

Measuring the Influence of YouTube Advertising in Creating Attractiveness to Consumer in Bangkok, Thailand.

Chalermchai Uparimart
Assistant Trade Marketing Manager
Asiatic Agro Industry Co., Ltd., Thailand

Abstract

Advertising can exceed expectation if it gains attention of communities well. While mass media such as television is still the main channel, social media has become a mainstream media which many firms have noticed as trend. Advertising expenditures on social media has increased as well. YouTube is the one of content communities that many companies pay attention to and invest on with online advertising platform to attract potential consumers. Therefore, this research has been carried out to measure the influence of YouTube advertising on creating attractiveness to consumer in Bangkok, Thailand. It proposes to validate the integrated model among entertainment, informativeness, irritation, customization, advertising value, brand awareness and purchase intention. The data was collected from respondents by questionnaire. This research had 524 respondents who live in Bangkok and have seen advertising on YouTube. The research used convenience sampling technique. Confirmatory Factor Analysis (CFA) and Structural Equation Model (SEM) were employed to verify the validity and reliability of the model and examine the influence among variables. Advertising on YouTube was efficient and proved that it has a significant influence on consumers purchase intention. This research contributed to further study on how marketers or advertisers can develop their content to attract consumer and show the opportunities for comprehend on advertising value factors.

Keyword: advertising on youtube, informativeness, irritation, customization, brand awareness, purchase intention.

Introduction

Advertising can gain the attention of communities well when proper contents on advertising that are necessary are present (De Mooij & Hofstede, 2010). Although television media is still the primary form of media and still holding stable impact, social media such as YouTube continue to grow and is experiencing increase in advertising investments (Adage; Bellman, Schweda, & Varan, 2009; Clancey, 1994).

YouTube is a website that provides free video clip exchange between with users, allowing YouTube to be the most popular website in the world that was founded in 2005. YouTube provides information, news, knowledge and entertainment which allows internet users investigate to post, comment, view, share and link to videos on the site. It is the third most visited website in worldwide, with over one billion visitors per month and more than six billion hours of video monthly (Bradshaw & Garrahan, 2008). Moreover, YouTube runs its partner program, which web video producers who create a content for the site by focusing on gaining benefit from sharing the revenue of YouTube advertising. Currently, from 27 countries which more than 30,000 partners have involved in the partner program (Kotler & Armstrong, 2013).

Therefore, the effects of advertising substitution between YouTube and other forms of media could thrive this new environment and obtain the best return of investment. The present research attemptS to fill THE gaps by exploring how YouTube advertising affects advertising value and intentions to purchase of consumer. Therefore, the objective of this study is to provide and inquire a comprehensive integrated model for YouTube advertising by focusing on investigating perspective of the people who live in Bangkok, Thailand.

Literature Review

Entertainment (ENT)

Entertainment proposed entertaining to media users in media channel (Eighmey & McCord, 1998). Entertainment value is a benefit that encourages media users to use it more (Lee & Choi, 2005). Entertainment helps to increase the user's needs for enjoyment, emotional released (Muntinga, Moorman, & Smit, 2011), and diversion by getting experience, information, photo and video clips with their social connections (Kim, Sohn, & Choi, 2011). Many marketers have subscribed to integrate advertising and entertainment on YouTube channel, in order to reach more customers with engaging messages and imprinting brands within entertaining program (Kotler & Armstrong, 2013).

Informativeness (INF)

Informativeness is defined as the extent that it supports user with useful information (Chen, 1999; Ducoffe, 1995a, 1995b). Moreover Ducoffe (Ducoffe, 1995a, 1995b) defines informativeness as “consensus exists with regard to the ability of advertising to inform consumers of product alternatives”, therefore, it can influence consumer’s satisfaction for making decision to purchase. Erdem, Swait, & Valenzuela (2006) discovered that consumers exhibit more signs of searching product information and CAN obtain more unconditional information. Therefore, social media provides a benefit of its format as a proper tool, which shows further product information (Lee & Choi, 2005)

Irritation (IRR)

The meaning of Irritation can be described as the content which is messy and irritating to media user (Eighmey & McCord, 1998). Many people are unwilling to watch TV commercials, so they ignore advertisement or spend their times to do another activity (Clancey, 1994; Speck & Elliott, 1997). Social media such as YouTube has irritation-related advertising to target consumer.

Customization (CUS)

It is necessary for advertisers to customer needs, profiles, and consumption patterns (Rao & Minakakis, 2003). Consumers pay attention to advertisements that are distinguished to be more personalize but avoid advertisements that have less customization (Liu, Li, Mizerski, & Soh, 2012). Social media customization can change the way of advertising, which has given profiling, and tracking customer activities by utilizing demographics for each user depends on their location (Zeng, Huang, & Dou, 2009).

Advertising value (ADV)

The definition of Advertising value is “a subjective evaluation of the relative worth or utility of advertising to consumers”; it is a helpful tool for evaluating the effectiveness of advertising (Edwards, Li, & Lee, 2002a, 2002b; Rao & Minakakis, 2003). Many consumers find the value of advertising when it proposes message that is related to their needs. Besides,

the value of advertising helps communication between advertiser and consumer by using the content of advertisement effectively (Golding). Advertising value can be an intermediary which helps an overall assessment of the worth of advertising on social media.

Brand awareness (BRA)

Generally, the function of Brands is the creation of relationships with customers (Tsimonis & Dimitriadis, 2014). Brand awareness helps consumers to recognize the name and image of brand (Huang & Sarigöllü, 2012). Nowadays, new media not only enlarge the existing customer-to-firm and firm-to-customer relationships, but also propose new options format to boost up the ability of firms to interact with customer and strengthen their communication's tool (Tsimonis & Dimitriadis, 2014). Presently many people are already accessing social media, many brands name product are spread all over those networks which allow people to know about brand, creating brand awareness (Golding). Thus, Social media can create and increase brand awareness (Stephen & Toubia, 2010).

Purchase intention (PUI)

Purchase intention is a significant indicator of advertising effectiveness that might be affected by indicators such as attitude regarding the advertise (Chen, 1999; Wu, 2006). The attitude toward of advertising affects to brand awareness and purchase intentions (MacKenzie & Lutz, 1989). Purchase intention is depended on the recommendations and brand's value that other consumers have distributed on social media (Dehghani & Tumer, 2015).

Research Framework and Methodology

Research Framework

There are many methods to measure advertising effectiveness, such as through brand awareness (Dehghani, Choubtarash, & Nourani, 2013), brand value (Cobb-Walgren, Ruble, & Donthu, 1995) including the purchase intentions, which consists of Consumers insight about the physical characteristics of a brand from diverse information sources on advertising (Pikas & Sorrentino, 2014; Lipsman, Mudd, Rich & Bruich., 2012). The study conducted by

Ducoffe on the perspective of irritation on advertising value shows a negative effect on the attitude of consumer to advertisement (Edwards, Li, & Lee, 2002a, 2002b). There is a positive relationship between informativeness and advertising value but there is a negative relationship between irritations and advertising value (Rao & Minakakis, 2003). The three factors: informativeness, entertainment and irritation are related to advertising value and show that they influence attitude toward advertising (Waters, Canfield, Foster, & Hardy, 2011). However, informativeness and entertainment are measured from the positive aspect of social media advertising that represent affective values and cognitive value, respectively (Lee & Choi, 2005). Conversely, a study found that irritation is not concerned with advertising value, but show the consumers' negative reaction social media advertising (Aaker & Bruzzone, 1985). Selecting customized advertising help to enhance informativeness, pleasure and credibility. On the contrary, customized advertising can reduce irritation because advertising messages are well suited to customer's preference. To prove that advertising positively influences purchase intentions, Kim and Park (2010) performed an empirical test and determined this forms the total utility that the possibility of consumer's attention on social media advertising such as YouTube channel. Consequently, researcher considered to follow these hypothesis (Kim, Kim, & Park, 2010).

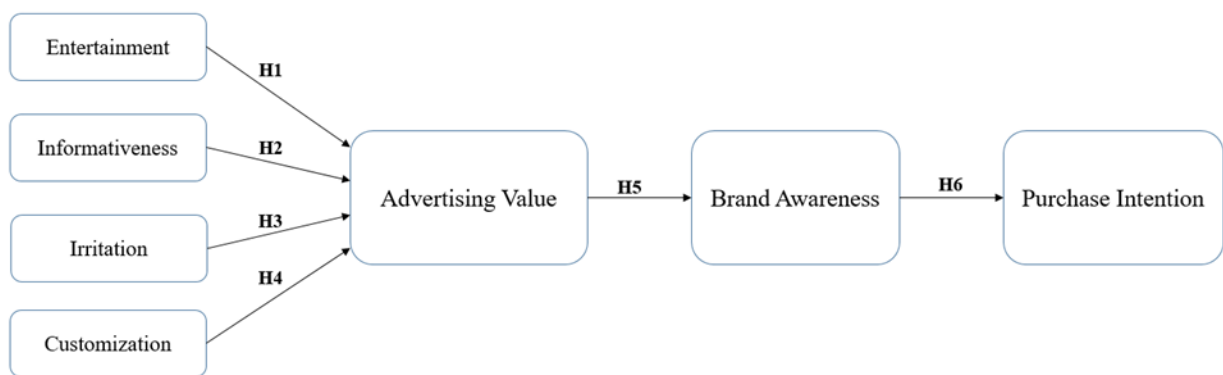


Fig 1. Research Framework

The hypotheses are constructed to align with the conceptual framework as follows:

Table 1:

Defined Hypotheses

H	Hypotheses
H1	Entertainment are related to advertising on YouTube channel, which is directly influence advertising value.
H2	Informativeness are related to advertising on YouTube channel, which is directly influence advertising value.
H3	Irritation are related to advertising on YouTube channel, which is directly influence advertising value.
H4	Customization are related to advertising on YouTube channel, which is directly influence advertising value.
H5	Advertising value on YouTube channel, which is directly influence on Brand Awareness.
H6	Brand Awareness, which is directly influence on Purchase Intention.

Methodology

The researcher conducted this paper based on quantitative approach by using a survey questionnaire and distributed to the group of target audience via online channel. The research focused on the people who live in Bangkok and have seen advertising on YouTube. The data have been collected to measure the influence of YouTube advertising in creating attractiveness to consumers in Bangkok, Thailand. This survey is composed of three parts such as screening questions, a five- points Likert scale questions and demographic questions. Researcher defined the screening questions in order to classify respondents who are the people that live in Bangkok and have seen advertising on YouTube. And next part was to measure a different of seven variables on a five- points Likert scale. The last part was

the demographic factors were provided to compile respondent's personal information such as gender, age, income and occupation.

The questionnaire was distributed to the 50 respondents to be the pilot test group TO check the reliability of the instrument through online channels. Analyzing Cronbach's alpha is used for the reliability test. Next, the complete version of questionnaire was distributed to gather the valid 400 respondents of target group via online channels. Convenience sampling technique was used for the data gathering. Data were analyzed by using SPSS 24 and AMOS 18.0. Confirmatory Factor Analysis (CFA) to conduct the convergent validation and discriminant validity results. Finally, the Structural Equation Model (SEM) was used to investigate the influences among variables.

Measurement of Conceptual Framework and Variables

A five-point Likert scale was applied to analyze all hypotheses by differentiated ranging from strongly disagree (1) to strongly agree (5).

Population and Sample Size

The target population of this research are the people who live in Bangkok and have seen advertising on YouTube. The researcher focused on this target group aged 18-40 who are generation Y and Z and who spend a lot time on social and online media. The researcher determined the sample size of the people who live in Bangkok and have seen advertising on YouTube . The sample size was calculated by structural equation model (SEM). The proper sample size is minimum 500 respondents with 7 variables and lower communalities (Hair, Black, Babin, & Anderson, 2010). The total number of respondents who participated in this survey were 532 from several demographic profile. After screening all the survey, there were 524 respondents that qualified in this study.

Sampling Technique

The survey was distributed through online channels based on non-probability sampling method using convenience sampling to gather the data for the respondents who are the people that live in Bangkok and have seen advertising on YouTube . They were randomly selected by the convenient accessibility and proximity of researcher's contact on

each platform such as Facebook, Email and Line. Meanwhile, the target respondents then forwarded to the others who also have the required characteristics to be target respondents.

Pilot Test

Cronbach's Alpha Coefficient was used to examine the reliability level of each group of items included in the questionnaire. The reliability test was conducted at the pilot test when number of respondents reached 50 people. The SPSS program was used for the the reliability test and found out that all the variables got the higher value than 0.70 which shows that results are acceptable the high reliability (Tavakol & Dennick, 2011).

Table 2:

Reliability Test (Consistency of the scales test N=50)

Variables	Number of items	Cronbach's Alpha
Entertainment (ENT)	3	0.755
Informativeness (INF)	3	0.968
Irritation (IRR)	3	0.915
Customization (CUS)	3	0.946
Advertising value (ADV)	3	0.931
Brand awareness (BRA)	3	0.904
Purchase intention (PUI)	3	0.980

Table 2 shows that the Cronbach's Alpha Coefficient falls in range between 0.755 to 0.980 which is larger than 0.7. Therefore, this indicates that the questionnaires developed for this study are reliable.

Results and Discussion

The demographic profile of the target group is summarized as 524 respondents who live in Bangkok, Thailand and have seen advertising on YouTube. In terms of gender proportion of respondents who participated in this study 40.3 % was male and 59.7 % was

female. In terms of age, between 26 – 49 years old with 87.2% be the majority and followed by age between 18-25 years old with 11.5% and between 50-64 years old with proportion only 1.3%. In terms of the level of education, 51.3% were bachelor's degree, 42.9% were master degree or above and 5.7% were lower bachelor degree. In terms of occupation, the largest proportion were office worker with 71.0%, Business Owner 8.4%, Students 7.3%, Government Officer 5.9% then followed by Homemaker and Others occupation with 2.3% and 5.2%. In terms of monthly income range, 8.2% earned less than 15,000 Baht, 19.8% earned between 15,001-25,000 Baht, 47.7% earned between 25,001-50,000 Baht and more than 50,000 Baht with 24.2%.

Table 3:

Demographic Profile

Demographical and Behavior Data (N= 524)		Frequency	Percentage
Gender	Male	211	40.3%
	Female	313	59.7%
Age	18-25 years old	60	11.5%
	26-49 years old	457	87.2%
	50-64 years old	7	1.3%
Education	Below Degree	30	5.7%
	Bachelor Degree	269	51.3%
	Master or Above	225	43.0%
Occupation	Students	38	7.3%
	Office Worker	372	71.0%
	Government	31	5.9%
	Business Owner	44	8.4%
	Homemaker	12	2.3%
	Others	27	5.2%
Income	Less than 15,000	43	8.2%
	15,001-25,000	104	19.8%
	25,001-50,000	250	47.7%
	More than 50,000	127	24.2%

Confirmatory Factor Analysis (CFA)

CFA has shown a validation test how the data of this research fits with the conceptual model. The result of factor loading was able to examine by CFA, composite reliability (CR), and average variance extracted (AVE). The composite reliability (CR) should be above 0.7 and the average variance extracted (AVE) that used for convergent validity should be above 0.5 (Hair, Black, Babin, & Anderson, 2010). Therefore, the results of composite reliability (CR) and the average variance extracted (AVE) were above 0.7 and 0.5 as shown in Table 4.

Table 4:

Confirmatory factor analysis result, Composite Reliability (CR) and Average Variance Extracted (AVE)

Variable	Factor Loading	S.E.	T-value	CR	AVE
Entertainment (ENT)				0.925	0.805
ENT1	0.968				
ENT2	0.903	0.026	34.351***		
ENT3	0.814	0.028	27.224 ***		
Informativeness (INF)				0.932	0.822
INF1	0.828				
INF2	0.944	0.043	28.257***		
INF3	0.943	0.041	28.230***		
Irritation (IRR)				0.908	0.767
IRR1	0.963				
IRR2	0.869	0.031	28.347***		
IRR3	0.787	0.037	23.848***		
Customization (CUS)				0.907	0.766
CUS1	0.833				
CUS2	0.901	0.047	24.793***		
CUS3	0.890	0.044	24.532***		
Advertising value (ADV)				0.917	0.788
ADV1	0.976				
ADV2	0.851	0.029	28.834***		
ADV3	0.829	0.034	27.356***		
Brand awareness (BRA)				0.930	0.816
BRA1	0.864				
BRA2	0.944	0.033	30.308***		
BRA3	0.901	0.035	28.557***		
Purchase intention (PUI)				0.931	0.819
PUI1	0.894				
PUI2	0.999	0.029	36.951***		
PUI3	0.813	0.036	26.146***		

Remark: CR = Composite Reliability, AVE = Average Variance Extracted

*** = Significant at the 0.05 significant levels ($p < 0.05$)

The researcher tested discriminant validity between variables by calculating the square root of the average variance extracted (AVE). An individual's variables generally should be greater than the covariant relation between the variables (Table 5.)

Table 5:

Discriminant validity

	PUI	ENT	INF	IRR	CUS	ADV	BRA
PUI	0.905						
ENT	0.304	0.897					
INF	0.403	0.593	0.907				
IRR	0.371	0.356	0.432	0.876			
CUS	0.302	0.449	0.458	0.398	0.875		
ADV	0.472	0.477	0.577	0.750	0.516	0.888	
BRA	0.547	0.347	0.450	0.422	0.317	0.593	0.904

Remark: The diagonally listed values are the AVE square roots of the variables

Structural Equation Model (SEM)

Structural Equation Model (SEM) is used to test the measurement and the structural regression of model. After running SEMs and revising the model, the overall model fit index is CMIN/DF = 1.989 GFI = 0.950, AGFI = 0.923, NFI = 0.974, CFI = 0.987, TLI = 0.981, RMSEA = 0.043, RMR = 0.048 the measureable criteria are on Table 6.

Table 6:

Goodness of Fit

Index	Criteria	Result of this study
CMIN/DF	< 3.00	1.989
GFI	> 0.90	0.950
AGFI	> 0.90	0.923
NFI	> 0.90	0.974
CFI	> 0.90	0.987

TLI	> 0.90	0.981
RMSEA	< 0.08	0.043
RMR	< 0.05	0.048

Remark : CMIN/DF = The ratio of the chi-square value to degree of freedom, GFI = goodness-of-fit index, AGFI = adjusted goodness-of-fit index, NFI = normalized fit index, TLI = Tucker-Lewis index, CFI = comparative fit index, RMSEA = root mean square error of approximation, and RMR = rootmean square residual

Research hypothesis testing

Hypothesis test shown in Table 7 show that almost all hypotheses are supported. Only H1 is not supported and can be rejected.

Table 7:

Hypothesis Result of the Structural Model

Hypothesis	Standardized path coefficients (β)	T-value	Test result
H1: Entertainment => Advertising Value	0.044	1.240	Not Supported
H2: Informativeness => Advertising Value	0.234	6.291***	Supported
H3: Irritation => Advertising Value	0.571	16.707***	Supported
H4: Customization => Advertising Value	0.190	5.289***	Supported
H5: Advertising value => Brand Awareness	0.598	14.042***	Supported
H6: Brand Awareness => Purchase Intention	0.592	13.794***	Supported

*Remark: ***p < 0.05*

The result from Table 6 can be summarized that:

H1: The standardized path coefficient between entertainment and advertising value was 0.044 (t-value = 1.240). Entertainment has no significant influence on advertising value. Therefore, H1 was not supported.

H2: The standardized path coefficient between informativeness and advertising value was 0.234 (t-value = 6.291***). Informativeness has significant influence on advertising value. Therefore, H2 was supported.

H3: The standardized path coefficient between irritation and advertising value was 0.571 (t-value = 16.707***). Irritation has significant influence on advertising value. Therefore, H3 was supported.

H4: The standardized path coefficient between customization and advertising value was 0.190 (t-value = 5.289***). Customization has significant influence on advertising value. Therefore, H4 was supported.

H5: The standardized path coefficient between advertising value and brand awareness was 0.598 (t-value = 14.042***). Advertising Value has significant influence on brand awareness. Therefore, H5 was supported.

H6: The standardized path coefficient between brand awareness and purchase intention was 0.592 (t-value = 13.794***). Brand awareness has significant influence on purchase intention. Therefore, H6 was supported.

Direct, Indirect, and Total Effects of Relationships

The relationships between each variable is defined by the conclusion of direct and indirect effect. The direct effect indicates that an independent variable directly influences on a dependent variable without mediating variables. Conversely, indirect effect indicates that an independent variable indirectly influence on a dependent variable through mediating variables and the total effect is the sum of direct and indirect effects (Asher, 1983)

In terms of the analysis, researcher selected to use AMOS program to explain the direct, indirect and total effect that shown as Table 8. Figure 2 shows the structural equation model of the research.

Table 8:

Direct, Indirect, and Total Effects of Relationships

Dependent variables	Effect	Independent variables					
		Entertainment	Informativeness	Irritation	Customization	Advertising Value	Brand Awareness
Advertising Value	DE	0.044	0.234***	0.571***	0.190***	-	-
	IE	-	-	-	-	-	-
	TE	0.044	0.234***	0.571***	0.190***	-	-
	R ²	0.679					
Brand Awareness	DE	-	-	-	-	0.598***	-
	IE	0.026	0.140***	0.342***	0.114***	-	-
	TE	0.026	0.140***	0.342***	0.114***	0.598***	-
	R ²	0.382					
Purchase Intention	DE	-	-	-	-	-	0.592***
	IE	0.016	0.083***	0.202***	0.067***	0.354***	-
	TE	0.016	0.083***	0.202***	0.067***	0.354***	0.592***
	R ²	0.351					

Remark: DE = Direct Effect, IE = Indirect Effect, TE = Total Effect (DE+IE); ***p < 0.05

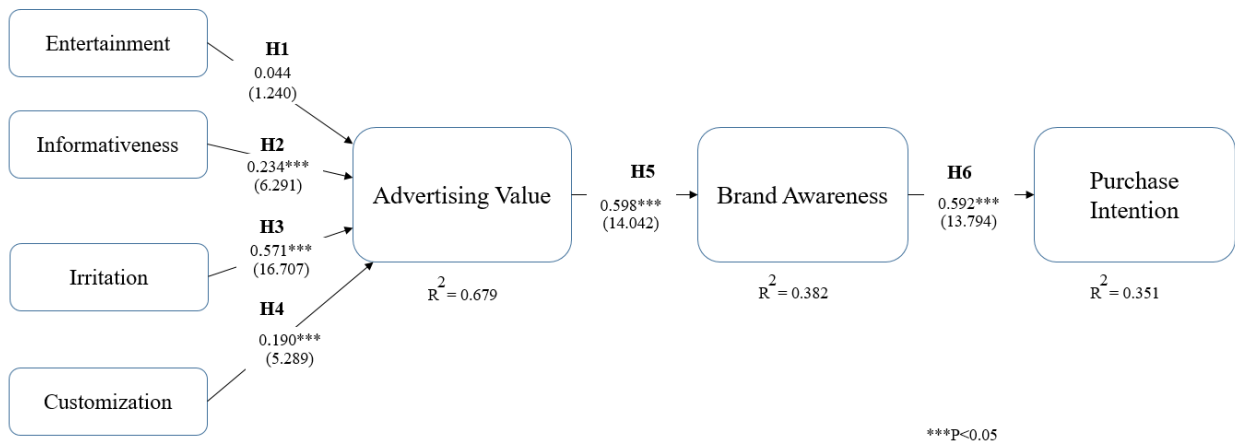


Fig 2. The Results of Structural Model

Table 8 shows that:

Advertising Value: The insignificant direct influence of entertainment on advertising value was 0.044. The significant direct influence of informativeness on advertising value was 0.234. The significant direct effect of irritation on advertising value was 0.571. The significant direct influence of customization on advertising value was 0.190. There was no

indirect influence for this variable. In terms of total effect, irritation is the main variable that significantly influence on advertising value.

Brand awareness: The significant direct influence of advertising on brand awareness was 0.598. By the way, there were some indirect influence as shown on Table 8. The insignificant indirect influence of entertainment on brand awareness was 0.026. The significant indirect influence of informativeness on brand awareness was 0.140. The significant indirect influence of irritation on brand awareness was 0.342. The significant indirect influence of customization on brand awareness was 0.114.

Purchase intention: The significant direct influence of brand awareness on purchase intention was 0.592. But there was some indirect influence as shown on Table 8. The insignificant indirect influence of entertainment on purchase intention was 0.016. The significant indirect influence of informativeness on purchase intention was 0.083. The significant indirect influence of irritation on purchase intention was 0.202. The significant indirect influence of customization on purchase intention was 0.067 and the significant indirect influence of advertising value on purchase intention was 0.354.

Summarize, Brand awareness are the most significant influence for creating attractiveness on purchase intention (0.592). There were followed by the influence of advertising value on brand awareness (0.598), and the influence of irritation on advertising value (0.571).

Conclusion, Recommendation and Limitations

The main objective of this study was to determine the influence of YouTube advertising in creating attractiveness to consumers in Bangkok, Thailand and link to perception of consumer to the purchase intention. In this research, the researcher analyzed the first four hypotheses, Entertainment, Informativeness, Irritation and Customization with the advertising value as the fifth hypothesis. The researcher determined the impact of advertising value on brand awareness and the effect of YouTube advertising on purchase intention. The results prove that the YouTube advertising has important effect on consumers

purchase intention. The results were analyzed by Confirmatory Factor Analysis (CFA) verifying the validity and reliability of the model. Moreover, the influence among variables were examined by Structural Equation Model (SEM).

This research shows that there are opportunities for researchers to better understand the advertising value factors on the YouTube channel. Furthermore, it also relates to social media issues that could be a basis to performers. This study exposes that almost all of factors Informativeness, Irritation and Customization in advertising value except Entertainment, show an important function to help consumer with supporting brand awareness on YouTube advertising and enhancing purchase intention subsequently.

This study is valuable for companies that invest in YouTube advertising as a part of their promotional strategy. The customization of advertising is a positive driver on advertising value.

YouTube should present personalized video ads, more than text ads because video marketing is just as important as video production. Irritation is negatively related to advertising value so marketers or advertisers should avoid any advertising that consumer might find irrelevant or irritating. It is better YouTube provide free services with support from companies and provide services for audiences as the part of their advertisement which could help to reduce the irritation.

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