

INFLUENCE OF FACEBOOK COMMERCIAL COMMUNICATIONS ON GENERATION Z'S ATTITUDES IN SOUTH AFRICA

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ABSTRACT

The tremendous proliferation of social media (such as Facebook) has provided digital information and communications technology (ICT) platforms that enable Generation Z to instantaneously and uninterruptedly interactive one another and the rest of the globe. The primary aim of this research is to investigate the influence of Facebook commercial communications (FCC) on the hierarchy-of-effects model attitude stages amongst Generation Z, and to establish whether several usage (access, usage length, log-on rate, log-on duration and profile update incidence) and demographic (gender, age and population group) factors had an effect on the attitudinal responses. A survey was used to sample over 6 200 teenagers through structured self-administered questionnaires in South Africa (SA). A generalised linear model was utilised for the data analysis. This paper determined that FCC had a positive effect on cognitive, affective and behavioural attitudes amid South African adolescents, which is in correlation with the communications effects pyramid model. This study also makes a notable contribution to attitudinal discourse in emerging nations, where there is a paucity of research on FCC. South African organisations should consider implementing and/or adapting their FCC strategies based on the varying impact of usage and demographic factors, which were disclosed in this study, when targeting the increasingly profitable and technologically savvy, but unpredictable Generation Z.

KEYWORDS

Facebook, Commercial Communications, Generation Z, South Africa, Hierarchy-of-Effects Model, Attitudes

1. INTRODUCTION

Internet, social media and smartphone usage and other information communication technology (ICT) platforms are expanding prolifically in developing countries such as South Africa (SA). This incremental expansion of social media usage is directly related to the progression of Internet usage across the globe, primarily as a result of the irrevocable dissemination of smartphones. The use of social media has become the most common activity among modern teenagers (referred to as Generation Z, Plurals, iGeneration and Generation Next) in SA (McCrandle & Wolfinger, 2009; Klein, 2016; Petersen, 2017). Social network sites (SNS) such as Facebook have grown exponentially in recent years in SA, enabling Generation Z with a continuous portal for entertainment and communication (Rammopo, 2016; Petersen, 2017). Facebook has 1.86 billion international users (Facebook, 2017a), and will account for 65.8% of total global social network advertising (SNA) spending, which will reach \$41 billion in 2017 (eMarketer, 2015). Communication with consumers is essential for the continued existence of companies in this period of global economic volatility, which has resulted in a rapid transition from traditional media to new interactive ICT channels, as means to stay relevant among young modern consumers in developing countries such as SA (Mompei, 2016; Weidemann, 2016; Petersen, 2017). Generation Z is sophisticated and technology savvy, therefore, social media is important to them to maintain contact with their friends, and to continually interact in the digital environment in SA (Weidemann, 2016).

Hence, it is imperative for South African organisations to strategically use social media conduits in a way that would appeal to this market, which is notoriously difficult to reach. Furthermore, Generation Z consumers have huge buying power (R135.5 billion) in SA; 55% shop online; and also exert a major influence on their household purchases (up to 60%), so their social media usage and attitudes towards various online ICT platforms are important for organisations in a developing country (Klein, 2016; Levin, 2016; Tennant, 2016).

However, it is vital that the primary users (Generation Z and Y) accept SNA for the survival of the SNS themselves and the organisations that commission the communication, which allows these digital ICT channels to host their sites at no cost to consumers. Circumstantial evidence reveals that SNA can be successful when users accept it, but may abandon SNS if they believe that there is over-commercialisation of these interactive ICT sites (Taylor et al., 2011; Mompei, 2016). Therefore, a complete knowledge base of this generation will enable South African organisations to increase their communication effectiveness when targeting Generation Z. Yet, many organisations have used SNA without truly discerning the real attitudinal effect that it has on their young consumers in SA. Additionally, a majority of studies have focussed on the SNS attitudes and usage of young adults who live in developed nations with unimpeded access to good infrastructure, fast broadband Internet speeds, high access level and sound information. Consequently, Bolton et al. (2013) maintains that online usage characteristics and differing cultural influences may result in significantly different attitudes in comparison to developing countries such as SA. Furthermore, little is known about the extent that social media usage and demographic characteristics of Generation Z have on attitudes towards social media communication, specifically in terms of hierarchy response model attitude stages, both in SA and abroad. Bolton et al. (2013) confirm that few inquiries considered whether there were significant differences within a single generation cohort. Hoffman and Novak (2012) also advise that a solid theoretical underpinning of social media is necessary on which organisations can base their communication strategies, especially in terms of usage factors such as access via mobile devices.

Hence, this investigation has heeded the call for additional research by addressing the following research questions (RQ):

RQ1: What influence does Facebook commercial communications (FCC) have on South African Generation Z's attitudes?

RQ2: Do usage factors, viz. access, usage length, log-on rate, log-on duration and profile update incidence, have an impact on Generation Z's attitudes as a result of FCC in SA?

RQ3: Do demographic factors, namely gender, age and population group, have an effect on South African Generation Z's attitudes owing to FCC?

2. LITERATURE REVIEW

Social media is a communication channel that has become as natural to use as e-mail and the telephone, and allows organisations to reach young consumers in an easy, convenient and transparent manner. Furthermore, with the rapid adoption of smartphones, tablets and a host of other mobile devices, SNS also plays a more important role in the lives of young consumers (Goosen, 2017; Lindemann, 2017). Though Africa has been reported to have the lowest Internet access in the world, Internet usage has increased exponentially in the last decade as a result of mobile technology advancement (Patricios & Goldstuck, 2016; Internet World Stats, 2017). The abovementioned phenomenon has resulted in an exponential increase of Facebook usage in SA and, consequently, allows organisations to engage with Generation Z consumers.

2.1 Facebook Commercial Communications

Facebook is the largest SNS in SA and has nearly doubled in four years to over 14 million members, with 85% accessing this digital ICT platform via mobile devices (Patricios & Goldstuck, 2016). Facebook will continue to climb as the number of smartphone users on the African continent is forecasted to grow exponentially (Swanepoel, 2015; Patricios & Goldstuck, 2016; Goosen, 2017; Lindemann, 2017). Organisations have recognised that Facebook has vast potential as a communication channel, which allows them to reach and engage with literally hundreds of millions of consumers by establishing Facebook pages and/or using a number of communication opportunities, which are available via Facebook. Goldstruck and Wronski (2015) disclose that 96% of organisations in SA, which were surveyed, use FCC. Facebook was also rated as the most effective SNS by two-thirds of the organisations in SA and a majority also planned to increase their social media budgets. In recent times, a several South African studies have investigated various FCC elements such as organisations' Facebook pages; brand engagement; customer relationship marketing; and/or attitudinal responses towards various FCC components in different industries, organisational contexts and generational cohorts.

Malibo (2011) considered the perceptions of university students in terms of brand on Facebook to ascertain the reputation management implications. Jones (2011) examined two telecommunication companies in terms of befriending brands in SA. Naidoo (2011) found that car brands needed to have a sound reputation in order to increase advertising effectiveness on Facebook among 189 consumers in Gauteng. Cloete (2012) established that marketing communication principles could be strategically implemented within a single organisation's (Acer Africa) social media (Facebook) strategy and may have resulted in increased strategic alignment. Puffett (2012) examined ten South African organisations in terms of the use of Facebook as a social customer relationship marketing channel and revealed that this social medium was effective at generated brand engagement, if managed efficiently via daily interaction. Dhawraj (2012) investigated the Democratic Alliance (DA) election campaign to ascertain how Facebook assisted to increase the political party's share of votes in the 2009 elections. Ballapragada (2013) analysed the use of Facebook as a communication platform between students and their prospective university. Pince (2014) considered Generation Y's experiences of Facebook usage among students in SA. However, these studies mainly used organisations or students (Generation Y) as the sample; utilised reasonably small sample sizes; and few considered the influence of usage and demographic factors on FCC. Furthermore, no previous academic inquiry in a developing country has explored the influence that FCC has on Generation Z's hierarchy attitudinal responses in spite of the widespread popularity of this interactive ICT conduit platform as a communication tool among adolescents.

2.2 Generation Z Cohort

Age generations or cohort people groups live in a certain time epoch, which has been fashioned by distinguishable traits and physiognomies within each generation, with mutual values; needs; desires; psychographic attributes; purchase and media consumption trends; and ICT usage (Hoyer & MacInnis, 2010). The Generation Z population is estimated at 1.9 billion, which a majority located in developing countries (Mompei, 2016). Emerging countries' populations have characteristically large proportions of young people, and SA is no different with almost 40% younger than 20 years old (Statistics SA, 2012). Generation Z was born in the mid to late 1990s, with the eldest member of this cohort turning 18 years old (Klein, 2016; Rammopo, 2016). Generation Z has been influenced by both global and local factors that have formed this cohort's characteristic demeanour. This cohort is also known as the "Born Frees" in SA, since a number of previously disadvantaged individuals (PDIs)

(Black and Coloured) were not yet born when the political transition (end of Apartheid), with the unbanning of the African National Congress (ANC) took place and the release of Mr Nelson Mandela in 1990; the signing of the National Peace Accord in 1991; and the first democratic elections in 1994. Despite the notion that the Generation Z cohort is a homogenous group, there are not only divergent characteristics between first-world and developing nations, which are affected by large education disparities; differing employment opportunities; broad ranges of disposable income; rural versus urban areas; varied quality of neighbourhood levels (informal settlements and townships versus the middle class suburbs); and a large digital divide (everyone does not have the same access to interactive ICT owing to the lack of income) (Bevan-Dye et al., 2012; Duh & Struwig, 2015). However, the Internet's demographics in SA have transformed over the past decade with 67% of users being Black (De Lanerolle, 2012) as a result of an extensive Black middle class (comprises 16% of the population and also referred to as "Black Diamonds") that has developed since SA became a democracy. Three-quarters of Black Diamonds' children (Generation Z) attend former "model C" schools or private schools and the number of Black social media users has shown incremental growth over the last ten years, particularly in terms of Generation Z, as has their exposure to SNS and SNA, which is undoubtedly a profitable prospect for organisations in SA (Radebe, 2013; Shevel, 2013; Du Toit, 2015).

The Generation Z cohort is much larger than the Generation Y cohort in terms of size, outnumbering them by a third in SA (Statistics SA, 2012), as is the case in many other developing countries (Heller, 2015, Williams, 2015). Generation Z is the first cohort that has never known a world without smartphones and social media, making them true digital natives. Consequently, they are online 24/7, which allows this technologically savvy generation to communicate and exchange information, whilst providing organisations continual access to this cohort to promote and sell their products by using social media as an ecommerce platform. However, several South African organisations incorrectly combine Generation Z with Millennials in their communication strategies, but do so at their own peril, since this cohort has this own distinctive characteristics and traits. Organisations should monitor how South African Generation Z spends their money and time, which both usually entails something online. Over 80% of this young generation is addicted to SNS and more than 50% believe that these interactive ICT platforms are where real social life happens (Benhamou, 2015; Williams, 2015; Mompei, 2016; Rammopo, 2016). Generation Z comprises heavy Facebook users, especially since many had a profile on this social media platform the moment they were born, and have been found to display a preference to interact with organisations on SNS pages. Therefore, organisations could use Facebook pages and other communications on this interactive ICT conduit as a feasible method of targeting this enigmatic segment in a developing country such as SA (Bevan-Dye & Dondolo, 2014; Williams, 2015; Mompei, 2016; Petersen, 2017). South African Generation Z are extremely brand conscious, so organisations need to stay ahead of the prevailing interactive ICT online trends, so as to ensure a comprehensive understanding of this unique cohort's values and culture in SA (Rammopo, 2016; Weidemann, 2016). Hence, this investigation sought to verify if South African organisations were getting their interactive communications right by assessing if Generation Z has favourable attitudes towards FCC.

2.3 Attitudes

Academics and practitioners have long been positing numerous approaches to practically assess the effectiveness of communication. Several affirm that communications is effective when it culminates in a purchase (Little, 1979), while others maintain a number of sequential stages that may comprise of awareness, attention, comprehension, knowledge, interest, liking, desire, preference, retention, evaluation, conviction, intention-to-purchase, trial, adoption,

action, purchase, satisfaction and a number of other possible phases, depending on the response (Barry, 1987). This inquiry is in consensus with the latter philosophy, as consumers are not able or simply do not always respond immediately, but as pertinent information is gathered, favourable attitudes develop towards the product before possible behaviour in the form of a purchase transpires. Allport (1935) describes an attitude as a state of mental readiness owing to experience, which exercises influence on a person's response to situations and objects in which they transpire. Attitudes are somewhat enduring and constant over time, which comprise of three components: cognitive, affective and behavioural (Hamidizadeh et al., 2012). This study is in agreement with Lutz (1985), who describes attitudes towards advertising (A_{ad}) as a tendency to respond in a positive or negative way to a certain stimulus during exposure to communication. This frequently postulated theory suggests that positive attitudes towards advertising results in analogous attitudes toward the products, which in turn have a favourable influence on purchase intention (Bruner & Kumar, 2000). Although, many other variables have been found to have an influence on the A_{ad} , such as the media usage, age, gender, ethnicity and even mood (MacKenzie & Lutz, 1989). Furthermore, A_{ad} have been considered to be an effective measure of advertising effectiveness (Yoo, Kim & Stout, 2010).

It is, therefore, important to develop effective communications that influences consumer responses, since consumers experience a number of stages as they move towards purchase behaviour. Hence, communication objectives should designate the response that the organisation intends to have on the target market (Koekemoer, 2004). Hierarchy response models postulate that consumers pass through a series of attitudinal stages in response to communication. Lavidge and Steiner (1961) developed arguably the most popular of all advertising response models, known as the hierarchy-of-effects model. The first stages usually commence with awareness and knowledge (cognitive responses), then progresses through other stages such as liking and preference (affective responses), and culminates with conviction, intention-to-buy, and purchase (behavioural responses). The hierarchy-of-effects model attitude stages have been likened to the communications effects pyramid, whereby consumers' move through the six stages until the purchase, but it becomes increasingly more challenging to attain the higher stages. These attitudinal stages frequently serve as communication objectives for organisations (Barry, 1987; Belch & Belch, 2015).

Several recent inquiries, mainly in developing countries, have considered a wide range of attitudinal responses towards different types of communication on social media. Mir (2012) surveyed 210 students in Pakistan to determine if positive attitudes towards FCC resulted in greater levels of clicking. The study found that information (cognitive response) result in in positive consumer attitudes towards FCC, which significantly increased clicking and, consequently, had a favourable influence on buying behaviour (behavioural response). However, entertainment (affective response) was not found to have a favourable influence on the students' attitudes. Yaakop, Anuar and Omar (2013) examined online factors that influenced consumers' attitudes towards FCC in a survey among 357 students in Malaysia. The survey revealed that both interactivity (cognitive response) and advertising avoidance (affective response) had an influence on the attitudes towards the FCC, thereby revealing both favourable and unfavourable attitudes towards FCC among the students. Hassan et al. (2013) assessed the attitudes towards SNA in terms of credibility, information and entertainment/irritation, by determining the relationship between the aforesaid antecedents and perceived advertising value. The survey among 310 Pakistani respondents established that when consumers believed that FCC was informative (cognitive response), entertaining (affective response) and credible, they were more likely to have favourable attitudes towards FCC. Maxwell (2013) established that online shoppers exhibited favourable cognitive sentiments towards organisation social media sites, but poor behavioural responses in both

developing and developed countries. Tan et al. (2013) sought to establish the relationship between effectiveness and attitudes towards SNA among 149 Malaysian students. The survey discovered that there was a positive relationship between general attitudes towards social media communications and the effectiveness thereof, as well as a favourable relationship between purchase intentions (behavioural) and social media paid communication effectiveness. Boateng and Okoe (2015) investigated the relationship between consumers' behavioural attitude responses toward social media paid communication among 441 Generation X and Y respondents in Ghana. The study revealed that consumers with a positive behavioural attitude toward SNA were more likely to respond in a favourable manner by searching for additional information or purchasing the advertised products.

The social media usage variables and divergent cultural factors in developing economies may result in diverse attitudes when compared to emerging economies such as SA. Moreover, Generation Y (mainly students) or older cohorts were employed as the research population in a majority of these inquiries, whereas no local and few international studies considered Generation Z.

3. RESEARCH OBJECTIVES

Hence, the primary research objective of this study was to investigate the influence of FCC on each of the hierarchy-of-effects model attitude stages (awareness, knowledge, liking, preference, intention-to-purchase and purchase) among Generation Z in SA.

A majority of local and international Generation Z cohort members own mobile devices, which are used to access social media (Patricios & Goldstuck, 2016; Goosen, 2017; Lindemann, 2017). 85% of South African Facebook users access this digital ICT platform via mobile devices, which is congruent with the global trend where 93% are reported to be mobile Facebook users (Patricios & Goldstuck, 2016; Facebook, 2017a). Therefore, this study aims to determine if FCC, accessed via personal computers (PC) and/or mobile devices, has an influence on hierarchy response model attitude stages in a developing country. Few studies have evaluated the influence of length of usage on attitude stages, as a result of communication on different online ICT platforms. Several inquiries have considered the amount of experience of Internet users (Hoffman, Kalsbeek & Novak, 1996; Montoya-Weis, Voss & Grewal 2003), but not in terms of the effect on attitudes towards FCC. Many young people log-on to Facebook on a daily basis (Klein, 2016, Mompei, 2016), but the association between log-on frequency and its influence on attitudes towards SNA has received little academic attention. Furthermore, Yang (2003) and Roberts (2010) found divergent results regarding activity levels of online users and attitudes towards online communications. There is a dearth of research that has investigated the influence of log-on duration on FCC. Moreover, Yang (2003) and McMahan et al. (2009) yielded contradictory findings in terms of online users attitudinal responses towards Internet communication and the period of time spent on websites. Chandra et al. (2012) and Persaud (2013) established that regular usage and high interactivity levels of social media users resulted in more positive attitudinal responses towards SNS and organisations. However, the profile update incidence influence on attitudes towards FCC has not been investigated among Generation Z. Therefore, the second objective of this investigation was to ascertain whether online usage factors (access, usage length, log-on rate, log-on duration and profile update incidence) factors had an effect on the hierarchy-of-effects model of attitude stages in terms of South African Generation Z's attitudinal responses.

A number of studies have considered gender's influence on different SNA with varying results (Agrawal & Jaliwani, 2013; Logan et al., 2013; Walter, 2014; Mansour, 2016). However, few have considered the influence of gender on FCC among Generation Z. Bolton et al. (2013) stated that that few studies investigated whether there were significant

differences within a solitary generation cohort. Sobel (2010) and Moore (2012) ascertained that younger generations predominantly displayed unfavourable attitudinal responses to various digital ICT platforms, but these studies did not consider differences within a single cohort (Generation Z) and towards FCC. There is a lack of academic inquiry regarding the influence of different population groups' influence on attitudinal responses towards SNA, both locally and globally. Hence, the final objective was to establish if demographic factors (gender, age and population group) had an impact on the hierarchy-of-effects model of attitude stages regarding Generation Z's attitudinal responses in a developing country.

4. METHODOLOGY

4.1 Sampling

The research population comprised of 13-18 year olds (Generation Z) who used and have viewed communications on Facebook. The study utilised a quasi-probability sampling technique in the form of a multi-stage sampling technique, which consists of a number of different steps to draw a sample (Blumberg et al., 2011). The sample frame comprised of list of high schools and Technical Vocational Education and Training (TVET) colleges obtained from the Western Cape Education Department (WCED), which was used to select 32 high schools and/or TVET colleges located in different geographic clusters, which included suburban lower (townships); middle; and upper (suburbs) class areas in rural and urban areas. Next, the schools and colleges were contacted telephonically to secure permission and class registers necessary to conduct the survey. Thereafter, each high school and college were targeted via systematic sampling, with every third respondent on the class registers being asked to participate in the research on a voluntarily basis. Hence, a sample that was representative of the Western Cape's demographics in SA was obtained regarding population groups, age and gender (refer to Table 2 for the demographic sample profile).

4.2 Questionnaire Design, Data Collection and Analysis

Structured (all of the questions were standardised) self-administered questionnaires were utilised, which allowed the respondents to complete the questionnaires on their own without human assistance, thereby eliminating interviewer bias, as discussed above (Blumberg et al., 2011). A total of three questionnaires were developed to evaluate the three hierarchy-of-effects model attitudinal levels for Facebook among Generation Z respondents. The questionnaires comprised of three sections. The first section determined the respondents' social media usage factors by means of five multiple-choice questions. The questions determined how Facebook was accessed; the length that was used; log-on frequency; number of hours spent on Facebook; and how often their Facebook status was updated (refer to Table 2 for the usage factors' descriptive statistics summary). Each questionnaire consisted of two nine-item scales (the second section) to determine the different levels of the hierarchy-of-effects model for each of the three attitudinal responses via five-point symmetric Likert scale statements that ranged from "strongly disagree" to "strongly agree". The awareness and knowledge scales, were taken from Duffett (2015c). The liking and preference scales, which assessed affective attitudinal responses, were taken from Duffett (2015a). The intention-to-purchase and purchase scales, which evaluated behavioural attitudinal responses, were taken from Duffett (2015b). The principle component factor analysis was utilised to confirm the cogency of the hierarchy-of-effects attitudinal scales in terms of FCC (refer to Table 1).

Table 1: Principle Component Factor Analysis of Attitudinal Scales

Hierarchy-of-effects attitudinal scales	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Var.	Cum. %	Total	% of Var.	Cum. %
Awareness components						
FCC are effective in creating awareness of brands	5.096	56.622	56.622	5.096	56.622	56.622
FCC alerts me to new company offerings	1.764	19.595	76.216	1.764	19.595	76.216
*I have not become aware of new FCC	1.258	13.976	90.192	1.258	13.976	90.192
FCC attract my attention to certain brands	0.276	3.066	93.258			
I notice new FCC	0.159	1.771	95.029			
*I cannot recall any FCC	0.144	1.605	96.634			
I view/click on FCC since they attract my attention	0.118	1.309	97.943			
I can remember FCC	0.098	1.090	99.033			
*FCC does not alert me to new products	0.087	0.967	100.000			
Knowledge components						
*FCC do not inform me about a company's offerings	4.712	52.361	52.361	4.712	52.361	52.361
FCC is a convenient source of information	1.997	22.190	74.550	1.997	22.190	74.550
FCC provide me with new product knowledge	1.486	16.508	91.059	1.486	16.508	91.059
*FCC do not provide much information on brands	0.206	2.285	93.344			
FCC provide useful data about company offerings	0.152	1.694	95.038			
FCC are effective in providing information on brands	0.140	1.553	96.591			
*FCC are a poor source of knowledge	0.124	1.374	97.965			
I use FCC to find new information about products	0.100	1.115	99.080			
FCC provide me with valuable product knowledge	0.083	0.920	100.000			
Liking components						
FCC has made me like the brands more	4.074	45.265	45.265	4.074	45.265	45.265
FCC adds to the enjoyment of using Facebook	2.662	29.576	74.841	2.662	29.576	74.841
*FCC are irritating and annoying	1.378	15.308	90.149	1.378	15.308	90.149
FCC are entertaining and fun	0.241	2.680	92.828			
FCC has a positive influence on me liking products	0.217	2.412	95.241			
*FCC has made me like the products less	0.149	1.652	96.892			
I have positive feelings for brands on Facebook	0.121	1.341	98.234			
There are too few FCC	0.089	0.988	99.222			
*FCC has a negative effect on me liking featured brands	0.070	0.778	100.000			
Preference components						
*I have no interest in brands that are on Facebook	4.321	48.015	48.015	4.321	48.015	48.015
FCC have increased my preference for specific products	2.535	28.165	76.180	2.535	28.165	76.180
FCC improves the image of companies	1.237	13.746	89.926	1.237	13.746	89.926
*I avoid products that are on Facebook	0.233	2.589	92.515			
FCC are relevant to me and my interests	0.176	1.956	94.471			
FCC are effective in stimulating my preference in brands	0.170	1.884	96.354			
*FCC are ineffective in gaining my interest in products	0.132	1.461	97.816			
I prefer brands that are promoted on Facebook	0.127	1.408	99.224			
FCC have a positive effect on my preference for brands	0.070	0.776	100.000			
Intention-to-purchase components						
I will buy products that are on Facebook in the near future	5.418	60.204	60.204	5.418	60.204	60.204
I desire to buy products that are featured on Facebook	2.269	25.211	85.415	2.269	25.211	85.415
*FCC do not increase purchase intent of featured brands	0.852	9.463	94.878			
FCC have a positive influence on my purchase decisions	0.141	1.568	96.447			
I would buy the products that are on Facebook if I had the money	0.097	1.083	97.530			
*I do not intend to acquire products that are promoted on Facebook	0.082	0.911	98.441			
I am likely to buy some of the products that are featured on Facebook	0.073	0.811	99.251			
I plan to purchase the products that are on Facebook	0.039	0.429	99.681			
*FCC have a negative influence on buying decisions	0.029	0.319	100.000			
Purchase components						
*FCC make me less loyal to brands	4.275	47.495	47.495	4.275	47.495	47.495
I buy products that are featured on Facebook	2.613	29.035	76.530	2.613	29.035	76.530
I use many of the products that are promoted on Facebook	1.236	13.731	90.261	1.236	13.731	90.261
*I do not purchase products that are featured on Facebook	0.269	2.989	93.250			
FCC affect my purchase behaviour positively	0.168	1.864	95.114			
FCC help make me loyal to the promoted products	0.145	1.612	96.726			
*FCC affect my purchase behaviour negatively	0.134	1.493	98.219			
I purchase products that are promoted on Facebook	0.090	0.995	99.214			
FCC affect my buying actions positively	0.071	0.786	100.000			

*Negatively phrased statement scores were recoded

The first principle component scales varied between 45.3% – 60.2% of the variance (eigenvalues); the second principle components of the scales varied between 19.6% – 29.6%; and the third principle components of the scales ranged between 13.7% – 16.5% for the six hierarchy-of-effects attitudinal scales regarding FCC. Therefore, 89.9% – 91.1% of the data variance was accounted for the hierarchy-of-effects attitudinal scales in terms of FCC, which showed that there was relative low variance between the scale items (refer to Table 1). This indicates that the measured variables generally show response convergence, which is suggestive of validity in terms of all six of the hierarchy-of-effects attitudinal scales regarding FCC. Reliability is concerned with the consistency of results, in other words, the research instrument scale or construct should constantly yield analogous results (Blumberg et al., 2011). The most commonly utilised measure of reliability is referred to as Cronbach's Alpha coefficient. Cronbach's Alpha scores of 0.8 are deemed to display moderate internal consistency levels, whereas scores of lower than 0.6 are regarded as unacceptable (Maree, 2007). A reliability assessment of the nine Likert scale statements, representing each hierarchy response level, was undertaken by utilising Cronbach's Alpha coefficient for Facebook. The Cronbach's Alpha score varied between 0.785 – 0.911 (refer to Table 3), of which a majority demonstrated moderate internal levels of consistency. The third section determined the Generation Z respondents' gender, age and population group.

Sixteen fieldworkers were each assigned to two high schools and/or colleges to implement the survey. The fieldworkers firstly qualified the respondents via a double dichotomous filter (pre-screening) question, which was asked to establish if respondents had used Facebook and, secondly, if they had noticed any communication on Facebook. The self-administered questionnaires were then distributed on a face-to-face basis, and the fieldworkers were available to answer any questions if the respondents did not understand something, which contributed to the high response rate. A total of 6 273 useable questionnaires were completed, and the data was coded, captured and analysed through SPSS.

Analysis of variance (ANOVA), via Wald's Chi-square statistic distribution, was employed to compare each of the hierarchy-of-effects model attitude stages to establish if there were significant differences (Pallant, 2010). A generalised linear model (GLM) was used to examine the relationship between the independent variables (usage and demographic characteristics) and dependent variables (attitude stages). The GLM is a powerful statistical technique, which is based on multiple ranges of statistical methods and can be used for complex analysis with varying numbers of independent variables and a single dependent variable (Bhattacharjee, 2012). As mentioned above, ANOVA was employed to compare the number of different means via the Wald's Chi-square statistic distribution, and was applied as the GLM to establish if there were statistically significant outcomes between the predictor variables and dependent measures (Pallant, 2010). However, ANOVA only reveals that the groups differ, but not where they differ, therefore, post hoc tests were used for this purpose, and involve pairwise comparisons that consider all of the different combinations of the groups. A frequently used method, known as the Bonferroni pairwise comparison, was implemented to locate where the differences were between the abovementioned variables (Cohen, Manion & Morrison, 2007).

5. RESULTS

As stated above, a total of 6 273 South African Facebook users from the Generation Z cohort participated in the survey.

Table 2: Facebook Usage and Demographics Factors among Generation Z in SA

Usage factors	Overall		Cognitive		Affective		Behavioural	
	n	%	n	%	n	%	n	%
Access								
Mobile Device	2 293	36.5	868	37.9	844	38.7	581	32.2
PC	708	11.3	293	12.8	228	10.5	187	10.4
Mobile Device and PC	3 272	52.2	1 130	49.3	1 108	50.8	1 034	57.4
Length of usage								
≤ 1 year	1 316	21.0	601	26.2	411	18.9	304	16.9
2 years	1 554	24.8	571	24.9	523	24.0	460	25.5
3 years	1 481	23.6	529	23.1	518	23.8	434	24.1
4 years	1 020	16.2	329	14.4	378	17.3	313	17.4
≥ 5 years	902	14.4	261	11.4	350	16.1	291	16.1
Log-on frequency								
Daily	3 591	57.3	1 256	54.8	1 279	58.7	1 056	58.6
2 - 4 a week	1 476	23.5	556	24.3	517	23.7	403	22.4
Once a week	713	11.4	284	12.4	212	9.7	217	12.0
2 - 4 a month	302	4.8	120	5.2	112	5.1	70	3.9
Once a month	191	3.0	75	3.3	60	2.8	56	3.1
Log-on duration								
≤ 1 hour	3 255	51.9	1 092	47.7	1 178	54.0	985	54.7
2 hours	1 379	22.0	505	22.0	425	19.5	449	24.9
3 hours	821	13.1	340	14.8	282	12.9	199	11.0
4 hours	340	5.4	153	6.7	117	5.4	70	3.9
≥ 5 hours	478	7.6	201	8.8	178	8.2	99	5.5
Profile update incidence								
Daily	1 531	24.4	547	23.9	511	23.4	473	26.2
2 - 4 a week	1 438	22.9	511	22.3	455	20.9	472	26.2
Once a week	1 343	21.4	538	23.5	437	20.0	368	20.4
2 - 4 a month	786	12.5	317	13.8	291	13.3	178	9.9
Once a month	1 175	18.8	378	16.5	486	22.3	311	17.3
Demographics factors								
Gender								
Male	2 717	43.3	1 003	43.8	920	42.2	794	44.1
Female	3 556	56.7	1 288	56.2	1 260	57.8	1 008	55.9
Age								
13 - 14	800	12.8	223	9.7	306	14.0	271	15.0
15 - 16	2 266	36.1	777	33.9	845	38.8	644	35.7
17 - 18	3 207	51.1	1 291	56.4	1 029	47.2	887	49.2
Population group								
White	1 325	21.1	404	17.6	522	23.9	399	22.1
Black	2 175	34.7	891	38.9	827	37.9	457	25.4
Coloured	2 514	40.1	884	38.6	756	34.7	874	48.5
Indian/Asian	259	4.1	112	4.9	75	3.4	72	4.0

As anticipated, Facebook was largely accessed through mobile devices (and PC), collectively accounting for 88.7% of responses. A majority of South African teenagers had

used Facebook for 1 – 3 years (69.4%). Most adolescents logged on to Facebook every day or several times a week (80.8%). A majority of Generation Z spent 1 – 2 hours on Facebook per log-on. Most teenagers in SA updated their profile on a daily or weekly basis (68.7%), with one in four doing so daily. This usage factor has not been considered in prior research, which generated some unique findings that will be expanded upon in subsequent discussion. The sample exhibited a slight bias in terms of female respondents (56.7%), which is equivalent to the population in SA (Statistics SA, 2012). The 15 – 18 year olds accounted for most of the of the sample (87.2%), probably because fewer of the 13 – 14 year olds in SA had joined Facebook owing to the age restriction, or because they could not afford the data costs to access to the Internet yet. Bolton et al. (2013) assert that future inquiry should consider if there were differences within a cohort in terms of SNS usage and communication. Therefore, this investigation has produced unique results in this regard, which are elaborated on in subsequent text. The population groups closely resembled the ethnic diversity of Generation Y who reside in the Western Cape in SA; therefore, Coloured (40.1%) and Black (34.7%) respondents accounted for a majority of the sample (Statistics SA, 2012). Table 2 provides a comprehensive outline of the usage and demographic factors of Generation Y respondents who utilise Facebook in SA.

Table 3 conclusively shows that the lower hierarchy-of-effects attitude stages have greater mean values versus the top stages.

Table 3: Facebook Commercial Communications Attitudinal Scales (Mean, SD, Cronbach A, *p*)

	Mean	SD	Cronbach α	<i>p</i>
Awareness	3.35	0.820	0.904	0.000*
Knowledge	3.34	0.785	0.885	0.000*
Liking	3.10	0.703	0.812	0.000*
Preference	3.04	0.640	0.785	0.000*
Intention-to-purchase	2.83	0.810	0.911	0.000*
Purchase	2.82	0.653	0.820	0.000*

* Wald's Chi-square test showed a significant difference at $p < 0.001$

Table 4 showed that FCC was most effective when accessed via mobile devices in terms of cognitive and affective attitude responses. Length of usage and log-on frequency exhibited minimal influence on attitudes. FCC was found to be more effective when the Generation Z respondents spent longer periods of time on Facebook across all attitude stages. Teenagers who updated their Facebook profiles frequently displayed the most positive attitudes to FCC. Gender and age showed little influence on the attitude stages, whereas White respondents showed less favourable attitudinal responses compared to Black and Coloured respondents in SA.

6. DISCUSSION

6.1 FCC Influence on Generation Z's Attitudes

As mentioned in prior text, the higher hierarchy-of-effects attitude responses displayed lower mean values in comparison to the lower attitude responses. This result replicates the communications effects pyramid model that was developed via traditional above-the-line (ATL) communication (Safko, 2010), which demonstrates that South African Generation Z's attitudes become less favourable as they move towards purchase. Consequently, this finding implies that interactive FCC results in the same corresponding tendencies as ATL communication regarding adolescents' attitudes towards FCC in a developing country. This result is rational result, since Facebook is fundamental part of Generation Z's everyday life in

SA, and desire everything, everywhere and immediately, but did not yet have the same spending power of their older counterparts (Benhamou, 2015; Petersen, 2017). Yet, Generation Z has greater influence on household purchases in comparison to all previous generations in SA. A number of studies in developing have examined a range of social media and FCC factors, which directly or indirectly involved several hierarchy response model attitude stages in a variety of industries and organisations; different environments (business to education); and several cohorts.

Chandra, Goswami and Chouhan (2012) investigated social media advertising attitudes of 100 Rajasthan students. The inquiry established that social media advertising aided with purchase decisions (behavioural responses), but maintained negative attitudes regarding cognitive (information) and various affective (entertainment value and enjoyment) responses. Saxena and Khanna (2013) conducted a survey among 189 students in India to ascertain if information and entertainment had an influence on SNA value. The study suggested that the value of SNA increased when it was perceived as providing good information (cognitive response) and entertainment (affective response) content, whereas the value decreased when the social media advertising was perceived as providing poor content and entertainment. Kavitha and Prabhu (2016) conducted a survey among 150 Indian respondents aged 18 – 28 (Generation Y). The inquiry revealed that entertainment (affective response), informative (cognitive response) and consumer engagement, as a result of social media advertising, were favourably related to product awareness. Lee and Hong (2016) surveyed 420 students in the Republic of Korea to assess FCC effectiveness. The results revealed that informativeness (cognitive response) and advertising creativity (affective response) were significant drivers of positive behavioural responses to FCC, and that intention-to-engage was favourably related to purchase intention (behavioural response). Hence, there have been a copious number of relatively recent investigations that have directly or indirectly considered both individual and/or a combination of hierarchy response model attitude stages among a variety of social mediums, but which have resulted in deviating findings and none have considered the attitudinal effect of the full hierarchy-of-effects model on FCC. Furthermore, a majority only used student samples (Generation Y), whereas none of these inquiries considered Generation Z. Nevertheless, this study's results support the abovementioned inquiries, which predominantly found favourable predispositions towards SNA and FCC.

6.2 Usage Factors' Effect on Generation Z's Attitudes

FCC was most successful when mobile devices were used to access Facebook in SA. This is not an unforeseen finding as the bulk of South African social media users' access social media by using mobile devices, since there are 85 million mobile connections, which means multiple of mobile devices and SIM cards per user in SA (Goosen, 2017). Online mobile consumption exceeds online desktop consumption in SA, with three-quarters of web pages served to mobile device web browsers; therefore, mobile devices will dominate the South African e-commerce market. Furthermore, lower data costs and more affordable smartphones resulted in a large increase in mobile marketing communications budget allocations among South African organisations (Goosen, 2017; Linderman, 2017). The immense mobile device usage trend to access SNS among Generation Z is confirmed by both international (Benhamou, 2015; Williams, 2015, eMarketer, 2016) and local discourse (Patricios & Goldstuck, 2016; Goosen, 2017; Lindemann, 2017). Nearly nine out of ten Facebook users in SA access this digital SNS via mobile devices and this number will continue to grow with the rapid dissemination of smartphones in Africa (Patricios & Goldstuck, 2016). Mendelsohn (2014) also disclosed that over 80% of the 100 million African Facebook users access this SNS via mobile devices.

Table 4: Influence of FCC in terms of Usage and Demographics Factors on Attitude Stages

	Awareness			Knowledge			Liking			Preference			Intention-to-purchase			Purchase				
	M	SE	p	M	SE	p	M	SE	p	M	SE	p	M	SE	p	M	SE	p		
Access																				
Mobile Device (1)	3.26	0.045	0.000*	3.33	0.043	0.010**	3.16	0.040	0.003**	3.10	0.037	0.002**	2.82	0.052	0.749	2.81	0.044	0.810		
PC (2)	3.10	0.055		3.23	0.053		3.04	0.053		2.95	0.050		2.82	0.068		2.80	0.057			
Mobile Device & PC (3)	3.33	0.042	(1 & 3) - (2) ^A	3.39	0.040	(3) - (2) ^B	3.06	0.038	(1) - (2 & 3) ^B	3.02	0.035	(1 & 3) - (2) ^A	2.85	0.048		2.83	0.040			
Length of usage																				
≤ 1 year (1)	3.17	0.048	0.095	3.28	0.046	0.142	3.08	0.046	0.305	3.02	0.043	0.247	2.95	0.061	0.000*	2.83	0.051	0.731		
2 years (2)	3.28	0.048		3.37	0.047		3.13	0.044		3.00	0.041		2.88	0.056		(1) - (4 & 5) ^A	2.82		0.047	
3 years (3)	3.18	0.049		3.29	0.047		3.06	0.044		3.04	0.041		2.87	0.056		(2 & 3) - (5) ^A	2.80		0.047	
4 years (4)	3.27	0.055		3.28	0.053		3.11	0.049		3.07	0.045		2.76	0.061			2.84		0.051	
≥ 5 years (5)	3.24	0.060		3.36	0.058		3.04	0.050		2.98	0.046		2.68	0.062			2.78		0.052	
Log-on frequency																				
Daily (1)	3.23	0.037	0.963	3.25	0.036	0.217	3.10	0.033	0.330	3.03	0.031	0.495	2.77	0.044	0.307	2.80	0.037	0.166		
2 - 4 a week (2)	3.23	0.044		3.31	0.043		3.03	0.040		3.02	0.038		2.86	0.053		2.89	0.045			
Once a week (3)	3.20	0.055		3.26	0.053		3.07	0.053		2.98	0.049		2.82	0.062		2.82	0.052			
2 - 4 a month (4)	3.27	0.077		3.32	0.074		3.15	0.070		3.11	0.065		2.79	0.098		2.79	0.082			
Once a month (5)	3.22	0.099		3.45	0.095		3.09	0.091		2.98	0.085		2.90	0.111		2.76	0.093			
Log-on duration																				
≤ 1 hour (1)	3.21	0.040	0.019**	3.25	0.038	0.044**	2.97	0.036	0.000*	2.93	0.034	0.002**	2.64	0.043	0.000*	2.69	0.036	0.001*		
2 hours (2)	3.34	0.048		3.36	0.046		3.03	0.045		3.02	0.042		2.87	0.051		(2, 3, 5) - (1) ^A	2.81		0.043	(2 & 3) - (1) ^A
3 hours (3)	3.23	0.054		(2) - (1) ^B	3.36		0.052	(2) - (1) ^B		3.10	0.050		3.09	0.047		(3) - (1) ^B	2.82		0.065	
4 hours (4)	3.18	0.072		3.35	0.069		3.19	0.069		3.02	0.064		2.90	0.099		2.86	0.083			
≥ 5 hours (5)	3.20	0.066		3.27	0.064		3.15	0.060		3.05	0.055		2.92	0.086		2.87	0.072			
Profile update incidence																				
Daily (1)	3.35	0.052	0.000*	3.39	0.050	0.116	3.08	0.047	0.155	3.04	0.043	0.008**	2.92	0.060	0.000*	2.87	0.050	0.012**		
2 - 4 a week (2)	3.30	0.052		3.35	0.050		3.14	0.047		3.04	0.044		2.93	0.059		(1, 2, 3) - (5) ^A	2.87		0.049	
Once a week (3)	3.21	0.049		(1 & 2) - (4) ^A	3.30		0.047	3.12		0.046	3.06		0.042	2.82		0.058	2.80		0.049	(1 & 2) - (5) ^B
2 - 4 a month (4)	3.06	0.054		3.29	0.052		3.04	0.051		3.05	0.047		2.83	0.070		2.82	0.059			
Once a month (5)	3.22	0.051		3.26	0.049		3.05	0.042		2.92	0.039		2.64	0.057		2.71	0.047			
Gender																				
Male (1)	3.26	0.042	0.134	3.34	0.040	0.129	3.05	0.039	0.026**	3.01	0.036	0.396	2.82	0.050	0.553	2.81	0.042	0.792		
Female (2)	3.21	0.041		3.29	0.039		3.12	0.038		(2) - (1) ^B	3.03		0.036	2.84		0.049	2.82		0.041	
Age																				
13 - 14 (1)	3.21	0.062	0.855	3.22	0.060	0.016**	3.10	0.050	0.151	3.03	0.047	0.229	2.78	0.064	0.343	2.80	0.053	0.873		
15 - 16 (2)	3.25	0.042		3.35	0.040		3.05	0.038		2.99	0.036		2.86	0.050		2.82	0.042			
17 - 18 (3)	3.23	0.039		3.38	0.037		(3) - (1) ^B	3.11		0.038	3.04		0.036	2.84		0.049	2.81		0.041	
Population group																				
White (1)	3.07	0.050	0.000*	3.14	0.048	0.000*	2.93	0.043	0.000*	2.96	0.040	0.000*	2.64	0.056	0.000*	2.74	0.047	0.000*		
Black (2)	3.33	0.041		3.38	0.039		3.28	0.036		3.13	0.033		2.98	0.052		(2 & 3) - (1) ^A	2.85		0.044	
Coloured (3)	3.37	0.043		(2 & 3) - (1) ^A	3.39		0.041	(2, 3, 4) - (1) ^A		3.17	0.038		3.06	0.035		(2 & 3) - (1) ^A	2.91		0.039	(3) - (1) ^A
Indian/Asian (4)	3.16	0.081		3.36	0.078		2.97	0.082		2.94	0.076		2.72	0.097		2.74	0.081			

* Wald's Chi-square test showed a significant difference at p<0.001

** Wald's Chi-square test showed a significant difference at p<0.05

^A Bonferroni correction pairwise comparisons mean difference is significant at the 0.001 level

^B Bonferroni correction pairwise comparisons mean difference is significant at the 0.05 level

The South African Generation Z cohort are conspicuous purchasers (known as status consumption), in that they would rather buy the latest smartphone to access social media, but in doing so forgo the very basic life necessities. As discussed in prior text, the huge mobile device usage among Generation Z to access Facebook and other social media is verified by SA inquiries (Patricios & Goldstuck, 2016; Goosen, 2017; Lindemann, 2017). Facebook mobile communication was found to be more effective to increase a page's likes by Barnes and Coatney (2014), but this study is one of the first to empirically determine that FCC is more effective among Generation Z when accessed via mobile devices in a developing country such as SA. This study also provides South African organisations with greater insight into Generation Z's attitudes when accessed via different ICT platforms.

Length of usage resulted in little influence on attitudinal responses, except regarding intention-to-purchase, where South African Generation Z yielded a favourable predisposition when using Facebook for 1 – 3 years in comparison to those who had utilised this SNS for 4 and/or five years. This is a rational supposition since the younger South African Generation Z members would have been utilising this interactive ICT channels for a shorter time period, compared to most of the older members of this cohort, while Facebook has an age restriction of 13 years old (Facebook, 2017b). Additionally, many of the South African PDIs in this cohort have access to mobile devices later on in life owing to financial constraints in a developing country (Lesame, 2013; Petzer & De Meyer, 2013), which also delays the use of SNS such as Facebook. It is evident from the study that South African members of the Generation Z cohort who had utilised SNS and Facebook for 4 or 5 years became habituated to the commercial content, thereby resulting in greater unfavourable behavioural responses than more inexperienced users in SA. Hoffman, Kalsbeek & Novak (1996), Montoya-Weis, Voss and Grewal (2003), and Sago (2013) affirmed that the amount of experience of online users influenced various consumer decision-making and hierarchy response model attitude stages on different interactive ICT platforms.

Log-on frequency resulted in no significant influence on the hierarchy-of-effects attitude stages in SA. However, most South African teenagers logged on to Facebook daily, which is a comparable result in comparison to other discourse for Millennials (Klein, 2016; Patricios & Goldstuck, 2016). Roberts (2010) found that more active online users were more likely to have positive sentiments towards online content to assist with buying decisions, whereas Yang (2003) found that regular online users were more probable to view online paid communication unfavourably. Hence, the divergent results of this usage factor warrant additional investigation.

South African Generation Z who logged on to Facebook for two or more hours displayed more favourable attitudes across all hierarchy-of-effects attitude stages, in contrast to those who spent an hour or less logged on. However, it is important to note that many log-on multiple times a day, especially by using the omnipresent mobile devices (Klein, 2016; Rammopo, 2016), thereby extending the total log-on duration. It is a rational deduction that the longer the period of time spent on Facebook, the higher the probability that adolescents would observe, engage and be influenced by FCC on these interactive ICT platforms in developing countries. McMahan, Hovland and McMillan (2009) ascertained that online users who spent long time periods on websites result in positive conative responses. Though, Yang (2003) established that online users developed negative perceptions to paid communication when they spent lengthy periods of time on websites. However, the abovementioned investigations examined websites and not social media. South African Generation Z spend over two hours a day on interactive ICT platforms such as Facebook, Instagram, Snapchat and YouTube, but only have an average attention span of 8 seconds. Hence, South African organisations should provide precise, short, catchy and visual content, as well as offer a profound and quick interactive experience (Klein, 2016; Mompei, 2016, Rammopo, 2016).

This is one of the first studies to consider log-on duration as independent variable and, hence, has made a valuable contribution to academic discourse and practical implications for South African organisations.

South African adolescents who updated their profiles often (daily or weekly) showed the greatest favourable attitudes to FCC for awareness, preference, intention-to-purchase and purchase. The mean values of the remaining two hierarchy-of-effect attitude stages, namely knowledge and liking, also reflected the same trend, but not at a significant level. This is a logical supposition discovery, since higher interactivity on digital ICT platforms should result in a greater probability of young users interacting with commercial content and other communication factors. South African Generation Z can simultaneously navigate between as many as five screens (Mompei, 2016, Rammopo, 2016). Chandra, Goswami and Chouhan (2012) asserted that regular social media users exhibited more favourable attitudinal responses towards SNS. Persaud (2013) also ascertained that high Facebook interactivity levels were positively connected to attitudes towards organisations. However, both of these inquiries considered Generation Y, hence this is one of the first investigations to examine the impact of profile update incidence of FCC among Generation Z in a developing country such as SA.

6.3 Demographic Factors' Effect on Generation Z's Attitudes

Gender exhibited little effect on attitudinal responses, except for liking, where female teenagers were found to have a more positive attitude towards FCC in SA. However, a majority of the mean values for the hierarchy-of-effect attitude stages also revealed the same trend, but not at significant levels. Taylor et al. (2011); Logan et al. (2013); and Walter (2014) disclosed that men had less favourable attitudinal responses towards SNA than women regarding the different attitude responses, which was largely congruent with the finding of this inquiry. Mansour (2016) also ascertained that informativeness (cognitive response), entertainment (affective response) and credibility were positive predictors of attitudes towards social media advertising among female Saudi students. Wiese et al. (2014) reported that female students spent more time on Facebook and are, therefore, more likely to interact with commercial content. Barreto (2013) and Agrawal and Jaliwani (2013) ascertained that there were no noteworthy differences regarding gender in terms of attitudinal responses towards SNS. Females use SNS equivalently compared to males, but yet organisations still spend more of their budgets targeting men on social media such as Facebook (Davis & Rosenstein, 2012).

The age of respondents also displayed minimal influence on the hierarchy-of-effect attitude stages, except for knowledge, where the older South African adolescents (17-18 years old) showed more favourable attitudes towards FCC compared to the youngest Generation Z respondents (13-14 years old). This trend was also evident for most of the other attitudinal responses (owing to higher mean values), where older members of the Generation Z cohort exhibited more positive predispositions than the youngest members, although not at significant levels. Moore (2012) determined that older generations (Baby Boomers and Generation X) showed more favourable conative tendencies than the Millennials vis-à-vis different online ICT conduits, which makes logical sense as older consumers would have greater financial means to purchase. Sobel (2010) confirmed the aforementioned results by demonstrating that young SNS users mainly exhibited predominantly negative conative responses. However, Sharma (2015) found that teenager respondents were most positively influenced by pictorial cues for certain product categories in terms of brand recall, purchase intention and attitude towards advertising. Yet, none of the aforementioned inquiries considered age differences within a solitary cohort or amongst Generation Z's attitudes towards FCC in a developing country such as SA.

Black and Coloured South African teenagers exhibited the most positive cognitive, affective and behaviour attitudinal responses compared to White adolescents in SA. This is not an unforeseen result, since the online population in SA has changed considerably over the last 20 years ago with a majority of Internet users now being Black (De Lanerolle, 2012; Statistics SA, 2012). As discussed in prior text, a noteworthy Black middle class has developed, whose buying power now exceeds their White compatriots in SA. Shavitt, Lowrey and Haefner. (1998) affirmed that Black participants exhibited the most positive predisposition towards advertising on the Internet. Furthermore, White Generation Z cohort members mostly have higher experience levels in using social media than their Black counterparts in SA, who are, therefore, more vulnerable to SNA.

7. CONCLUSION AND IMPLICATIONS

Generation Z represents a lucrative market to target in SA, not only terms of their growing buying power, but also in terms of the influence that they have on their families regarding major purchase decisions. Though, a large portion of the South African population still lives in poverty, many are able to access the Internet and social media via mobile devices, especially the PDI teenagers, who have prominent future ambitions that have stimulated a demand for products that are not commonly linked to this consumer group in SA (Petzer & De Meyer, 2013; Weidemann, 2016). Facebook's massive appeal to this difficult-to-reach and digitally savvy youth market has narrowed the gap, and the younger generation is now more approachable and accessible to South African organisations owing to vast amounts of personal information being freely shared by users within this digital ICT space. However, not much was known about attitudes towards Facebook as a communications medium among Generation Z in developing countries such as SA. Therefore, this inquiry examined the impact of Facebook as a communication tool and ICT platform in terms of the hierarchy-of-effects model stages on Generation Z's attitudinal responses in order to establish a new paradigm (in other words from a SNA perspective instead of via traditional ATL communication) for developing countries. This inquiry was a pioneering theoretical and practical study, which has demonstrated the effect of Facebook as a communication tool on Generation Z in SA regarding hierarchy-of-effects model attitude stages and A_{ad} theory development, whilst it also fashioned a comprehensive theoretical framework for further SNA investigation from developing country perspective.

The study ascertained that FCC, directed at South African Generation Z, had a noteworthy effect on all of the hierarchy response model stages, namely awareness, knowledge, liking, preference, intention-to-purchase and purchase, but on a decreasing scale, which is analogous to the theoretical principles of the communications effects pyramid model. Several usage and demographic factors, some of which had not been previously examined in prior FCC research on a developed economy basis, had a significant effect on the attitudinal responses of South African Generation Z in terms of the different hierarchy-of-effects model stages. Hence, this investigation has made an important contribution to attitudinal inquiry and theory development in a developing country such as SA. FCC was found to be most effective when accessed via and mobile devices, coupled with the fact that a majority of South African Generation Z's mobile devices are always switched on (Breitenbach, 2015; Goosen, 2017), which means that organisations can target this cohort 24/7 with relevant and interactive FCC in SA. South African Generation Z Facebook users, with less experience, spent protracted lengths of time; and updated their profiles frequently were found to exhibit the most favourable attitudes towards communication on this ICT platform in a developing country such as SA. South African Generation Z seeks experiences with brands, and wants organisations to entertain and interact with them by providing complete brand experiences (Klein, 2016; Mompei, 2016, Rammopo, 2016). Hence, it is

important that South African and developing country organisations should frequently provide current, concise and visually stimulating content; stimulate engagement via apps downloads, competitions and broadcast posts; and continuously change communications so that more experienced and frequent South African teenaged Facebook users do not become apathetic and bored.

These findings make a noteworthy addition to the theoretical framework of attitudinal discourse in FCC, since there is a lack of inquiry on the influence of aforementioned usage factors in terms of the hierarchy-of-effects model in developing nations. The most positive attitudinal responses towards FCC was found among South African females; younger users (13-14 years old); and PDIs in the Generation Z cohort. Hence, South African organisations should consider increasing their budgets to target females directly on this interactive SNS conduit in developing countries such as SA. This phenomenon of young users and increased exposure by Black and Coloured teenagers to FCC provides organisations a new avenue to reach these profitable market segments via this interactive ICT channel in SA. Bevan-Dye et al. (2012) confirmed that Black South African students exhibited high status consumption tendencies. Few international studies have considered the effect of demographic factors, especially population groups, on the hierarchy-of-effects model attitude stages towards communication on a SNS; hence, a pioneering theoretical contribution has been made from a developing country perspective.

In summary, this investigation has presented valuable insights about a new concept from a South African context, and provides palpable proof that the large budgets allocated to FCC have a significant influence on the attitudes of Generation Z in a developing country. Furthermore, this inquiry has not only contributed to the limited body of knowledge in emerging nations concerning one of the largest digital ICT platforms, namely Facebook, and A_{ad} theories in the milieu of Generation Z, but it also provides information that will enable to enhance opportunities for more accurate predictions of this cohort's infamously unpredictable future consumer purchase behaviour.

8. LIMITATIONS AND DIRECTION FOR FUTURE INQUIRY

This study does have some limitations, which provides prospects for future investigations. This investigation only considered the largest SNS platform, namely Facebook, but Generation Z have joined new online ICT platforms such as Vine, Instagram, Whisper and Snapchat in SA, and other social media ICT channels such as Instagram, YouTube, Twitter, WeChat and LinkedIn are showing rapid growth in developing countries such as SA (Mompei, 2016; Patricios & Goldstuck, 2016; Rammopo, 2016). Hence, South African organisations also need to consider these interactive ICT platforms to remain relevant to this cohort and, therefore, should also be examined in future research. The different types of FCC were not considered, hence other future research can establish if different kinds of FCC resulted in divergent attitudinal responses. Only the Generation Z cohort was investigated, but comparative studies with other cohorts (Generations Y and X) may produce divergent results. A quantitative survey was utilised to take a cross-section of the research population, but qualitative and longitudinal studies will provide more comprehensive depth of information, and a holistic view of attitude responses towards FCC. Furthermore, comparative inquiries with other developing countries would also produce a more universal viewpoint of attitudes towards FCC.

9. REFERENCES

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