

## Exploring Gender Differences in Beliefs and Attitudes towards Advertising on Social Networking Sites: An Empirical Evidence

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**Abstract** – Gender is one of the top segmentation factors which facilitates marketers and advertisers for targeting potential customers through advertising messages—beliefs and attitudes towards advertising measure devices of advertising effectiveness. Various researchers have found that gender plays a significant role in shaping the opinions and views of the audience towards online advertising. Nevertheless, there is a scarcity of research on gender differences in beliefs and attitudes with regards to web-based media advertising. The present study aims to inquire about gender differences between males and females' belief factors and attitudes regarding web based media advertising. A survey was conducted in India to find how males and females had differentiated beliefs and attitudes concerning web based media advertising. The findings showed that males have more favorable beliefs and attitudes with regards to web based media advertising than females.

**Keywords:** Gender, Social media Advertising, Beliefs towards Advertising on Social media, Attitudes towards Advertising on Social media.

### 1. Introduction

Advertising is a marketing specialized communication tool that is employed to present, convince, and to be reminded customers concerning product's offer (Kumar and Pandey, 2016). Advertising is a promotional activity through which messages are delivered to the customers. Marketers, companies use this strategy to arrive for targeting customers and influencing their behaviors. Before the Information technology revolution, offline media were used to reach target customers. But after tremendous growth in information technology, different organizations continued towards advanced showcasing (Heinonen and Michenson, 2010; Kumar and Pandey, 2016). Moving toward the computerized period and open tendency to internet based life have encouraged new chances and stages to advertisers and promoters to the focal point of intrigue and focus on a developing segment of the virtual network (Natarajan et al., 2014; Kumar and Pandey, 2016). Web based life use encourages an advantageous relationship and standard practice with web based life clients. Social media users access social media to communicate, exchange their ideas with each other. Social media facilitates a direct line of communication with the branded product where social media users find and access their products (Neilson, Digital consumers report, 2014). Web based media gives web put together applications that are based with respect to the ideological and innovative establishment of web 2.0, permitting to creation and trade of User-Generated-Content (Haenlein & Kaplan, 2019) Kaplan and Haenlein, 2010; Kumar and Pandey, 2016; (Kumar & Pandey, 2016, 2023)). There are a variety of social media applications like social networking sites, microblogging sites, video sharing sites (Mangold & Faulds, 2009; Nicholas & Rowland, 2011). Social media is also considered one of the best means for political marketing (Safiullah et al., 2017). Now the use of social media can be seen in election campaign (Safiullah et al., 2016a; Safiullah et al., 2016b) and in election prediction (Safiullah, 2019). The data from the social media is now also used in Artificial Intelligence and Machine learning (Safiullah & Praveen, 2021a). The effectiveness of social media has found not less than of news media (Safiullah et al., 2021b). Popularity of social media is higher of popularity of radio (Praveen & Safiullah, 2021). In all facets of our lives, social media is constantly finding a space for itself. Accordingly, clients became more active with the main social networking sites such as Facebook, Snapchat, YouTube, LinkedIn, and Twitter in a more behavioural and visual manner (Kapoor et al., 2018; Alalwan, Rana, Dwivedi, & Algharbhat, 2017; Kim and Kim, 2018). The nature of our relationships with our peers or with public and private organizations really influences this. Indeed, social media networks

respect a new way in which individuals, organizations, and even governments can engage with each other socially, financially, educationally, and politically and share knowledge, ideas, goods, and services (Usher et al., 2014; Zhu and Chen, 2015; Zeng and Gerritsen, 2014; Rathor, Ilavarasan & Dwivedi, 2016; Hawkins and Vel, 2013). As a result, companies around the world have begun to think about how using this tool could help draw clients and establish a successful communication partnership with those clients (Kamboj, Gupta, & Dwivedi, 2018; Sunder et al., 2016; Lin & Kim, 2016; Amado et al., 2016; Alalwan, Rana, Algharabat, & Tarhini, 2016). There are distinct marketing techniques that businesses might implement on social media networks (i.e. E-word of mouth, advertising, branding, and customer relationship management) as stated by Alalwan et al. (2017). The major interest in social media marketing, however, has been in advertising the viewpoints of both academics and practitioners (Duffett, 2015; Kamboj et al., 2018; Jung, Shim, Jin & Khang, 2016; Alalwan et al., 2017; Alalwan et al., 2016; Sharif et al., 2018; Amado et al., 2016; Sharif et al., 2018; Zhu and Chang, 2016). Social media users post comments, likes, clicks on various social media applications. These are treated as an evaluation of the effectiveness of advertising (Kumar & Pandey, 2023; Baulaire et al., 2010; Regelson & Fain, 2009; Richardson et al., 2007; Kujur & Singh, 2017). These applications of social media facilitate a broad scope for advertisers and companies to focus and to target appropriate consumers through advertisements (Kumar and Pandey, 2016). Considerable research has been done in the last few years to understand the beliefs factors, attitudes, and behavioral facets of social media advertisements in areas such as mediated function (Wang, 2013); TAM (Lorenzo-Romea et al., 2011); reviews (Wei & Lu, 2012); E-WOM (Chi & Kim, 2011); avoidance (Kelly et al., 2010); consumer introduction (Kalpan & Haenlein, 2010). The consumers' beliefs, attitudes towards advertisements differ in multiple criteria in terms of culture, customs, and age groups. Some advertising messages are delivered on account of the demographic profile of the audience, who are expected to view advertisement messages.

Gender is a demographic variable used in marketing segmentation (Kotler & Armstrong, 2012). Gender is a crucial factor in creating marketing showcasing strategy by means of advertising messages stressing information that is thought to convince the male and female target (Wolin, 2003). Perceptions, beliefs, and attitudes differences between males and females have been an instrument to market by advertisers (Cho & Jialin, 2008). Differences between males and females with respect to their belief factors and their attitude towards advertising encourage the marketers and advertisers to spend more on advertising expenditure in a progressively characterized manner (Wolin & korgaonkar, 2002). Prominent gendered differences in advertising theme have been explored in information processing (for example, Darley and Smith, 1995; Debevec and Iyer, 1986; Carsky and Zuckerman, 1991), ad responses (for example, Severn et al., 1990; Bellizzi and Milner, 1991), sex-role stereotyping (for example, Sexton and Haberman, 1974; Knupfer, 1998; Klassen et al., 1993). Given this literature, it is presumed that a gender difference would also be different in terms of beliefs, attitudes towards social media advertising. Few studies have been done to understand consumers' belief factors and attitudes towards social media advertising in India. The current research explores the opinions and viewpoint differences of males and females towards advertising on web based media in India. The present research paper is divided into different sections. The second section reviews literature related to gender differences, beliefs, and attitudes towards social media advertising, followed by the third section consisting of the research methodology for this research. The fourth section displays the analysis and discussion, followed by the fifth section discusses the conclusion, limitation, and future scope.

### **1.1. The rationale of the Study**

Advertising on social media has been an upward trend. The basis of advertising is to increase sales of products; therefore, it is essential to know how social media advertising is perceived by consumers. Males and females see social media advertisements differently in terms of beliefs and attitudes. Social media interactive features attract young consumers (Dunne et al., 2010; Lenhart et al., 2010). Also, it is essential to see that most social media users are students (Chu, 2011; Pempek et al., 2009). Most of the social media users are in the 19-24 age group in India (Sovarajan, 2015). Thus, it is vital to know the beliefs and attitudes of this group of social media users based on gender. Little research has been done for analyzing gender differences regarding beliefs and attitudes towards web based media advertising in the developing country i.e. India. The current study focuses on beliefs factors and attitudinal differences between males' and females' towards advertising on web based media in developing country i.e. Indian.

## 1.2. The objective of the Study

The objective of the present study is to assess the beliefs and attitudinal differences between Indian males and females towards advertising on social media. Research related gender differences will help in better understanding of beliefs and attitudes concerning web based media advertising so that marketers and advertisers could focus on developing different strategies for different sections of social media users( Mahmoud, 2012).

## 2. Literature review

### 2.1. Gender differences

Many gender difference studies have been explored that males and females perceive differently related to beliefs and attitudes towards advertising. Males and females perceive differently related to belief factors and attitudes towards online advertising(Wolin & Korgaonkar,2003). Promotional information is processed by males and females in different ways delivered by advertising ( Darley & Smith, 1995). Mahmoud (2012) figured out from his study that males and females have diverse perceptions, beliefs, and attitudes towards online advertising. Gender plays a crucial role in meeting the criteria required for the success of market segmentation. Darley & Smith (1995) described several requirements for the success of market segmentation. These requirements are- (a) Identifiability; (b) Accessibility; (c) Measurability; (d) Profitability; and(e) Responsiveness to marketing mix elements. To fulfill the above mentioned criteria, gender plays a significant variable that can be applied for marketing analysis along with several dimensions, including advertising effectiveness ( Wolin & Korganonkar, 2003). Gender treated as categories of masculinity and femininity doesn't really bode well to evaluate sexual orientation as a nonstop factor. ( Garst & Galen V., 1997; Alreck et al., 1982). Babin & James .S ( 1998) conceptualized gender as a binary construct: male or female. They also conceptualized males and females as 'gender' instead of 'sex' since gender is considered as both a organic and sociological procedure ( Babin & James S., 1998). If gender difference exists regarding their beliefs and attitude, it is important for advertisers and companies to recognize them, interpret them, and applied them for designing gender centric advertisements. ( Wolin & Korganonkar, 2003). Cromphoran( 2011) has analyzed from his study that advertising should be directed to both males and females rather than just males or females. Diverse perceptions and attitudes of males and females regarding online advertising are: (1) Males spent more time on the web than females do (Ono & Zavodny, 2003); (2) Males and females use web for different purposes. Females surf the internet for educational assistance and Interpersonal communication whereas males surf internet for entertainment ( Weiser, 2000); (3) Purchase decisions of males and females are different from each other ( Yang & Wu, 2007); (4)Females have less positive beliefs and attitudes towards web advertising than males do( Wolin & Kogaonkar, 2003). (5) Males and females are differentiated in terms of purchase involvement. Women spend more time while they purchase than males do( Sondhi & Singhvi, 2006). All the above-mentioned diverse perceptions and attitudes of males and females facilitate an opportunity for the marketer, advertisers to target gender-specific advertisements. There is scant research that explores the diverse perceptions, beliefs, and attitudes of males and females regarding social media advertising. So present research tries to investigate the diverse beliefs and attitudes of males and females towards advertising on social media.

### 2.2. Beliefs about an advertising on social media

Beliefs are considered as explicit articulations or forecast narrating the traits or outcomes of events or objects (Wyer & Albarracian, 2005; Ying Wang, 2009; Kumar and Pandey, 2016). In an online advertising context, beliefs are mental predictions of attitude concerning web advertising( Ying Wang; 2010a; Kumar and Pandey,2016). Two belief variables were proposed by Bauer and Greyser (1968) in this regard. Two belief factors are social and economic factors. Pollay and Mittal (1993) identified three personal- utility factors, and four social-economic factors. Later, different models have been developed to assess belief factors(Wolin, Korgaonkar & Lund, 2002; Wang & Sun, 2010; Ramaprasad 2001; Kak, 1995). Several studies have explored the impact of gender on predicting belief towards advertising. Males' opinions towards advertising, in general, are more favourable than females do( Shavit, Lowery, & Haetner, 1998). Wolin & Korgaonkar (2003) have found from their study that males' beliefs are favourable than females do towards online advertising. No research has been carried out in India to investigate gender differences regarding belief factors towards social media advertising. So this research paper fills the gap to identify the gender differences in beliefs towards social media advertising in India. There are the following belief factors towards social media advertising.

### **2.3. Information**

Advertising provides information about products' features through advertising messages (Ju-Pak, 1999). Product-related information plays a significant role in being a strong belief and for making favourable attitudes towards advertisements (Wang et al., 2009; Wolin et al., 2002; Wang & Sun, 2010a, 2010b; Kumar and Pandey, 2016). Information belief generates a strength to make favourable attitudes towards advertising (Pollay & Mittal, 1993).

### **2.4. Entertainment**

Online advertising facilitates the availability of interactivity and multimedia. These multimedia functions generated by the advertising agency look more enjoyable, beautiful, and pleasure-oriented (Watsen et al., 1998). On account of interactive nature of web-based media, social media advertising content provides hedonic pleasure content (Kumar and Pandey, 2016). Various studies have been explored and supported in the entertainment content of online advertisements (Wolin et al., 2002; Wang et al., 2009; Natarajan et al., 2015; Wang & Sun, 2010a, 2010b; Kumar and Pandey, 2016).

### **2.5. Credibility**

Advertising content provided by advertisers, marketers should be credible, trustworthy. Social media users share ideas, information to one other. Social media users expect that these advertising content displayed on web-based media platform may be more precise and well grounded (William Van-Tien Dao, 2014; Kumar and Pandey, 2016). So, believability or credibility may be a belief factor concerning web-based media advertising.

### **2.6. Irritation**

Consumers become irritated and disturbed when they are encountered by repetitive advertising messages through companies. Irritation arrives when social media users feel discomfort in having on web-based networking sites because of several causes (Saxena & Khanna, 2013; Kumar and Pandey, 2016). Social media users may be distracted when they focus on specific tasks on social media due to an encounter with an advertising message (Saxena & Khanna, 2013; Kumar and Pandey, 2016). Aggravation or irritation is one of the belief factors of advertising on different platform (Bauer & Greyser, 1968; Li, Edwards, and Lee, 2000; Reed, 1999).

### **2.7. Social role and image**

It alludes to the belief factor of advertising which affects the people's lifestyle and status and image prevailing in society (Wang et al., 2009). Societal behavior to purchase and brand image is influenced through lifestyle related advertisement content (Pollay & Mittal, 1993). This belief factor of advertising is an important factor in the context of web-based media advertising that generates a substantial influence on consumer responses to web-based media advertising (Natarajan et al., 2015). Wolin et al. (2002) point out the interactive features of web functions facilitate an excellent canvas for a social message. Social role and image contribute a significant role in making favourable attitudes toward online advertising (Wolin et al., 2002).

### **2.8. Good for economy**

Advertising creates full employment, enhances the adoption of new goods and technology, decreases the average cost of production, lifts the standard of living, and creates healthy competition between producers (Belch & Belch, 2008). Online advertisements help in saving consumer time, less effort for purchasing products with not too many expenses from offices or homes (Natarajan et al., 2015). Advertisers, through advertising messages, focus on economic benefits through various offers to potential customers. Previous research has exhibited that good for economy advertising belief is a definite antecedent of consumers' attitudes towards advertisements (Pollay & Mittal, 1993; Wolin et al., 2002). Economic belief factors towards online advertising may apply to social media environment.

## **2.9. Materialism**

When the alluring array of advertised product are encountered by users, which causes the presence of materialism (Natarajan et al., 2015; Wolin et al., 2002). The buying habit of consumer is influenced by various aspects, and no real explanation is right for assessment for specific buying events (Natarajan et al., 2015). People may be materialistic, having inordinate preoccupation habit, and are intellectual or spiritual in nature (Larsen et al., 1999). The materialism belief factor has a negative relationship with the attitude towards advertising (Wolin et al., 2002).

## **2.10. Falsity**

Through a confusing advertising message, consumers are deceived. Consumers are influenced by a complicated or contradictory message delivered by advertisers. Various researcher's findings indicate the negative relationship between this belief and attitude towards web based advertising ( Wang & Sun, 2010a, 2010b; Wang et al., 2009; Wolin et al., 2002; Nadilo, 1998; Kumar and Pandey, 2016).

## **2.11. Value corruption**

Negative or positive responses depend on advertising message content. If proper content, unpleasant sexually added content is delivered by advertisers through advertising messages, children can create a negative attitude towards advertising ( Wang & Sun, 2010a, 2010b; Wang et al., 2009; Wolin et al., 2002). Online advertisement attractiveness is delivered to a different section of the consumer. Indian people are cultural and religious sentiments oriented. So, marketers and advertisers focus on culture, value when they deliver, or make advertising messages ( Banerjee, 2008). The negative impact of value related advertisement content on the consumer may harm the brand name among the users. So it is important to investigate the value corruption belief factor towards advertising in India.

## **2.12. Attitude towards social media advertising**

Lutz (1985) conceptualized attitudes as “ a learned predisposition to respond in a consistently favourable or unfavourable manner to advertising in general.” With regard to web based media advertising, Mahmoud(2012a) depicted attitude as a predisposition to like or aversion towards web based media advertising content(Kumar and Pandey, 2016). When Social media users are exposed to social media, their roles become essential in predicting consumers' responses towards online advertising. ( Ying & Shajing, 2010; Wolin, Korgaonkar, & Lund, 2002). The impact of gender on attitudes towards advertising has been discussed in several studies. Shavit, lowrey, & Haetner( 1998) have found that males have more favourable attitudes towards advertising than female do. Wolin & Korgaonkar (2003) also found gender differences regarding attitudes towards online advertising. Mahmoud (2012) found from his study that gender plays a significant role for making favourable attitudes towards online advertising in a different way.

## **2.13. Formulation of Hypotheses**

Following the study of the relevant research publications, it became clear that there is a research gap in the examination of gender differences in *Attitudes* and *Beliefs* about advertising on social media platforms in the Indian context. In line with previous scholarly research, the following hypotheses have been developed for empirical testing within the scope of this study.

(H1) Male consumers have more positive beliefs towards social media advertising than female consumers.

(H2) Male consumers have more favourable attitudes towards social media advertising than female consumers.

## **3. Research Methodology**

### **3.1. Data Collection**

To investigate the proposed hypotheses, a structured questionnaire was used for this study. Convenience sampling was applied in this study. This type of sampling was commonly used in similar studies (e.g., Yoon, Muehling, & Cho, 1996;

Pollay & Mittal, 1993). The questionnaire consisted of two sections. The first section of the survey questionnaire included the respondents' demographic data (i.e., gender, age). The subsequent area contained the items measuring the beliefs, attitudes dimensions towards social media advertising (Table 1). To measure the beliefs and attitudes towards social media advertising, the five-point Likert scale was utilized, ranging from "strongly disagree to agree strongly."

### 3.1. Data Source

The measures well adapted from published literature( see table 1). The measures for information, entertainment, materialism, good for the economy, social role and image, value corruption, falsity, attitude towards social media advertising were adapted from Wolin et al. (2003), Natarajan et al. (2015). The measures of credibility were adapted from Mir & Zaheer(2012), Dao et al. (2014), and irritation was adapted from Jung(2015), Taylor et al. (2011).

### 3.2. Sample Profile

Wang et al.(2009) analyzed that college students are less heterogeneous in nature and more homogeneous in nature than the general population. So, the using of college students as a sample would be appropriate for this study. So questionnaires were distributed to under graduate and post graduate students of an engineering institute located in India. Information was gathered from a sample of 430 responses, of which 26 responses were evacuated on the grounds that they were deficient. Thus, only 404 responses were seen as usable for additional investigation and examination. Thus, response rate was 93.95%.

Table 1: The Measures of the Present Study

Dimension	Source
Information	(Wolin et al., 2003; Natarajan et al., 2015)
Entertainment	(Wolin et al., 2003; Natarajan et al., 2015)
Credibility	(Dao et al., 2014; Mir & Zaheer, 2012)
Irritation	(Jaeming Jung, 2015; Taylor et al.2011)
Social role and image	(Wolin et al., 2003; Natarajan et al., 2015)
Good for economy	(Wolin et al., 2003; Natarajan et al., 2015)
Materialism	(Wolin et al., 2003; Natarajan et al., 2015)
Falsity	(Wolin et al., 2003; Natarajan et al., 2015)
Value corruption	(Wolin et al., 2003; Natarajan et al., 2015)
Attitude towards social media advertising	(Wolin et al., 2003; Natarajan et al., 2015)

**Source:** Authors' Compilation

**Data Description:** As presented in the following table, the respondents contain of 64.35% males and 35.364% females. Bigger piece of respondents are male classification with age extend from 18 to 24 years.

Table-4 Demographic data

Variable	Name	Frequency	% frequency
Gender	Males	260	64.35%
	Females	144	35.64%
Age	18-24	268	66.33%
	24-29	104	25.74%
	Above 29	32	7.92%
	Total	404	

Source: Authors' Compilation

### 3.3. Analysis and results

Table 2 displays different factors extracted from factor analysis using varimax method. The value of factor loading of different factors are greater than 0.6. The value of eigenvalues is greater than 1. If factor loadings are greater than 0.6 and eigenvalues are greater than 1, then research becomes consistent with the data, and factor analysis is appropriate for the study. Table 3 displays the value of Cronbach's alpha. Cronbach's alpha value is used to assess the internal consistency of the measured items. Here the value of Cronbach's alpha is greater than 0.6, which is acceptable (Nunnally, 1978).

Table 2: Factor Analysis

Item	Credibility	Materialism	Entertainment	Falsity	Irritation	Information	Social role	Value Corruption	Attitude	Good for economy
Credibility1	.955									
Credibility2	.950									
Credibility3	.948									
Credibility4	.958									
Materialism1		.955								
Materialism2		.914								
Materialism3		.930								
Materialism4		.922								
Entertainment1			.947							
Entertainment2			.913							

Entertainment3			.956							
Entertainment4			.903							
Falsity1				.919						
Falsity2				.923						
Falsity3				.918						
Falsity4				.922						
Irritation1					.874					
Irritation2					.919					
Irritation3					.932					
Irritation4					.914					
Information1						.821				
Information2						.902				
Information3						.909				
Information4						.902				
Social_role1							.950			
Social_role2							.974			
Social_role3							.977			
Value_corruption1								.894		
Value_corruption2								.952		
Value_corruption3								.975		
Attitude1									.941	
Attitude2									.931	
Attitude3									.890	
Good_for_economy _1										.856
Good_for_economy _2										.876
Eigenvalue	5.463	4.383	3.7111	3.67	3.092	2.693	2.386	2.042	1.75	1.257
% of variance	15.609	12.523	10.603	10.49	8.835	7.69	6.817	5.83	5.012	3.59

Cumulative %	15.609	28.132	38.735	49.226	58.061	65.756	72.523	78.408	83.420	87.011
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**Source:** Authors' Compilation      **Extraction Method:** Principal Component Analysis

Table 3: Reliability Test:

Dimension	Number of items	Cronbach's Alpha
Information	4	.907
Entertainment	4	.949
Materialism	4	.951
Falsity	4	.942
Credibility	4	.965
Irritation	4	.932
Attitude	3	.918
Value corruption	3	.939
Social role	3	.968
Good for economy	2	.680

**Source:** Authors' Compilation

To test the hypotheses (H1) and (H2) for beliefs and attitudes, differences between males and females, 't' test was used in this research. Here it can be noticed from table 5 that males' beliefs towards social media advertising are different from females' beliefs. Males have more positive feelings than females in respect of beliefs factors namely Information ( $t= 5.12$ ), entertainment ( $t=2.78$ ), and social role ( $t=2.41$ ). Females have more positive feelings than males do in respect of belief factors namely falsity ( $t= -2.79$ ), credibility ( $t= 5.32$ ), value corruption ( $t= -7.23$ ). So, it is concluded from the table 5 that hypothesis(1) is partially supported. This result is consistent with other researches regarding online advertising (Mahmoud, 2012; Shavit, Lowrey, & Haefner, 1998; Wolin et al., 2002). Table 5 also displays that males have a more favourable attitude towards advertising on social media than females do ( $t= 3.82$ ). So, it is concluded that hypothesis(2) is supported and consistent with other researches (Mahmoud, 2012; Shavit, Lowrey, & Haefner, 1998; Wolin et al., 2002).

Table 5: Results of Hypothesis Testing

Items	Mean			T-test	p-value
	Male		Female		
Information	4.3	>	3.8	5.12**	0.000**
Entertainment	3.5	>	3.08	2.78**	0.006**
Materialism	2.96		2.87	0.679	0.524
Falsity	2.65	<	2.89	-2.79**	0.003**

Credibility	2.5	<	3.5	5.32**	0.000**
Irritation	2.12		2.14	-0.53	0.67
Attitude	3.58	>	3.36	3.82**	0.000**
Value corruption	2.95	<	3.4	-7.23**	0.0001**
Social role	3.41	>	3.11	2.41*	0.027*
Good for economy	2.96		2.89	0.78	0.562

Source: Authors' Compilation. \*\* Significant at 1% \* Significant at 5%

#### 4. Discussion

This study analysed that Indian male kept more diverse perceptions, factors related to belief, and attitudes towards social media advertising than females do. Males have more positive feelings toward social advertising on social media than females do. This empirical study has extracted different belief factors and dwelled on studying the attitude towards advertising on web-based networking media. The various factors are information, entertainment, materialism, falsity, credibility, irritation, value corruption, social role, good for the economy, and attitude towards web-based media advertising (Kumar and Pandey, 2016). These belief factors and attitudes towards social media advertising are differentiated by 't' test analysis discussed in table 5. 't' test analysis shows significant differences between males' and females' beliefs and attitudes towards social media advertising. In the context of this research, males have more positive feelings regarding informative content, entertaining content, and social role and image content of advertising on social media than females do. But females have more positive feelings regarding falsity content, credible content, and value corruption content towards social media advertising than males do. Males and females' beliefs are not differentiated by materialism and irritative content of advertising on social media advertising. It is observed from table 5 that males have more favourable feelings in some belief factors than females do, and females have more favourable feelings in some belief factors than males do. So, hypothesis (H1) is partially supported. It is also found from this study that males have more favourable attitudes towards advertising on social media than females do, hence hypothesis (H2) is supported. Mahmoud (2010) analysed from his study that gender was an insignificant predictor of differing beliefs and attitudes towards traditional advertising. But later, Mahmoud (2012) found from another study that gender played a significant role in different beliefs and attitudes towards online advertising. Wolin et al. (2003) also found from his study that males and females' beliefs and attitudes are different from each other regarding online advertising, which is also evident from the results of this study done in India. So, it is observed from past literature that beliefs, perceptions, and attitudes towards advertising on different media platforms are different for males and females.

#### 5. Conclusion

The present research attains the stated objectives. It helps in gaining insights for the proper understanding of beliefs, attitudes differences between males and females regarding advertising on web-based media in the developing country i.e. Indian. The current research shows that males are more concerned about informative content, entertaining content, and social role and image content of advertising messages on social media. But females are more concerned with falsity content, credible content, and value corruption content of advertising messages delivered on social media. Other belief factors such as materialism, irritation, and good for the economy are not differently perceived by males and females. It is evident that males have more favourable attitudes towards advertising on web-based networking media than females do. These results of research facilitate great support to understand gender advertising regarding digital media. This research is consistent with Mahmoud (2012) and Wolin et al. (2003) work. So, this research states gender plays a crucial role regarding beliefs and attitudes concerning web-based advertising digitally.

### 5.1. Managerial Implication

The present study has vital implications for marketers and advertisers to understand gender advertising differences in terms of beliefs and attitudes on social media. Research findings state that males are more inclined to those advertising content that is more informative, more entertaining, and more social image content. But another current research also shows that females are more prone to those advertising content that is more trustworthy, less falsity content, and less value corrupted advertising content. Advertisers, companies, and marketers should focus more on those advertising content that might be more informative, entertaining, and giving more social images. At the same time, they design advertising content concerning a male segment of social media users. Mahmoud( 2012) suggested that men are more likely than women in terms of informative content, entertaining content, and social role and image content of advertising through digital media. Companies and businesses should also consider valuable information from this study regarding females' belief factors inclination. It is noticed from this study that females are more concerned with trustworthy content and less concerned about falsity content and value corrupted content through advertising messages delivered on social media. So, advertisers, companies, and marketers should concentrate more on advertising content that might be more trustworthy, less deceptive, and less value-corrupted. At the same time, they design advertising messages on social media.

### 5.2. Limitation and Future Scope

Although the present study considers the various factors concerning to beliefs and attitudes with regards to web-based advertising platform and discusses differences between males and females in terms of belief and attitude, it contains some inherent limitations. This research considers only college students studying in an engineering college in India. It would be interesting to include other segments of social media users. Gender difference would be considered as a moderating effect in future research while studying beliefs factors and attitudes towards advertising on web-based networking media. Future research may be to expand the scope of the study considering the behavioural aspects of males and females towards social media advertising. Additional variables such as peer influence, privacy concerns, and corporate reputation can be considered for future research. Peer influence contributes a significant role in building positive attitude and positive behavior towards advertising on web-based networking media ( Jung et al., 2015). The corporate reputation significantly affects attitude and behavioural responses towards advertising on web-based networking media( Boetang, 2015). Thus, researchers should consider these variables, which impact males and females and there attitude towards social media advertising.

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