

The impact of Social Media Advertising on Attitude towards Social Media Advertising and Product Purchase Intention

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ABSTRACT— *This paper researched the impact of factors related to Social Media Advertising on Attitude towards Social Media Advertising and Purchase Intention. Data was collected by online form, the sample size is 235. Amos 20.0 was used to analyze the relations among factors in the Structural Equation Model. Eight of thirteen hypotheses are accepted. This research shows a positive relation between Attitude towards Social Media Advertising and Purchase Intention. Irritation had a negative effect on Attitude towards Social Media Advertising. This study also found the positive relation of some variance couples such as Information and Attitude, Entertainment and Attitude, Credibility and Attitude, Social role and Attitude, Entertainment and Purchase Intention, Interaction and Purchase Intention.*

Keywords— Social Media Advertising, Attitude toward Social Media Advertising, Purchase Intention

1. INTRODUCTION

The lives of global citizens are affected by the rapid change of technology, including Vietnam. Vietnam is among the top countries with the fastest growth in the number of internet users in the world.

The demographic change of internet and mobile users in Vietnam over the years is also reflected in the shopping behavior of customers. A large part of consumers today are digital citizens, they are sensitive to technology and always have the energy to create crisis waves for the brand if the business and the brand have problems. The need to change to suit the world becomes the challenge of the times for marketing managers. The need to find new ways, new methods and new approaches is more urgent than ever.

One of the effective tools in digital marketing that businesses in Vietnam focus on is communication through social networks. This is also quite reasonable for a country with a high number of social media users in the population. The year 2021 will witness a rapid increase in social network users in Vietnam with more than 72 million people. Social networks, such as Facebook, YouTube, Instagram, Twitter, LinkedIn, etc., help businesses transmit information quickly, save investment capital and have the ability to reach customers very effectively. Social media advertising (SMA) does not limit the amount and time of content to be posted, so the information can be updated continuously.

In order to apply SMA effectively, increase consumer awareness of brands and products, and promote their purchase intention, businesses need to pay attention to the effects of SMA, users' attitudes towards SMA as well as the impact of this factor on the intention to buy products. Understanding these facts will help businesses have a commensurate investment in SMA, so they can attract and retain customers to contribute to the sustainable development of the business.

This research is designed to provide useful information about consumers' perception of SMA, which will be a useful reference for businesses when applying this form of advertising.

2. THEORETICAL FRAMEWORK AND HYPOTHESES DEVELOPMENT

2.1 SMA, Attitude toward SMA and Purchase Intention

Information is the amount of information that consumers receive from advertising. Information is an important factor

of Internet ads. Potential customers often require additional information about the products they need [1]. Understanding the impact of information on attitude toward SMA is essential.

Information of advertising means advertising provide information to users about alternative products, so users can be satisfied [2]. Therefore, the information must be accurate, relevant, timely and useful to consumers because they are interested in messages related to them [3].

So, hypothesis H1a and H1b are stated:

H1a: Information of SMA has positive influence attitude toward SMA.

H1b: Information of SMA has positive influence purchase intention.

Entertaining is the level of emotion of users when viewing ads. A high level of enjoyment and attraction in interacting with media marketing will have positive influence in consumer' feeling [4]. Entertainment in online advertising has a positive impact on the perceived value and attitude of consumer [1]. If an advertisement with highly entertaining will attract viewers, increase positive attitude toward the advertised product and the possibility customers purchase the product will be higher [5].

Hypothesis H2a and H2b are stated:

H2a: Entertainment of SMA has positive influence attitude toward SMA.

H2b: Entertainment of SMA has positive influence purchase intention.

Irritation is the degree of discomfort the users take from advertising. When advertising uses techniques to cause discomfort, offense or excess, consumers will have unwanted effects and unpleasant attitude [1]. Irritation reduces effectiveness of advertising.

Some ads which create annoyance and often overstated can lead to consumer confusion and negative reactions, create negative attitude toward ads and can reduce advertised product purchase intention [6].

Hypothesis H3a and H3b are stated:

H3a: Irritation of SMA has negative influence attitude toward SMA.

H3b: Irritation of SMA has negative influence purchase intention.

Credibility is the level of trust of user for advertising. Credibility has been proved to have a direct influence, a positive impact to attitude toward advertising, attitude toward brand and purchase intention [7].

Consumers will not feel comfortable when surfing ads if they can find the credibility of those ads. This makes them hesitate to provide personal information, they only buy from websites they know and trust [8]. Credibility of ads is affected by various factors, especially the reputation of the company and the people who post the ads [3]. Credibility has a positive impact on attitude toward ads, attitude toward brand and purchase intention [5].

Hypothesis H4a and H4b are stated:

H4a: Credibility of SMA has positively influence attitude toward SMA.

H4b: Credibility of SMA has positively influence purchase intention.

Interaction is the degree of interaction between users with different types of advertising. Classifies interaction into three factor including “machine”, “content” and “person” [9]. Interaction influences attitude toward advertising [9]. Interaction has impact on values and attitude toward online advertising [10]. Social media affects every stage of consumer decision making process [8].

Hypothesis H5a and H5b are stated:

H5a: Interaction has positive influence attitude toward SMA.

H5b: Interaction of SMA has positive influence purchase intention.

Social role is integration influence of society impacts the brand image in advertising to users [11]. Online advertising as well as other forms of advertising, the delivery of messages that are highly interactive to social communities, from the influential individuals in society will strongly affect the attitude of users [12]. Social factor is the degree of influence that society bring to users, so social factor will affect to their attitudes and purchase intentions [5].

Hypothesis H6a and H6b are stated:

H6a: Social role has positive influence attitude toward SMA.

H6b: Social role has positive influence purchase intention.

2.2 Attitude toward SMA and Purchase Intention

Attitude towards advertising is an attitude positive or negative from the subjective perspective of user [13]. Attitude towards advertising impacts the success of any form of advertising, potentially predict the tendency to accept or not acceptable for use products of services [14].

Both Attitude towards advertising and Attitude towards brand have been assumed to have effect on consumers' purchase intention [15], [16].

The consumer, who is effectively affected by advertising, may form a positive Attitude towards advertising that may then influence his or her purchase intention [17]. The relationship of Attitude towards advertising and purchase intention for both familiar and unfamiliar brands was found [16].

Therefore, hypothesis H7 is proposed:

H7: Attitude towards SMA has positive influence purchase intention.

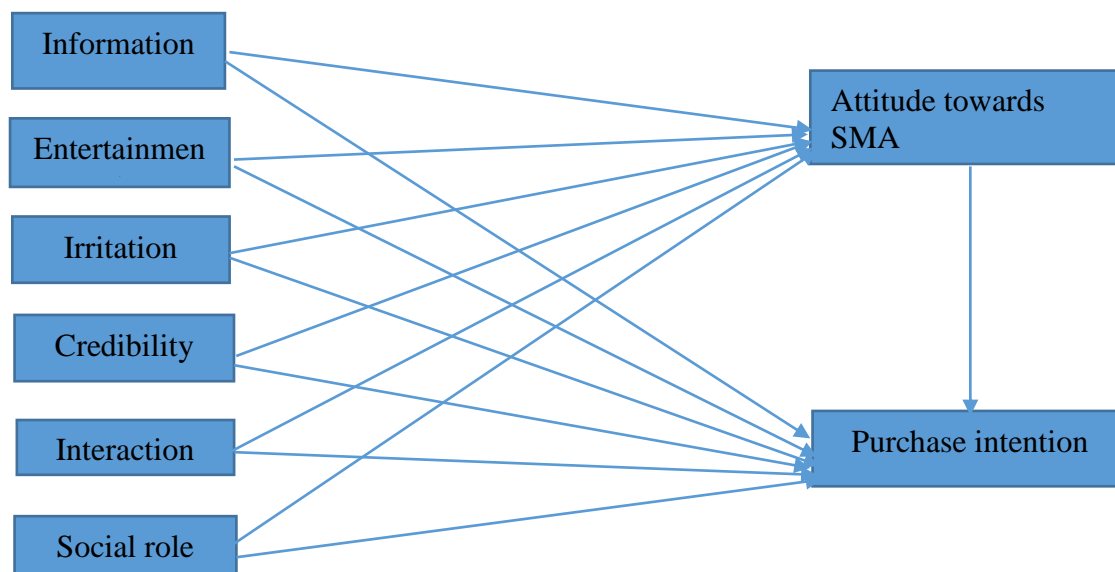


Fig 1: Research model

3. METHODOLOGY

3.1 Sample and Procedure

Questionnaire data were collected online by Google form in December 2021. People who use at least one social network can response this survey.

From 267 responses, there are 235 valid responses for the purpose of data analysis. Gender distribution of 235 participants explains 23 per cent (54) were male and the remaining 77 per cent (181) were female. There are 70.2 per cent (165) of participants living in Ho Chi Minh City. About income, 40.9 per cent (96) of participants were found to be under 5 million VND. According to the age of years, 43 per cent (101) of participants were found to be from 18 to 22 years old. With the multiple choice about the social networks they use, Facebook was chosen by 231 participants, Zalo was chosen by 178 participants and YouTube was chosen by 148 participants. A demographic summary of the participants is presented in Table I.

Table I: Demographic Summary (n=235)

Variables	Frequency (%)	Variables	Frequency (%)
Gender		Income (million VND)	
Male	54 (23)	Under 5	96 (40.9)
Female	181 (77)	5 ~ under 10	32 (13.6)
Age in Years		10 ~ under 20	77 (32.8)
18 ~ 22 years	101 (43)	20 ~ under 30	15 (6.4)
23 ~ 30 years	32 (13.6)	30 and above	15 (6.4)
31 ~ 40 years	78 (33.2)	Social network	
41 years and above	24 (10.2)	Facebook	231
Province		Instagram	91
Ben Tre	30 (12.8)	Linkedin	20
Binh Dinh	10 (4.3)	Twitter	5
BR-VT	10 (4.3)	YouTube	148
Dong Nai	10 (4.3)	Tiktok	87
Dong Thap	5 (2.1)	Zalo	178
Khanh Hoa	5 (2.1)		
TP HCM	165 (70.2)		

3.2 Measure

The scale of information, entertainment, irritation and attitude towards SMA derived from Ducoffe [1]. The scale of credibility and interaction derived from Brackett and Carr [18]. The scale of social role derived from Eze and Lee [19]. The scale of purchase intention derived from Blanco et al. [20].

After discussing with 10 people who use one social network at least, the final scale of these factors were built. Information and interaction were measured by 4-item scale. Other factors were measured by 3-item scale.

Participants responded on the 5-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree).

3.3 Data analysis method

Data analysis was implemented by SPSS 20.0 and AMOS 20.0 to check the scale and find the relationship among these factor in structural equation model (SEM).

3.4 Measurement Model

In Exploration Factor Analysis, an item of Interaction was deleted because its factor loading was lower 0.5.

In Confirmation Factor Analysis, the test of reliability and validity of scale was conducted based on values of Cronbach's Alpha, composite reliability (CR), average variance extracted (AVE) before analyzing structural model. Cronbach's Alpha of all factors were higher than 0.70 indicating good internal consistency and strong reliability [21]. CR of all constructs were higher than the acceptable value of 0.70 [21]. AVE of all factors were higher than the recommended value of 0.50 [21]. So, the scale had reliability and validity, it was ready to analyze structural model.

Table 2: Reliability and Validity

Variables	Cronbach's Alpha	CR	AVE
Information	0.848	0.848	0.584
Entertainment	0.820	0.820	0.604
Credibility	0.866	0.866	0.685
Irritation	0.779	0.779	0.540
Interaction	0.824	0.824	0.610
Social role	0.871	0.871	0.693
Attitude	0.774	0.773	0.534
Purchase intention	0.778	0.729	0.540

4. RESULTS

Table III shows the results of hypothesis testing. Test of significance revealed that Attitude towards SMA had a strong influence on Purchase Intention ($\beta = 0.356$; $p < 0.001$). Among 6 factors of SMA, 5 factors affect to Attitude towards SMA (H1a, H2a, H3a, H4a and H6a are accepted because their p-values higher than the significance 0.05), 2 factors affect to Purchase Intention (H2b and H5b are accepted because their p-values higher than the significance 0.05). In conclusion, the model explains the variance of 42 per cent for Purchase Intention.

Table 3: Hypothesis testing
(*** means lower than 0.001)

				Estimate	P-value	Accept/Reject
H1a:	Attitude	<---	Information	.140	.015	Accept
H2a:	Attitude	<---	Entertainment	.175	.003	Accept
H3a:	Attitude	<---	Irritation	-.211	.010	Accept
H4a:	Attitude	<---	Credibility	.149	.013	Accept
H5a:	Attitude	<---	Interaction	-.107	.167	Reject
H6a:	Attitude	<---	Social role	.195	***	Accept
H1b:	Intention	<---	Information	.042	.328	Reject
H2b:	Intention	<---	Entertainment	.198	***	Accept
H3b:	Intention	<---	Irritation	-.072	.232	Reject
H4b:	Intention	<---	Credibility	-.076	.090	Reject
H5b:	Intention	<---	Interaction	.153	.009	Accept
H6b:	Intention	<---	Social role	-.070	.080	Reject
H7:	Intention	<---	Attitude	.356	***	Accept

5. DISCUSSION

This research shows a significantly positive relation between Attitude towards SMA and Purchase Intention, which is supported by previous findings [17], [22]. Irritation had negative affect to Attitude toward SMA liked the results of previous researches [1], [6]. The positive relation of some variance couples such as Information and Attitude, Entertainment and Attitude, Credibility and Attitude, Social role and Attitude, Entertainment and Purchase Intention, Interaction and Purchase Intention are the same with previous studies [1], [5].

Managements of businesses could apply these findings to design SMAs effectively. Customers will have positive Attitude toward SMA if the ad has good Information, Entertainment, Credibility and Social role. And they will have negative Attitude with the ad if they feel irritated. SMAs with these attentions will increase Purchase Intention, so increase purchase decision.

Limitation and future recommendation

First, data collection was conducted online, maybe some responders did not concentrate on their answers. It can be the reason why many hypotheses were rejected. Future research should consider another data collection method. Second, about Attitude, this study only researched about Attitude toward SMA, future studies should add Attitude toward Brand, to enhance the model to explain more to Purchase Intention.

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