A Study of Factors of Social Network Media Affecting Attitude towards Brand Advertising and Purchase Intention A Case Study of Facebook Users in Bangkok Area

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Abstract—This study aims to study the factors affecting attitude towards advertising/brands and purchase intention of Facebook users in Bangkok area. The factors that were used in this study are credibility, product information, social role/images, hedonism/pleasure, and good for economy. The data was collected from 400 respondents around Siam Paragon, Suvarnabhumi Airport, Central World, Central Plaza Ladprao and BTS at Siam Station. The result revealed that there were positive relationships between credibility, product information, social role/image, hedonism/pleasure, good for economy, and attitude towards advertising/brands of Facebook users. Moreover, this study also showed that if consumers created positive attitude towards advertising/brands of Facebook, they will highly have purchase intention in advertised products on Facebook as well.

Keywords—Attitude towards advertising, Facebook advertising, Internet advertising, Purchase intention.

I. INTRODUCTION

Advertising influences consumer purchase intention. Thus, marketers apply advertising to generate purchase intention because advertising’s purpose is to change perceptions or attitudes by means of mass communications and to turn the mind toward purchase [27]. Advertising on the internet has penetrated the general population much more rapidly than other communication technologies when they were implemented. For example, radio received 50 million users after thirty eight years after its inception, television after thirteen years, and the internet after only four years [8].

Purchase intention is affected by various determinants such as attitude toward advertising and attitude toward brands. Reference [14] supposed that attitude toward advertising and attitude toward brand are independent determinants of purchase intention which means if consumers feel favorable to advertising, they will transfer a positive attitude toward the brand leading to purchase intention. Moreover, Reference [2] concluded that to influence purchase intention advertising must change the consumer’s attitude regarding the brand.

There are many determinants affecting attitudes toward advertising. In this study, the researcher studied on five factors affecting attitudes toward advertising that are source credibility, product information, social role/image, hedonism/pleasure, and good for the economy to study the determinants affecting attitude toward advertising, attitude toward brand and purchase intention regarding online advertising using Facebook as a case study. This social network services are currently a marketing tool for advertising that has rapidly changed the process of making and delivering advertising messages to consumers because social network services provide real-time information in mass communication and are easier for consumers to access. The researcher realizes that nowadays the numbers of people increasingly purchase products on the internet and advertising is one of the important tools which used for communication about company’s product, and service.

II. LITERATURE REVIEW

Purchase intention is defined as the consumer’s self-instruction to buy a product or brand [28]. Intention is the result of consumer belief and trust in a product/service and brand. Hence, intention is the determination of consumers to engage in some act such as purchasing of a product or service [23]. In addition, intention is formed when consumers have a positive attitude toward advertising or attitudes toward a
brand. Reference [18] described purchase intention as the customer’s response any incentive leading to generate positive or negative response toward advertising and it is the level of a consumer’s intention to purchase an advertised product due to the positive or negative attitude toward advertising.

Reference [25] defined attitude toward brand as “a tendency to react in a favorable or unfavorable manner to a particular brand after the advertising stimulus has been shown to the individual”. According to the literature, researchers found that attitude toward a brand play an important role in influencing consumer purchase intention [10]-[12]. Reference [28] defined brand attitude as consumer’s evaluation of the brand and its perceived ability to meet a appropriate stimulus. A positive consumer attitude toward a brand is likely to increase the chance that consumers purchase or use the brand [17].

Literature presented attitude toward advertising as “a predisposition to respond in a favorable or unfavorable manner to a particular advertising stimulus during a particular exposure situation” [3], [20]. In addition, one’s attitude toward an object may influence another object with which it is related [15] this means if consumers have a positive attitude toward advertising, they will have a positive attitude toward an advertised brand in the advertisement as well. Reference [22] stated that consumer attitudes toward advertising are one factor that is used to indicate advertising effectiveness because a consumer’s cognitive ability towards the advertising reflects the consumer’s thoughts and feelings that will impact on attitudes toward advertising [19].

Reference [19] defined credibility as the message that advertisers deliver is believable and trustworthy. Further, reference [19] examined the credibility of advertising in terms of truthfulness, reliability, and believability. Reference [16] stated that credibility is one factor that influences a consumer’s mind when making a decision. Further, credibility of message means how much the receiver believes in the sender and the attitude to the message [13] which influences level of belief in the receivers as to what the source represents [30] which means if the message source is trustworthy, consumers tend to believe the message.

Reference [26] defined product information as information that advertisers attempt to communicate about their product to the consumers and product information also stimulates competition, encourages new product/brand entry and facilitates consumer buying. Moreover, product information plays an important role for advertisers as consumers nowadays seek product information before making decisions. Reference [24] stated that product information is one of advertising’s roles as a provider of information and product information also helps consumers by offering a more exact match of consumers’ needs and producers’ offerings leading to greater market places.

Reference [26], [29] defined social role/image as the ability of advertisements to relate to social integration, image and role to consumers.

In addition, social role/image indicates the ideas that advertisements try to sell consumers an image or lifestyle as well as a product or service [6]. Additionally, interactive messages in online advertising also increase its ability to transfer these social messages.

Emotion is defined as “a stirred up condition of the organism” [5]. Hedonism/pleasure is one kind of emotional appeal that advertisers have adopted in advertisement to persuade consumers to pay attention on the advertisement. Hedonism/pleasure is also defined as the feeling generated by advertising which can be the source of pleasure and entertainment for consumers when they see that advertising [2], [24].

Good for economic reveals that advertising uses the adoption of goods and technologies to reduce the cost of production and advertisers believe that it sends the information about the product to consumers to improve consumer’s standard of living [4].

Reference [4] developed a response model used for identifying receivers’ responses to the marketing communication (Fig 1).Further, the cognitive responses model is comprised of 3 stages that are cognitive response (product/message thoughts, source-oriented thoughts and ad execution thought), attitudes (brand attitude and attitude toward advertising), and purchase intention. Cognitive response means the thought that happens when the receivers read, view and hear the communication. These thoughts can reflect the cognitive processes or reactions of recipient and assist in outlining the ultimate acceptance or rejection of the message. Moreover, the cognitive response approach is used to examine the types of responses evoked by the message from advertising and how these responses are involved with attitudes toward advertising, brand attitude, and purchase intention. The cognitive response has 3 subcategories that are product/message, source-oriented, and execution thoughts.

Facebook is one kind of social network site that was launched in 2004 by Harvard student Mark Zuckerberg. Facebook allows people to create their own profile, share
their interests or activities, upload photos and allows real-time communication between friends, so Facebook has over 901 million users around the world with 37 languages available [21].

The reasons why users of Facebook are increasing is Facebook continuously develops applications to facilitate their users such as a bookmark used to navigate users back to an application they have used before. A notification that provides prominent interesting alternatives to content relevant to users and requests from user applications may trigger a notification to users who will find it relevant. News feed stories that show immediately the latest updated stories of friends and sponsored applications that have been developed to help advertisers to promote their products/services via Facebook.

III. CONCEPTUAL FRAMEWORK

The researcher modified the conceptual framework by applying six theoretical frameworks to identify the factors affecting attitudes towards advertising, brands and purchase intention regarding Facebook users in Thailand (Fig 2). The researcher focused on six independent variables; credibility, product information, hedonism/pleasure, good for economy and social role/image. The dependent variable was purchase intention.

![Conceptual Framework](image)

Fig. 2 Conceptual of factors affecting attitudes towards brand, advertising, and purchase intention regarding Facebook users in Bangkok area

IV. HYPOTHESES

These hypotheses supported the conceptual framework to examine the relationship between the independent variables and the dependent variable. The null and alternative hypotheses in this research are as follows:

- **H1**: There is no significant relationship between credibility and attitude towards advertising/brands
- **H2**: There is a significant relationship between credibility and attitude towards advertising/brands
- **H3**: There is no significant relationship between good for economy and attitude towards advertising/brands
- **H4**: There is a significant relationship between good for economy and attitude towards advertising/brands
- **H5**: There is a significant relationship between social role/image and attitudes towards advertising/brands
- **H6**: There is a significant relationship between social role/image and attitudes towards advertising/brands

V. RESEARCH METHODOLOGY

The researcher applied descriptive research and used a survey technique to collect the data from Facebook users in Thailand. The researcher applied non-probability sampling in this research including judgment sampling, convenience sampling and quota sampling. The researcher selected five locations (Siam Paragon, Suvarnabhumi Airport, Central World, Central Plaza Ladprao and BTS at Siam station) and divided respondents of each location equally to collect the information illustrated as shown in table 1

<table>
<thead>
<tr>
<th>Location</th>
<th>No. of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Siam Paragon</td>
<td>80</td>
</tr>
<tr>
<td>Suvarnabhumi Airport</td>
<td>80</td>
</tr>
<tr>
<td>Central World</td>
<td>80</td>
</tr>
<tr>
<td>Central Plaza Ladprao</td>
<td>80</td>
</tr>
<tr>
<td>BTS at Siam station</td>
<td>80</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>400</strong></td>
</tr>
</tbody>
</table>

VI. RESEARCH INSTRUMENT

Questionnaire was divided into 5 parts: screening questions, factors affecting advertising (credibility, produce information, social role/image, hedonism/pleasure and good for economy), attitudes toward advertising, brands, purchase intention and personal information. In addition, the form of questionnaire in this research consisted of close-ended and Likert scale. In part 1, the researcher applied a dichotomous-alternative scale for respondents to choose one of two alternatives and in parts 2 to 4 the researcher applied a 5 point Likert scale to distinguish how much more of a trait one individual or object might have than another. Reference [7] defined the Likert scale that has been used by respondents to specify the amount of agreement or disagreement with a variety of statements about some attitude or object. For personal information in part 5, the researcher applied a
category scale because reference [31] mentioned that category scale as the attitude scale consisting of several response categories to provide the respondent with alternative ratings.

VII. RESULT AND CONCLUSION

This study emphasized on factors affecting attitude towards advertising/brands and purchase intention of Facebook users. Also, the factors which were used to study are credibility, product information, social role/image, hedonism/pleasure and good for economy. The demographic factors included gender, marital status, age level, income level, education level, and occupation of Facebook users in Thailand. Hence, the majority of all respondents were female, single, aged between 21 to 30 years old, income of 10001 Baht to 20000 Baht, bachelor degree and they were private enterprise officers. For hypothesis testing, the data had been analyzed by using SPSS (statistical package of social science) to test the hypotheses which consist of six hypothesis in this study.

TABLE 2: SUMMARY OF RESULTS FROM THE HYPOTHESIS TESTING (PEARSON PRODUCT MOMENT CORRELATION)

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Significance (2-tailed test)</th>
<th>Correlation Coefficient</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1a: Credibility has no relationship with Attitude towards advertising/brands</td>
<td>.000</td>
<td>.428**</td>
<td>Rejected H0</td>
</tr>
<tr>
<td>H2a: Product information has no relationship with Attitude towards advertising/brands</td>
<td>.000</td>
<td>.678**</td>
<td>Rejected H0</td>
</tr>
<tr>
<td>H3a: Social role/image has no relationship with Attitude towards advertising/brands</td>
<td>.000</td>
<td>.648**</td>
<td>Rejected H0</td>
</tr>
<tr>
<td>H4a: Hedonism/pleasure has no relationship with Attitude towards advertising/brands</td>
<td>.000</td>
<td>.601**</td>
<td>Rejected H0</td>
</tr>
<tr>
<td>H5a: Good for economy has no relationship with Attitude towards advertising/brands</td>
<td>.000</td>
<td>.441**</td>
<td>Rejected H0</td>
</tr>
<tr>
<td>H6a: Attitude towards advertising/brands has no relationship with Purchase intention</td>
<td>.000</td>
<td>.605**</td>
<td>Rejected H0</td>
</tr>
</tbody>
</table>

From hypothesis one (H1a) to five (H5a), the researcher studies the factors affecting attitude towards advertising/brands which consist of credibility, product information, social role/image, hedonism/pleasure and good for economy. Also, the null hypotheses one, two, three, four, and five were rejected. Therefore, the researcher can conclude that the five factors which were used to study have affect on attitude towards advertising/brand of Facebook users. Moreover, the r square of each variable indicated that product information (0.678) is the highest effect on attitude towards advertising/brand followed by social role/image (0.648), hedonism/pleasure (0.601), good for economy (0.441) and credibility (0.428).

For hypothesis six (H6a), the researcher studies the relationship between attitude towards advertising and purchase intention of Facebook users and the result indicated that the null hypothesis six was rejected. Therefore, the researcher can conclude that attitude towards advertising/brands have the relationship with purchase intention of Facebook users.

VIII. RECOMMENDATION

The result of hypothesis one (H1a) indicated that credibility positively affects on consumer attitude towards advertising/brands with moderate relationship (0.428). To improve the credibility of Facebook’s advertising the researcher would like to recommend that Facebook should screen the advertising or the advertised product before publishing to generate the positive attitude of users towards advertising/brands that can avoid the ignoring of advertising and can be the one motivation leading the users to pay attention on Facebook’s advertising. Further, there are many advertisements on Facebook which advertise as over promoting or advertise the fake products or service such as weight-losing products to users. Therefore, Facebook should have more concern on this issue and determine the measure to handle this situation.

Product information (0.678) positively affects on consumer attitude towards advertising/brands with strong relationship. Therefore, advertisers should add the interesting information of the product in the advertising in order to encourage the consumer’s decision for easily making decision or immediately taking purchase action. Moreover, the advertisers should provide the useful product information which has the comparison of competitor’s product to make users feel comfortable and empathy with the advertising. In addition, marketers or advertisers should utilize online medium for providing consumers with real time product information to keep them up to date.

Social role/image (0.648) positively affects on consumer attitude towards advertising/brands with strong relationship. Advertisers can use this finding to concentrate on the content in advertising by keeping up to dated information on advertising because most of users use the information provided in the advertising to adapt their style or identity, so they are interesting to perceive new information from advertising. Advertiser also can use this result to create the buzz advertising to persuade Facebook’s user because most of Facebook users are interesting to be in the social trend or the thing that be interested among the social. Hence, advertisers who are interested in placing online should concern the social role/image factor to create the effective advertising because it is the importance factor that the users pay more attention to.
Hedonism/pleasure (0.601) positively affects on consumer attitude towards advertising/brands with moderate relationship. Advertisers can use this finding to improve or begin to use the entertainment tool applying in the advertising such as using music, animation, graphic to persuade the user’s attention on advertising. Moreover, the hedonism/pleasure is one kind of emotional appeal of the advertising that most of advertisers use to increase the customer’s awareness about the advertised product.

Good for economy (0.441) positively affects on consumer attitude towards advertising/brands with moderate relationship. That mean Facebook’s users feel satisfied with the advertising on Facebook because advertising on Facebook can generate or stimulate more consumption from the consumers and they also feel that advertising on Facebook can make them get the best price of products or reach the promotion provided by the manufacturer. Thus, advertisers can use this result to create the advertising to meet the needs of users by advertising the promotion or the best price that may influence on customer’s decision and to generate the nation’s consumption from Facebook users.

Attitude towards advertising/brands (0.605) positively affects on consumer with strong relationship. The marketers or advertisers who would like to advertise via Facebook should create advertising regarding product information, social role/image, hedonism/pleasure, good for economy and credibility because those factors can generate favorable or unfavorable attitude toward advertising/brand on Facebook’s advertising that effect on consumer’s purchase intention.

A conclusion section is not required. Although a conclusion may review the main points of the paper, do not replicate the abstract as the conclusion. A conclusion might emphasize new questions or suggest applications and extensions.

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REFERENCES


