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UNDERSTANDING THE EFFECT OF SOCIAL MEDIA ADVERTISING VALUES ON ONLINE PURCHASE INTENTION: A CASE STUDY OF BANGKOK, THAILAND

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Abstract

This research aims to critically evaluate and examine the relationships between social media advertising value (SMAV), consumer personal factor towards social media advertisements (PF), technology acceptance (TAM), theory of behaviours (TPB), and online purchase intention (OPI) in Bangkok, Thailand. To address the research questions and objectives, an online survey was carried out based on quantitative research methods. The study clarified the relationship of the conceptual framework model consists of the following five constructs: SMAV, PF, TAM, TPB, and OPI. There were 400 respondents. The collected data were analysed using PLS-SEM. The study found significant relationships between five variables. This study would benefit organisations and digital marketers seeking to understand how social media advertising affects consumers these days. Understanding consumers' interaction with social media advertising is essential for organisations and digital marketers to deeply understand how they view social media advertising; thus, organisations could create more effective and creative advertisements. This research also studies why people behave in certain ways, where reasons are the factors that influence their purchase intention for certain products/services advertised on social media.

Keywords: Social Media Advertising Value, Consumer Personal Factor, Technology Acceptance, Online Purchase Intention

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Introduction

As time goes by, technology has evolved. Internet acts as a critical role in people's lives, both in and out of the home because life has become more convenient and enjoyable. People's lifestyles are moving to a friction-less lifestyle where technology offers things that once seemed difficult to reach are now possible with just fingertips. The emerging technologies are introducing the new alternative and innovative ways for organisations to reach people of targets. Digital marketing is one of the marketing forms that engage sellers and customers electronically by using interactive technologies like websites, E-mails, and online posts.

Digital marketing assists organisations to promote themselves to audiences online. Internet marketing channels like search, social media, E-mails, videos etc. help organisations reach a larger group of audiences online. Organisations use various digital marketing strategies, such as Social Media Marketing (SMM) to personalised audience's experiences, increase sales, maintain, and build relationships. Social media is now used by 3.96 billion of social media users around the world and has rapidly become one of the defining technologies in recent years (Statista, 2019). eMarketer (2018) forecasted that social media users are estimated to rise to 42.3% in the next few years of the world's population. There is no surprise that digital marketers have embraced social media as a marketing channel, especially Facebook. This is because Facebook has the most social media active users worldwide.

As the growth of the internet has changed the way people socialise, communicate, shop etc., therefore, there is a new way for people to purchase, online shopping. Marketers are more putting their efforts into an online environment. Social media marketing activities such as advertising, product offerings, sales promotions etc., are being organised and offered through social media. It is undeniable that social media advertising has shaped the audience's society and gives various benefits to organisations; however, not every audience has the same perceptions toward social media advertisements. Understanding the advertising beliefs and attitudes are essential as they affect consumer purchase intention (Mehta, 2000). This is because 91% of social media users say that advertisements are more intrusive, up to 40% of users click on advertisements because it really interests them, at the same time, 34% of users click on advertisements because of an accident (An, 2016). Therefore, for organisations to use social media for their best benefits, they should be fully understanding how customers perceive social media advertising value and what influences customers' perception of social media advertising. The advertising model proposed by Ducoffe (1996) will be used to evaluate how social media users perceived advertising value and to predict the consumer personal factor toward advertisements, while the TRA (Fishbein & Ajzen, 1975) will be used to identify reasons why users behave in certain ways to influence their purchase intention for products/services of choice advertised on social media platform.

The widespread popularity of social media sites, these kinds of online technologies are merely successful because of the acceptance and the usage of individual users. This research will focus on the perceived usefulness and perceived ease of use based on TAM (Davis, 1989) to describe the user's social media usage behaviour. Another most comprehensive theory in determining behaviour intention is TPB (Ajzen, 1991). TPB is being used because online consumer behaviour is affected by a person's personal factor toward online shopping. PF is significantly affecting a person's intention to purchase online, therefore, instead of using the TRA, TPB will be applied to predict consumer purchase intention as it is more appropriate to explore the control factor that would influence a person's intent to purchase.

Literature Review

Social Media Advertising Value (SMAV)

The evolution of social media has revolutionised the landscape of communication, altering the way consumers think and even has an influence on consumer attitude and behaviour (Mir &

Zaheer, 2012). Ducoffe's Advertising Value Model identifies three factors that would contribute to consumers evaluations of social media advertising value and the attitude toward social media advertisements, namely entertainment, informativeness, and credibility.

Entertainment is one of the critical factors for predicting advertising value lies on the ability to fulfil audiences needs for emotional (Muntinga et al., 2011). Consumers are also expected to see contents that personalised their preferences and interesting messages that are relevant to them, as it has a direct influence on how they perceived social media advertising value (Liu et al., 2012). The more informative consumers feel about advertisements, the more excellent consumers perceived social media advertising would hold in consumers mind as the recent study of Murillo et al. (2016) found that informativeness is being perceived positively by the audiences. Credibility of the advertisements has a positive impact on the consumer's attitude and behaviour (Chen et al., 2013).

SMAV and Technology Acceptance Model (TAM)

The rapid evolution of online media market assists organisations in enhancing their business planning practices in online marketing. To understand users' acceptance of social media, TAM would be utilised to focus on why users use the latest technology to do certain things. AI-Rahimi et al. (2013) found that social media users who enjoy social media systems view their systems interactions positively and form high potential behaviour intentions to use it.

H1: There is a positive effect between social media advertising value on technology acceptance.

SMAV and Consumer Personal Factor (PF)

The value that consumers attach to the social media advertisements determines their actions, attitudes (personal factor), and judgements to the advertisements (Beatty et al., 1985). Ducoffe (1996) reveals that advertising value is a valid indicator of the advertising effectiveness as it reflects the degree to which the consumer is pleased with the organisation's marketing campaign. If consumers have a high value attached to the social media advertisements, this will positively influence consumers' personal factor and at the same time, will convince them to accept it. Therefore, if messages advertised on social media platforms have all three dimensions (entertainment, informativeness and credibility) would help create social media advertising value, thus the higher value, the higher influencing the consumer personal factor. Based on the arguments above, it can be concluded that social media advertising audiences will only have a positive personal factor towards social media advertising that has a high perceived social media advertising value.

H2: There is a positive effect of social media advertising value on consumer personal factors.

SMAV and Online Purchase Intention (OPI)

These days, in the advertising practice, organisations apply various appeals to influence the attitudes of consumers and the intention to purchase through an advertisement. The only way that advertising messages would encourage consumers' purchase intention is that the advertising messages are placed in the right platform, at the right time and in the right way. Advertising is the way to draw the audience's attention and influence their feelings toward the advertised products/services, therefore, perceived social media advertising value positively affects purchase intention (Yuksel, 2016).

H3: There is a positive effect of social media advertising value on online purchase intention.

Technology Acceptance Model (TAM)

TAM is by far the most prevailing theory used to explain the behaviour of consumers of technology where a user's motivation can be explained by two main factors, namely perceived usefulness, and perceived ease of use. Perceived usefulness refers to users who believe that using such advanced systems would enhance his/her accomplishment. In contrast, perceived ease of use defines users who believe that an advanced system would be effortless. Chen et al. (2013) also supported the intention to use new technologies was determined by perceived

usefulness and perceived ease of use. Later, Akhlaq & Ahmed (2015) and Nurittamont (2017) stated that both perceived usefulness and ease of use are the significant predictors of TAM in enhancing intention and paying attention while purchasing products/services online.

TAM and Theory of Planned Behaviour (TPB)

Consumers are wanting things faster, better, cheaper, and full service at the same time. The advance in technology allows the consumer to spend their time as much as they want such as searching for information and comparing prices. Technology impacts consumer's spending lifestyles and totally changes the way consumers make their shopping decisions. If a specific website is useful and easy to use, consumers tend to make their purchase intention (Delafrooz et al., 2011). Therefore, technology does change consumer behaviour in an online shopping context.

H4: There is a positive effect of technology acceptance on theory of planned behaviour.

TAM and consumer personal factor (PF)

According to TAM, consumer behaviour is also influenced by personal factors and personal factors are also influenced by perceptions of usefulness and ease of use. Indarsin & Ai (2017) reported that consumers' positive personal factor can attract many consumers to decide which online store deserves to be shopped. In the context of social media advertisements, if advertisement makes audiences believe that purchasing via online would enhance his/her performance of purchasing or believe that social media would help his/her online purchase would be effortless, then those audiences tend to transfer to consumers and likely to purchase products/services of their choice via online.

H5: There is a positive effect of technology acceptance on consumer personal factors.

Consumer Personal Factor (PF)

Personal factors predispose consumers to behave in a consistently favourable or unfavourable way towards an attitude item. Kazançoglu (2012) agreed that it is a lot easier to convince consumers who have positive or favourable personal factors towards idea of products/services, several commercials are used to enhance positive personal factors, shift negative personal factors, and convince consumers. Pollay & Mittal (1993) believed that personal factors could be explained by beliefs, based on TRA. According to TRA, there are four factors, namely, lifestyle, privacy, reliability, and enjoyment.

Lifestyle reflects an individual's personal factor, values, and personal taste. Therefore, lifestyle led to variations in an individual's personal factor and thought. Lifestyle positively affects consumer personal factors towards social media advertising (Ohajionu & Mathews, 2019). Consumers are likely to be concerned about their information privacy when searching information through online websites to review product advertising on social media sites or even make a purchase through online commerce websites (Okazaki et al., 2012). Zha et al. (2015) found that consumers are less likely to pay attention to either messages or advertised products if they do not trust the media. The sense of enjoyment of consumers is attributed to advertisements that have a positive effect on consumers' personal factor towards online purchasing (Ohajionu & Mathews, 2019).

PF and Theory of Planned Behaviour (TPB)

Consumers are being involved in various activities such as consuming content to share or discuss with other consumers and contribute to other consumers' activities online. Consumer behaviour is sometimes depending on consumer personal factors toward social media advertising. This is because if consumers have a positive personal factor toward social media advertising, consumers will behave in a certain way. Glynn Mangold et al. (2009) indicated that social media also influences consumer behaviour as they consume social media advertising as post-purchase behaviour.

H6: There is a positive effect of consumer personal on theory of planned behaviour.

PF and Online Purchase Intention (OPI)

Social media creates various digital marketing strategies that also influence purchase intention of consumers to buy products/services online. Advertisements that offer good-looking pictures/videos and attracting information that would entertain audiences may increase significant impacts as visuals and attracting information help audiences get connected with the products/services advertised. If consumers feel that advertisements on social media reflect their lifestyles, trustworthy and secure, consumers are likely to have a positive personal factor toward that particular advertising which leads to a positive effect on consumer's purchase intention (Ohajionu & Mathews, 2019).

H7: There is a positive effect of consumer personal factors on online purchase intention.

Theory of Planned Behaviour (TPB)

The thorough understanding of why people behave in certain ways, the better understanding to develop social media advertising which has a preferable chance of success in the marketplace. TPB offers a better comprehension of the behavioural model, in which an individual is assumed to perform certain behaviour if that person has actual control over the behaviour. TPB helps to understand how consumer's behaviour can change, determined by three main components, namely attitude, subjective norms, and perceived behavioural control.

Attitude plays a significant part in determining intention and could be both positive and negative in shaping an individual's expected outcomes from performing the behaviour where an individual only tends to participate in online buying if social expectations are that individuals should be involved in the behaviour (Singh & Srivastava, 2018). Perceived behavioural control is a factor that plays an essential role in determining intention and ultimately influenced by consumers' online shopping behaviour (Redda, 2019).

TPB and Online Purchase Intention (OPI)

According to TPB, an individual's intention to perform behaviours of different kinds could be forecasted with high accuracy from attitudes, subjective norms, and perceived behavioural control. Ajzen (1991) stated that consumers with positive attitude, subjective norms and perceived behavioural will execute actual behaviour. Sutisna & Handra (2019) also agreed that all three components are components that would form determinants for interests for consumers, which decide whether the action in issue will be carried out or not.

H8: There is a positive effect of theory of planned behaviour on online purchase intention.

Online Purchase Intention (OPI)

Intention acts as an instruction that an individual provides to him/herself to behave in such a certain way. When it comes to the context of "purchase intention", it means that an individual evaluates products or services to predict his/her buying process. Chen et al. (2010) reported that an increase in purchase intention reflects an increase in the chance of purchasing. However, if consumers do have positive purchase intention, a positive brand engagement will promote the purchase (Martins et al., 2019).

Research Methodology

In the current study, positivism's perspective was applied to observe and gather the data from social reality to focus on experience that stresses facts and the cause of behaviour. The deductive approach was applied as the current study reviews previous academic literature to test the theory. Quantitative research methods were used to gather the data to express facts and discover patterns. Online survey was chosen to collect data. Survey strategy was being used in this study as it helps in gathering and accessing meaningfully high numbers of participants through their responses to questions. The non-probability sampling method was used because not every single individual has an opportunity to attend, which means that participants are selected based on the non-random conditions. Thus, employing a non-probability sampling method along with the convenience sampling allows the researcher to choose the participants

randomly who was recognised as a qualified person to contribute to this current study. To answer the research objectives, questions, and hypotheses, survey questions from the previous study were adapted. The reason for adapting existing questions is that it is timesaving, and the existing questions are flexible for the researcher to adjust to fit with the study's purpose. Back-translation was also applied to avoid the inaccuracy of the text. Back-translation was also applied to avoid the inaccuracy of the text. In the current study gathered 400 completed surveys, 111 of males and 289 of females.

The proposed hypotheses were tested using partial least squares - structural equation modelling (PLS-SEM). The collected data were analysed by using the ADANCO software. Cronbach Alpha coefficient was used to verify the measurements' reliability and the average variance extracted was used to confirm the validity of the constructs.

Research Results

According to table 1 and figure 1, the path coefficient values of each hypothesis are all supported. The coefficient values range from 0.171 to 0.620. The standard error ranges from 0.026 to 0.052. The mean value ranges from 0.272 to 0.696. T-value ranges from 5.638 to 27.083. All paths are significant at 0.000 ($P < 0.001$).

Table 1 Path Coefficient and Hypothesis Testing Results

Effect/Hypothesis	Original Coefficient	Standard Bootstrap Results				Results
		Mean Value	Standard Error	T-Value	P-Value (2 Sided)	
SMAV → TAM	0.275	0.275	0.049	5.638	0.000	Accept
SMAV → PF	0.620	0.696	0.026	27.083	0.000	Accept
SMAV → OPI	0.171	0.581	0.032	17.874	0.000	Accept
TAM → TPB	0.335	0.474	0.040	11.834	0.000	Accept
TAM → PF	0.272	0.272	0.047	5.819	0.000	Accept
PF → TPB	0.514	0.513	0.039	13.309	0.000	Accept
PF → OPI	0.198	0.505	0.052	9.807	0.000	Accept
TPB → OPI	0.604	0.606	0.037	16.239	0.000	Accept

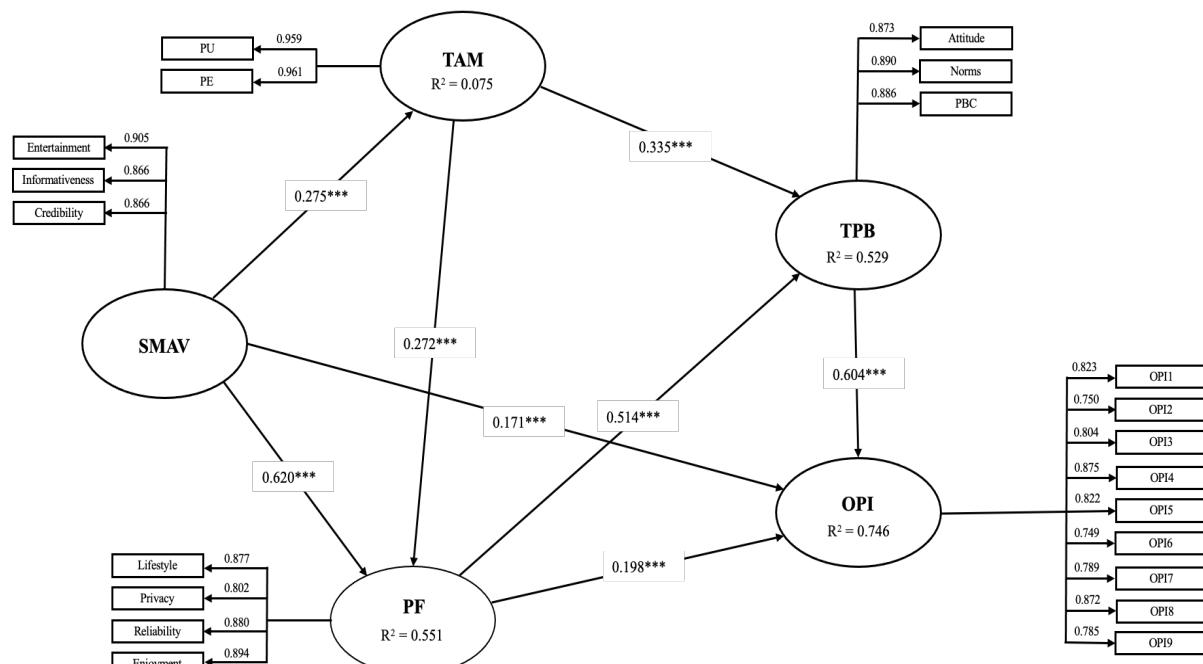


Figure 1 The results of the PLS-SEM

Discussion

The Result found that SMAV did statistically contribute to TAM with the significance value of $P < 0.001$. The results clearly indicated that there was a positive effect between SMAV on TAM, hence this supported the first hypothesis. Liu et al. (2012) confirmed that entertainment lies in the ability to fulfil audiences' needs for emotion. Informativeness was the second component of interest when they see advertisements on social media platforms. Participants use advertisements as a reference for their purchasing and agree that contents of advertisements are credible which means that social media advertising is convincing the audiences to purchase online (Murillo et al., 2016). Moreover, the social media advertisements have a positive impact on the consumer's attitude and behaviour.

This study discovered a positive effect of SMAV on PF with the significance value of $P < 0.001$. The findings further support the ideas of Dondolo (2015) that entertainment acts as a captain role in an audience's use of a communication media, by entertaining the audiences would influence the audience's personal factors. This finding is consistent with other studies, Gangadharbatla & Daugherty (2013) claimed that the more informative an audience feels advertising is, the stronger the perceived valued advertising will influence consumer personal factor. The research discovered that participants will only value the advertisements if it trustable. Credibility of the advertising content influences consumer personal factors (Ohajionu & Mathews, 2019).

The third hypothesis was also confirmed as the findings indicated the significance value of $P < 0.001$, therefore, there is a positive effect of SMAV on OPI. The results of this study corroborate with the research of Yuksel (2016) that perceived social media advertising value is positively affects purchase intention. Consumers who acquire positive personal factors toward the products or services from viewing advertisements on social media platforms would perform a higher intention to purchase the advertised products and services.

The results from hypothesis number four found that TAM did statistically contribute to TPB with the significance value of $P < 0.001$. The results of this research agreed with Fusilier & Durlabhji (2005) that both perceived usefulness and ease of use were statistically significant predictors of the intention to use new technology for purchasing.

Hypothesis number five, TAM did statistically contribute to PF with the significance value of $P < 0.001$. The participants strongly agreed that it is useful for them to purchase products and services online because it saves time, easy to browse and purchase online. The results corroborate with the research that was undertaken by Chow et al. (2012) that perceived usefulness influences in accepting the consumer personal factor in purchasing online. Participants strongly agreed that buying products or services from online would not have to put much of their effort and even easy to understand the purchasing process. This further support the idea of Pinho & Soares (2011) that perceived ease of use positively influence individuals' intention to use new technology to purchase only if they believe that new technology is easy to use.

The sixth hypothesis was also supported, there is a positive effect of PF on TPB. Enjoyment gained the highest item loading score (0.8943) which is consistent with other studies. Chen & Wells (1999) discovered that the sense of enjoyment of consumers is influenced to a positive effect on consumers' personal factor toward their behaviour. Reliability was the second factor that the participants were aware of before behaving their actions. This corroborated with the previous research by Zha et al. (2015) that consumers tend to pay attention to advertisements if they trust the media. The results showed that lifestyle comes as a third that the participant would have an interest in before behaving their action. This is in the agreement of Ohajionu & Mathews (2019) that lifestyle reflects an audience's personal factor and personal taste. Although privacy came as the last factor, participants were still aware of it.

The seventh hypothesis was confirmed as there is a positive effect of PF on OPI. Jayasree (2011) indicated that lifestyle influences on consumer purchase behaviour. The findings show that participants will purchase advertised goods or services if it enhances their lifestyle. Participants afraid that their information will not be stored safely, they will only purchase from the website that is reliable. Okazaki et al. (2012) indicated that consumers are likely to be concerned about their information privacy. Participants strongly agreed that if the advertisements on social media are entertaining, they would have a positive feeling towards the advertised products which enhances their personal factor towards online purchasing intention. The consequences are consistent with Dwivedi et al. (2017) that the more creative and interactive the advertisement is, the more attention received from the audiences.

The consequences from hypothesis number eight indicated that TPB did statistically contribute to OPI. Participants strongly agreed that the internet inspires them to purchase products online as it is convenient for them. Peña-García et al. (2019) also found that buyers will only buy online depending on their attitude. If buyers think that online purchase would enhance their life, then buyers will intend to purchase online. Participants agreed that people or environment around them have an influence on their decision to or not to purchase online. This study confirms previous findings of Peña-García et al. (2019), subjective norms influence the intention to purchase online while perceived behavioural control influences the intention to shop online. The participants agreed to purchase from online only if the processes are under their control.

Implications

SMAV, TAM, PF, TPB, and OPI are closely related to brand preferences and purchasing behaviour, increasing sales, and brand awareness. Since the very top goal for online advertisers is to increase brand awareness, image, and sales, a better understanding of these relationships between variables to variables would benefit them and guide them to accomplish their ideal goals.

This research provides marketers with components that arouse responses and values that may encourage consumers to respond positively to products and services advertised on social media platforms, leading to online purchase intention. The given insight could enhance marketing activity as it revealed which belief factors should be given more attention based on the positive outcome. Such as entertainment, informativeness, and credibility affected how consumers in Bangkok would value advertisements on social media platforms, whereas lifestyle, privacy, reliability, and enjoyment affected consumers' personal factors.

Nevertheless, marketing teams need to ensure that there are different attitudes, perceptions, and lifestyle segments of consumers. This research would be an excellent guide for how each age group of consumers would act when they see advertisements on social media platforms and which platform they tend to purchase online. For example, 20 to 30 Bangkok consumers agreed to purchase from Shopee more than any e-commerce platform in this study.

Conclusion

The reason for this exploration was to understand the effect of social media advertising value on online purchase intention with the case study of Bangkok consumers. Therefore, this dissertation by combining five variables into one framework aspires at answering the stated research question: *"How is the relationship between social media advertising value, consumer personal factor, technology acceptance, theory of planned behaviour, and online purchase intention?"*.

First, the study provides advertisers with essential information that would motivate responses and values that could inspire audiences to respond positively to advertised products and services on social media platforms. The factors are shaping consumer perception towards the innovative form of digital marketing. Additionally, advertisers would obtain better insights in

applying and adapting social media advertising strategies to differentiate from the competitors. Making such different campaigns would help the business gain more competitive advantages. Second, not every audience would respond positively to the same advertised contents, therefore, it is important to understand what makes social media users react to the advertised messages. Hence, consumer personal factors are another variable that advertisers need to be considered. The findings found lifestyle, privacy, reliability, and enjoyment as factors influencing consumer personal factors towards social media advertising. The insight discovered by this study could be used in marketing strategy as it indicated ideal factors of which should be given more attention based on the consequences. The more understanding the diverse lifestyle segments of the audiences, the more efficient and effective to engage social media audiences.

Third, social media users use social media platforms for different purposes such as communicating, browsing, and shopping. This study emphasises on the online shopping context, discovering consumers use new technology to purchase. The study showed that social media users choose to use new technology applications to purchase goods and services because of their perceived usefulness and ease of use. This would offer advertisers an ideal insight of how to improve their website appearance, application functions, social media pages, purchasing processes, and communication features.

Fourth, according to the study, consumer behaviour should not be ignored by marketers as it is essential in understanding the reason why consumers behave in certain ways. Consumer behaviour underlines the proposed conceptual framework of TPB. This study found that the environment around consumers has influenced consumers to perform the behaviour. Consumers are also influenced by social pressure whether to purchase goods or services online. Which literally means that consumer behaviour is affected by social expectations, if the members of their society do purchase online, an individual would also purchase online. Therefore, the more understanding of online consumer behaviours, the better the consumer journey.

Considering the increase in popularity and the intensity of competition on social media marketing in Bangkok, Thailand, the knowledge of SMAV, PF, TAM, TPB, and OPI have become more crucial. The results of this study provide several valuable understandings for both advertisers and further researchers. Taken together, the insights found by the researcher offer advertisers and marketers ideas on how to make their advertising on social media platforms more related based on consumer personal factors, behaviour, and technology acceptance. Understanding of the relationships between the five variables are much necessary, if not essential.

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