ting, H., Cyril, E., Sudiyanti, S. and Cheah, J. H. (2016). "Attitude towards advertising: evidence from Malaysia and Indonesia using multi-group analysis", *International Journal of Business Research and Management*, 16(4), 57-66.
- Tortorice, M. (2016). "The effective relationship between television advertising and social media ads", available at: <https://www.infront.com/blog/the-effective-relationship-between-television-advertising-and-social-media-ads/>.
- USAID. (2013). "Afghanistan media development and empowerment project (AMDEP)", available at: <https://www.usaid.gov/news-information/fact-sheets/afghanistan-media-development-and-empowerment-project-amdep>
- Varey, R. J. (2002). "Marketing communication principles and practice". London: Routledge.
- Wang, C., Zhang, P., Choi, R. and D'Eredita, M. (2002). "Understanding consumers attitude toward advertising". *Eighth Americas Conference on Information Systems 2002 Proceedings*, (s. 1143-1148).
- Wang, Y. and Sun, S. (2010). "Examining the role of beliefs and attitudes in online advertising: A comparison between the USA and Romania", *International Marketing Review*, 27(1) 87-107.
- Wang, Y., Sun, S., Lei, W. and Toncar, M. (2009). "Examining beliefs and attitudes toward online advertising among Chinese consumers". *Direct Marketing: An International Journal*, 3(1), 52-66.
- Wang, Y. and Sun, S. (2010). "Assessing beliefs, attitudes, and behavioral responses toward online advertising in three countries", *International Business Review*, 19(4): 333-344. <http://dx.doi.org/10.1016/j.ibusrev.2010.01.004>
- Whiting, A. and Williams, D. (2013). "Why people use social media: a uses and gratifications approach", *Qualitative Market Research: An International Journal*, 16(4), 362-369.
- Wolin, L. D., Korgaonkar, P. and Lund, D. (2002). "Beliefs, attitudes and behavior towards Web advertising", *International Journal of Advertising*, 21(1), 87-113.
- Wolin, L. D., Korgaonkar, P. and Lund, D. (2015). "Beliefs, attitudes and behavior towards web advertising", *International Journal of Advertising*, 21(1), 87-113.
- Yaşlıoğlu, M. M. (2017). "Sosyal bilimlerde faktör analizi ve geçerlilik: Keşfedici ve doğrulayıcı faktör analizlerinin kullanılması", *İstanbul Üniversitesi İşletme Fakültesi Dergisi*, 46, 74-85.