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Tao-Sheng Chiu

Kai-Yu Wang

Wen-Hai Chih

Jaime Ortiz

Xiu-Hua Yang

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The dual-mediation effect of perceived accuracy and perceived connectedness on consumer attitude toward social network advertising

Tao-Sheng Chiu, Zhaoqing University, China

Kai-Yu Wang, Brock University, Canada

Wen-Hai Chih, National Dong Hwa University, Taiwan

Jaime Ortiz, University of Houston, U.S.A.

Xiu-Hua Yang, Gamania Digital Entertainment Co., Ltd., Taiwan

Drawing on the stimulus-organism-response (S-O-R) model, this paper investigates the dual mediation effect of perceived accuracy and perceived connectedness in the effect of endorsement from satisfied customers, review credibility, and social influence on consumers' social media advertising attitudes. A study was conducted and received 1597 returned surveys with 1031 valid surveys. The results show that endorsement from satisfied customers, review credibility, and social influence are antecedents of perceived accuracy and perceived connectedness. These five variables are also antecedents of consumer attitude toward social network advertising. Furthermore, perceived accuracy and connectedness are partially mediating these relationships between endorsement from satisfied customers/review credibility/social influence and consumer attitude toward social network advertising.

Keywords: endorsement from satisfied customer; review credibility; social influence; perceived accuracy; perceived connectedness; social network advertising