

## **Factors Affecting the Attitude towards Facebook Advertisements – With Special Reference to Colombo City Customers**

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In today environment, online social networking, especially Facebook is almost impossible to ignore, hence it has become a part of people's daily life activities. Advertisers, marketers and companies have therefore identified the opportunity of this habit and incorporate Facebook into their marketing strategies. Advertising through the Facebook enhanced the value of advertising in terms of brand awareness, profit and return on investment. But on the other hand, the effect of Facebook advertising depends on the factors that affect to customers' attitude toward advertising because it would not make any sense for advertisers to put effort in Facebook advertising without knowing the impact on customers' attitude. The aim of this study is to examine some factors that possibly would have an influence on the customers' attitude toward Facebook Advertising with special reference to Colombo city customers in Sri Lanka. This research study provides some insights to companies, marketers and advertisers that may draw current and potential consumers' positive attitude toward advertising on Facebook.

**Keywords:** Credibility, Entertainment, Informativeness, Perceived Interactivity and Privacy