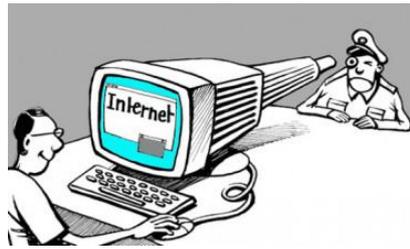


## Do you trust me? – Facebook



While the growth of social media offers marketers a new way of reaching customers, new challenges relating to privacy, trust and perceived intrusiveness have emerged. Users of Social Network Sites have become increasingly reluctant to share personal information online due to concerns about a loss in privacy or the potential invasion of their privacy. This perceived intrusiveness of an online ad may lead to a user feeling irritated, which may then result in the user engaging in negative behaviours toward to the ad, for example, blocking the ad, changing their privacy settings or leaving a website.

A study was conducted by Lerusha Calecia Chetty, a [Master's](#) student in the [Department of Marketing Management](#), to determine the influence of privacy concerns, perceived intrusiveness and trust on the attitudes and privacy behaviour of Facebook users, in relation to advertising on Facebook. The study gathered data from 398 adults from an existing database through the use of an online questionnaire.

This study found that privacy concerns, trust and perceived intrusiveness each have a significant influence on the attitudes and privacy behaviours of Facebook users in relation to advertising on Facebook. This means that if Facebook users are concerned about their privacy in general, they are unlikely to have a high level of trust in Facebook. This level of distrust could then result in negative behaviours toward the Facebook advertisement.

Understanding how customers perceive and respond to advertising on social media, and the effects of privacy concerns, intrusiveness and trust is of great value to social media marketers, especially those that use Facebook as an advertising platform. Therefore marketers should take greater measures to improve the trustworthiness and credibility of their advertising as well as formulate a strategy to decrease the perceived intrusiveness of their advertising on Facebook.

*This research was conducted as part of the fulfilment of the [Master's degree](#) in Marketing Management in 2016 with the [Department of Marketing Management](#) by Lerusha Calecia Chetty under the supervision of [Prof M. Wiese](#).*