Factors Influencing Consumer Attitudes toward Social Media Advertising

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Abstract—The objective of this study was to comprehend what factors influence consumers’ attitudes and acceptance of social media advertising. The seven variables in the conceptual framework are: informative, perceived usefulness, pleasure/hedonism, credibility, entertainment, attitudes towards social media advertising, and the acceptance of social media advertising. The data were collected from the target population who had experienced in using social media and participating in social media advertising. Based on the data analysis, informative, perceived usefulness, pleasure/hedonism, credibility, entertainment, and attitudes towards social media advertising were found to have a strong positive relationship on the acceptance of social media advertising. Moreover, the relationship between perceived usefulness and attitudes toward social media advertising was the most effective variable. The relationship between attitudes towards social media advertising and acceptance of social media advertising was the lowest impact factor.

Keywords—Social media advertising, consumers’ attitudes, informative, perceived usefulness

I. INTRODUCTION

Advertising has a significant role in business success as the effectiveness of advertising will affect customers’ determination to try product/service. Moreover, advertising typically promotes a company’s image, a product’s value, increases sales, and so on. Social media advertising has dramatically grown as many people utilize social media via Facebook with over 1.49 billion account users monthly and 968 million people signed up to Facebook daily.

Thailand is an important market for Facebook. Citizens in Thailand are highly engaged with Facebook with 496.5 million photo uploads, 16.5 billion comments, 12.83 billion likes, 265.3 million status updates, and 191 million wall posts (Marketing Thailand State of Social Media, 2013).

Hi-speed internet growth is a milestone that dramatically influences consumers’ attitudes and consumer’s behavior in terms of how they receive advertising messages, channel, contents, frequency, etc. The reason is that hi-speed internet results in and supports consumer accesses to high quality content such as video advertising, animation advertising, and so on. Therefore, advertisers that promote only their product description or product image do not do enough to convince consumers to purchase a product/service.

Some argue that the internet has generated a social place where people can identify themselves as what they desire. Marketers should realize that online messages have an important role in creating new opportunities for marketers to conquer the marketplace utilizing costs, which might be lower than using other channels. If marketers have the ability to use online strategies efficiently, it is possible that brand awareness and brand positioning will improve. The reason is that Facebook has become a massive channel and mass communication where people receive information and messages.

It is undeniable that advertising online is frequently used to generate a positive feeling towards company/product and increase sales. Accordingly, marketers needs to know how to use advertising online and which factors will be most effective in achieving their goals.

II. LITERATURE REVIEW

A. Perceived Service Quality

Xu (2007) described informative as the delivering of sources to readers or consumers via electronic equipment such as cell phones or computers to demonstrate products/service information, product descriptions, product properties, product dimensions, etc. Moreover, relevant information is required from modern users because consumers are looking for quick access. Ling et al. (2010) defined informative as a significant marketing tool of advertising and business owing to positive or negative consumers’ attitudes towards online advertising depends on information that the marketers communicate with receivers, attitude relates directly to buying behavioral decisions. Yuksel et al. (2016) defined informative as offline and online information that consumers received daily. Especially, informative online involves technological usage, mobile apps, websites, and so on. Fattahi et al. (2015) stated informative as storing and sharing data between 2 things, electronic equipment to living things or living things to living things.

B. Perceived Usefulness

Perceived usefulness was defined by Parreno et al. (2013) as “expectation value” in which consumers have the privilege to access valuable information before others, and it must provide greater advantages such as be quicker, cheaper, and easier. Wang (2016) defined perceived usefulness as the element whereby people obtain advantages to fulfill their needs. Perceived usefulness online was mentioned in many dimensions such as obtaining relevant information faster. People respond better to messages for which they obtain more advantages. Furthermore, Law et al. (2015) designated
perceived usefulness as a belief in increasing or enhancing the quality of life after they obtain information. Al-Suqri (2013) identified perceived usefulness as people’s perception that technology will raise their living standard or working performance. A useful system relates to a consumer’s intention to acquire usefulness.

C. Pleasure/Hedonic

Ling et al. (2010) implied that pleasurable advertising typically receives good feedback from consumers and it gets far more responses and advertising has a significant role in creating pleasure/hedonic as it directly relates to consumers’ emotions. Essentially, the level of consumer’s response towards products/services depends on the level of consumers’ pleasure. Bauer et al. (1968) stated that hedonic value can be utilized to evaluate how much people are interested in a product/service. Moreover, if the consumer sees more pleasurable advertising, it will influence brand positioning. Furthermore, pleasure/hedonic is one important element of entertainment. Kuikka and Laukkanen (2012) defined pleasure/hedonic as a stimulated emotion from product/service usage which generally shows consumer’s attitudes between consumer’s experience and a product/service. Ding et al. (2015) conceptualized pleasure/hedonic as an emotional estimation of an individual person with an environment. For that reason it typically triggers a person to act in a specific way.

D. Credibility

Xu (2007) stated that credibility is beliefs or trusts of consumers toward specific products/services. Moreover, a positive and appropriate product/service generally fulfills an agreement between consumers and an organization to build credibility and it also requires technological supports as a result of systematic reliability as needed in online business. The organization’s credibility influences acceptance by consumers in products/services. Mackenzie and Lutz (1989) designated credibility consists of several variables and one of them is the messenger who sends messages to consumers, which has significant potential to generate credibility. The attributes of advertising also affect credibility, such as print advertising in newspapers is accepted more than others. However, television advertising grabs consumer’s attention greater than print advertising and it is memorable (Ling et al., 2010). Credibility was defined by Hassi et al. (2011) as trustworthiness and competence in managing employees, creating systems, or communicating messages to consumers to achieve goals between consumers and organizations.

E. Entertainment

Parreno et al. (2013) concluded that entertainment was people’s emotions directly related to physical behavior. It is sure that more advertising is supported by a greater entertainment content owing to pleasurable mood effects to positive responses. Moreover, effective advertising can be measures the overall attitude towards consumers (Shavitt et al., 1998). Xu (2007) explained that entertainment is a use of pleasure and it involves people’s interactions. Entertainment typically shows the differentiation of people’s attitudes and people’s lifestyle because it depends on their demographics and lifestyle.

F. Attitude

Attitude is the personal method of thinking and mind when people acquire or feel some specific things. Regularly, attitude involves physical behavior by people who will consider new information that they obtain from their experience. The reason is people typically make a decision from criteria that they have analyzed (Xu, 2007). In addition, positive or negative attitudes generally are created by evaluations of a thinking and the mind. Parreno et al. (2013) believed that attitude consists of 2 components, affective and cognitive, personal feeling for something and personal belief in something. Furthermore, attitude is the next stage of belief and then it becomes accepted. Lee and Ma (2012) defined attitude definition as a motivational variable influencing behavior. Attitude was developed by obtaining stronger thoughts and feeling to become behavior.

G. Acceptance

Parreno et al. (2013) designated acceptance as the consumer’s attitudes toward elements after experiencing or communicating with things. Consumers will accept product/services first, then conduct physical behavior. David et al. (1989) argued that acceptance is affected by a positive attitude; perceived usefulness and belief lead to a positive attitude. Gao et al. (2010) defined acceptance as individual persons who are willing to acquire information and they are ready to be stimulated by messages. The degree of acceptance that people are willing to receive via advertising depends on the degree of permission; some individuals feel positive only when receiving SMS but some individuals feel positive even if the organization calls them directly (Barwise and Strong, 2002).

H. Related literature review between variables

Informative and consumer’s attitudes towards online advertising

Ling et al. (2010) implied that informative can create positive or negative consumer’ attitudes towards online advertising by sending information to consumers. Information generally is very important in advertising because it sends messages to grab consumers’ attention (Rubin, 2002). It is undeniable and informative on internet affects consumers’ attitudes to generate consumers’ attention (Schlosser et al., 1999). For that reason, informative is valuable marketing tool as to make people feel positive when they are stimulated by advertisers (Varshney, 2003). However, negative feeling may occur from irritation of information that shows inappropriate time, channels, and targets.

Perceived usefulness and consumer’s attitudes towards online advertising

Based on Parreno et al.’s (2013) study, the researchers found that perceived usefulness affects attitudes and behavior owing to what people expect to obtain useful results. Bell et al. (1965) implied that people receive usefulness when they search for information that provide them with lower costs or other benefits. Schmidt (1996) found that a positive perceived
usefulness normally results in consumers’ willingness to acquire information. Hu et al. (2008) revealed that perceived usefulness in the online sector contributed to consumers’ understanding of the product/service clearly. Consumers have a positive relationship with perceived usefulness when he/she thinks advertising shows friendly messages, offers benefits, does not show only valuable information. Furthermore, positive perceived usefulness indicates how advertising educates or creates inspiration.

Pleasure/Hedonic and consumer’s attitudes towards online advertising

It is undeniable that pleasure/hedonic in advertising is a source of entertainment that directly grabs people’s attention. Consumers give greater attention to advertising with hedonic value (Bauer and Greyser, 1968). Alwitt and Prabhaker (1992) implied that pleasurable advertising or positive hedonic messages were more accepted by consumers. Raman and Leekenby (1998) concluded that pleasure/hedonic is able to indicate the interest rate between consumer’s attention and advertising. Pleasure/Hedonic surely affects consumers’ attitudes in a positive way (Petrovici et al., 2007).

Credibility and consumer’s attitudes towards online advertising

Goldsmith et al. (2000) concluded that advertising sponsors affect the message’s credibility rate. Attitude or purchasing behavioral decision often occur from credible products/services (Lafferty and Goldsmith, 1999). Therefore, credibility towards the product/service typically involves consumers’ perceptions or consumers’ attitudes such as truthfulness, reliability, and believability. For that reason, when consumers purchase some product/service that mean product/service has enough credibility for them. MacKenzie and Lutz (1989) emphasized that a company’s reputation is significant in creating credibility for a product/service as consumer choose to receive news or information from a familiar source.

Entertainment and consumer’s attitudes towards online advertising

Moorman et al. (2002) concluded that entertainment regularly supports advertising to be pleasurable. Entertaining advertising has a positive effect on consumers’ attitudes. Entertaining advertising is significantly associated with consumers’ feels as entertaining advertising grabs consumers’ attentions effectively (Xu, 2007). Tsang et al. (2004) revealed that higher entertaining rates in advertising influenced the decrease of irritation rates. Consequently, people generally focus on responding to entertaining advertising.

Attitudes towards online advertising and consumer’s acceptance toward social media advertising

Batra and Raes (1986) highlighted that a positive attitude towards advertising originated from a consumer’s feelings that thought advertising was effective. Also, Davis et al. (1989) revealed that acceptance by individual users had a foundational linkage to attitudinal belief. There is a relationship between people’s needs, product/service, and advertising messages. Acceptance is owed to people typically considered a product/service after watching and listening to advertising (Soraya and Yang, 2010). Acceptance is an attitude as a result of acceptance was attitudinal permit, which the consumer was willing to receive advertising message (Barwise and Strong, 2002).

1. Hypotheses

The objective of this study was to determine what major factors influence consumers’ attitudes and acceptance advertising on Facebook. Hypotheses were developed based on seven variables: informative, perceived usefulness, pleasure/hedonism, credibility, entertainment, attitudes towards social media advertising, and acceptance of social media advertising. The research hypotheses are as follows:

H1: There is a relationship between informative and attitude towards Facebook advertising

H2: There is a relationship between perceived usefulness and attitude towards Facebook advertising

H3: There is a relationship between pleasure/hedonism and attitude towards Facebook advertising

H4: There is a relationship between credibility and attitude towards Facebook advertising

H5: There is a relationship between entertainment and attitude towards Facebook advertising

H6: There is a relationship between attitude towards advertising and acceptance of Facebook advertising

![Fig. 1: Conceptual Framework](https://doi.org/10.17758/URUAE.UH0317007)

III. Research Methods

Descriptive research was used in this research. Based on sampling procedures the researchers applied non-probability by using three sampling techniques to find the sampling unit, which are judgment sampling, quota sampling, and convenience sampling. Pearson Product Moment Correlation Coefficient was applied to test all hypotheses. The researchers designed the 5 point Likert scale to develop the questions for this study. Respondents were required to answer by providing ratings of their opinions based on the 5 point Likert scale (Duane, 2005), and it indicated respondents’ behavior from very positive to very negative, 1 = strongly disagree, 2 = disagree, 3 = neither agree nor disagree, 4 = agree, 5 = strongly agree.
Normally, a formula will be used in the research process in order to know the number of people and the researchers are able to estimate proportions reasonably and logically. Mostly, the formula will determine the result of approximately 385 participants. The 400 participants were suitable number for analysis as it reduced uncertainty and reliability and also restricted errors (Zikmund et al., 2013). However, Comfrey and Lee (1992) hinted that the sample size might be evaluated based on the following scale: 50 – very poor; 100 – poor; 200 – fair; 300 – good; 500 – very good; 1000 or more – excellent”.

The researchers collected the data from primary data. Primary data is used to gather specific information and also, the researchers should collect the data by themselves (Zikmund et al., 2013). For that reason, questionnaires were directly distributed to respondents by researchers and delivering questionnaires is essential to concern about the research method. The researchers collected primary or statistical data from respondents who were available to complete the questionnaire in locations where the researchers designed based on the sampling procedure. Thus, the statistical data were collected from the BTS at Siam Station around Siam Paragon’s area, Asiatique at the Riverfront’s area, and the Central World area as these three locations were three of top ten, which are the most checked-in places on the Facebook. Besides, 303 questionnaires were distributed to respondents who have experience in using Facebook and respond to Facebook advertising. Approximately 100 questionnaires were distributed to each area. From 1st -12th of March, 2016, 19.00 – 21.00 in weekday, and 13.00 – 18.00 on weekends.

IV. CONCLUSION

The researchers examined a relationship between consumers’ attitudes and acceptance of social media (Facebook) advertising. Also a relationship between informative, perceived usefulness, pleasure/hedonic, credibility, entertainment, and attitude towards Facebook advertising. The researchers gathered the primary data by distributing questionnaires to 303 respondents who used Facebook.

The researchers applied Pearson correlation coefficient to test all hypotheses. The research designed the 5 point Likert scale to develop the questions. Respondents were required to answer by providing ratings of their attitudes, based on the 5 point Likert scale. Descriptive analysis showed that most respondents were females who are 24-28 years old and have an income/month of 15,000 – 25,000 baht. Besides, they received Facebook advertising 10-20 times per week and most of them responded to video advertising and promotions/sales.

Statistical analysis was used to analyze hypotheses one (H₁) to hypothesis five (H₅) which consisted of 6 variables: informative, perceived usefulness, hedonic/pleasure, credibility, entertainment, and attitudes towards Facebook advertising. Perceived usefulness was the highest variable related to attitudes towards Facebook advertising at the .848 of correlation coefficient. This was followed by pleasure/hedonic that showed at .838, credibility at .814, informative at .813, and attitude at .796. Hence, all null hypotheses were rejected. Also, attitude towards Facebook advertising was related to customers’ acceptance of Facebook advertising.

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<tr>
<th>Hypotheses</th>
<th>Correlation Coefficients</th>
<th>Significant level</th>
<th>Results</th>
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<tbody>
<tr>
<td>H₁₀: There is no relationship between informative and customers’ attitude towards Facebook advertising</td>
<td>.813</td>
<td>.000</td>
<td>Rejected H₀</td>
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<tr>
<td>H₂₀: There is no relationship between perceived usefulness and customers’ attitude towards Facebook advertising</td>
<td>.848</td>
<td>.000</td>
<td>Rejected H₀</td>
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<tr>
<td>H₃₀: There is no relationship between pleasure/hedonism and customers’ attitude towards Facebook advertising</td>
<td>.838</td>
<td>.000</td>
<td>Rejected H₀</td>
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<tr>
<td>H₄₀: There is no relationship between credibility and customers’ attitude towards Facebook advertising</td>
<td>.814</td>
<td>.000</td>
<td>Rejected H₀</td>
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<tr>
<td>H₅₀: There is no relationship between entertainment and customers’ attitude towards Facebook advertising</td>
<td>.796</td>
<td>.000</td>
<td>Rejected H₀</td>
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<tr>
<td>H₆₀: There is no relationship between attitude towards Facebook advertising and customers’ acceptance of Facebook advertising</td>
<td>.787</td>
<td>.000</td>
<td>Rejected H₀</td>
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V. RECOMMENDATIONS

Based on the results of this study, Facebook advertising should provide interesting information at the appropriate time such as promote seasonal campaigns associated with various festivals with the discount products/services. In addition, Facebook advertising should provide clear and certain information about those products, product descriptions, time period discounts, highlight sale points, and so on. Also, Facebook advertising should provide useful information about product’s strength and weakness. It will be useful for customers to compare and support their purchasing decisions or the company may create some features that let customers to compare the price or some features that can link or see the reviews of previous customers including the company should guarantee about product quality.
As the new technology, hi-speed internet is significantly changed consumer’s behavior. Then, Facebook advertising should create potential advertising to satisfy the target customers such as Facebook live, 360-degree videos, high-definition (HD) video present, and so forth.

REFERENCES

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