



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

Ms. Pheruepon Manomayangkul

A Thesis Submitted in Partial Fulfillment of the Requirements
for the Degree of Master of Business Administration in Marketing
Graduate School of Business
Assumption University
Academic Year 2012
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By	Ms. Pharuepon Manomayangkul
Major	Marketing
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The Graduate School of Business, Assumption University, has approved this thesis as a partial fulfillment of the requirements for the Degree of Master of Business Administration in Marketing.



Dean of the Graduate
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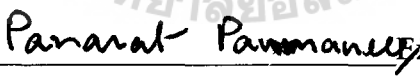
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Abstract

Owing to advertising being a tool that marketers applied to communicate with their consumers and introduce their products and services for persuading them to have purchasing intention toward the advertised product. Moreover, Facebook is the social network site that connects people around the world and allows them to interact with their friend. Facebook's statistic indicated the number of Facebook users is 1 billion active users around the world. Therefore, marketers nowadays increasingly advertise on Facebook because Facebook allow them to reach more appropriate target group based on personal information of users.

The aim of this research was to study the factors affecting attitude towards brand advertising and purchasing intention of Facebook users in Bangkok area. In addition, the objectives also were to investigate the most affecting factors of attitude towards brand advertising leading consumers to have purchase intention. The data was collected from 400 Facebook users around Siam Paragon, Suvarnabhumi Airport, Central World, Central Plaza Ladprao and BTS at Siam station. The Pearson Moment Correlation Coefficient to test the hypotheses.

The result of the research indicated that there were positive relationships between credibility, product information, social role/image, hedonism/pleasure, good for economy and attitude towards brand advertising of Facebook users. Moreover, this study also showed that if consumers created positive attitude towards brand advertising of Facebook, they will highly have purchase intention in advertised products on Facebook as well.

The finding provide the implications for advertisers, marketers and anyone who are interested in placing advertising on Facebook to understand the relationship between factors affecting attitude towards brand advertising leading to purchase intention which can be the guideline for advertisers, marketers to appropriately create its advertising to attract users for paying attention on Facebook's advertising.

Acknowledgement

I would like to express my sincere gratitude to my committee members Dr. Charnchai, Dr. Wisaroot, and Dr. Ismail. This thesis would not have reached its completion without their support, interest and comments. I would like to acknowledge my advisor Asst. Prof. Dr. Sirion for her guidance, encouragement, generous supports, kindly comments, and patience. I would like to thank my parents for their endless love and support. I would like to give a special thank to my beloved friend Ms. Angkana for her generous help me distributing questionnaire and correcting my thesis. Lastly, I would like to express thanks to the respondents who sacrifice their time to complete my questionnaire.

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November 23, 2012



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CHAPTER 1

GENERALITIES OF THIS STUDY

1.1 Introduction to the study

Advertising nowadays 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 the objective of advertising is to turn the mind toward purchase (Rossiter & Percy, 1996). Furthermore, Yoon (1995) defined purchase intention as the likelihood that a consumer will purchase the advertised brand. Moreover, online advertising is one of the marketing tools employed to generate purchase behavior (Ambler, 2000; Colley, 1961; Petty et al., 1983). People have occasionally realized that advertising is a subject of economic value, for themselves as well as for their country itself. In addition, purchase intention is affected by various determinants such as attitude toward advertising and attitude toward brands. Howard (1994) supposed that attitude toward advertising and attitude toward brand are independent determinants of purchase intention which means that if consumers feel favorable to advertising, they will transfer a positive attitude toward the brand leading to purchase intention. Moreover, Batra & Ray (1986) concluded that to influence purchase intention advertising must change the consumer's attitude regarding the brand.

In addition, there are many determinants affecting attitudes toward advertising. In this study, the researcher studied only five factors affecting attitudes toward brand advertising: source credibility, product information, social role/image, hedonism/pleasure, and good for the economy. Kotler & Keller (2008) mentioned that celebrities are likely to be effective when they are credible. Moreover, there are three terms (expertise, trustworthiness and likability) used for identifying source credibility (Kelman & Hovland, 1953). Expertise is the specialized knowledge of spokespersons who are mentioned in advertisements. Trustworthiness is the level of trust toward the objective, for example, consumers trust their friends more than strangers or salespeople. Likability includes the source attractiveness qualities such as humor, candor and naturalness that make the source more likable (Moore et al., 1994). Furthermore, credibility also

affects persuasion effectiveness. Therefore, if the source has high credibility, consumers are likely persuaded (Hovland & Weiss, 1951).

Furthermore, product information is very important for advertising because advertising is one way to educate or inform consumers about a company's product. Therefore, product information can be used to create consciousness of brands and communicate a new product or new features of existing products (Kotler & Keller, 2008). Moreover, Ducoffe (1996) mentioned that product information directly affects advertising value which means if consumers perceive advertising as a valuable source of information, they will look more favorably on advertising. Besides, advertising related with social role/image because it can provide consumer with lifestyle imagery which means the way that a product is advertised can reveal and classify the customer's lifestyle. Moreover, social role/image in advertising can help a consumer improve his/her personality associated with the brand which is why many consumers pay premium prices for branded products, logos and slogans to impress others.

Additionally, hedonism/pleasure is emotions that advertisers apply to persuade consumers because the more consumers feel entertained, the more positive the attitude toward advertising consumers generate (Brackett & Carr, 2001). Lastly, advertisers mentioned that economics is related to advertising because consumer decisions are affected by advertising due to it providing information thus helping the companies to introduce new products and also provide product utilities that lead consumers to make better economic decisions (Batra et al., 1996). Besides, previous research has indicated that advertising spending is directly related to economic growth because advertising helps spread innovation and improved competition as well (*Advertising 'good for the economy'*. Retrieved July 27, 2012, from <http://www.equimedia.co.uk/index.php?id=98&article=18308503>).

Nowadays, the number of internet users is continuously increasing worldwide involving all ages and types of people. Moreover, the internet has turned into a main intermediary for entertainment and communication because people increasingly interact with banners, on-site sponsors, and pop-ups. In addition, the internet has become a major and effective medium for advertising (Belch & Belch, 2007). Therefore, marketers utilize online advertising to help many companies deliver messages efficiently to their targeted audience. Furthermore, marketers realize that there are many benefits of doing online advertising. Firstly, online advertising is informative due to advertisers can communicate more information in advertisements to mass audiences at a lower cost than traditional advertising like TV, radio, and the press. Moreover, consumers can click on online advertising to get more information about the advertised product. Secondly, offline advertising tends to be slower than online advertising. Furthermore, online advertising makes it simple for audiences to engage with products or advertisements through which advertisers can get more feedback and develop the advertising quality. Lastly, online advertising is more efficient in reaching targeted audiences when compared with offline advertising and it help advertisers to make campaigns more profitable and get more relevant media (*10 Advantages of Online Advertising*. Retrieved June 23, 2012, from <http://www.georgescifo.com/2010/05/10-advantages-of-online-advertising/>).

In addition, 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. Therefore, advertisers have utilized new social media such as MySpace, YouTube, Twitter and Facebook as well as mobile media devices to provide information when and where consumers want or demand it. This research aimed to study the determinants affecting attitude toward brand advertising and purchase intention regarding online advertising using Facebook as a case study.

1.1.1 Background of internet advertising

Advertising is ubiquitous and the researcher realized that advertising plays an important role in improving the nation's economy. Advertising is one among many ways to communicate and provide information to consumers to persuade them to purchase products and services. 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 (Fox, 1999).

The internet has been used around the world since the 1960s. The internet, according to the technological meaning, is a network that is used to connect people around the world. (Strauss & Frost, 1999). Internet advertising occurred in 1995 when advertisers realized that it is faster than traditional advertising and it can reach more targeted audience (Wright & Grimp, 2000).

1.1.2 Background of advertising in Thailand

In quarter 4 of 2011 advertising spend in Southeast Asia was up 8 percent compared with quarter 4 of 2010. However, advertising spend in Thailand declined 18 percent due to natural disasters. Further, The Nielsen Advertising Index indicated that the total advertising spend across the region exceeded US\$ 19 billion in 2011 (*Advertising expenditure in Thailand*. Retrieved June 21, 2012, from http://www.adasso thai.com/index.php/main/ad_expenditure)

Figure 1.1: Percentage share of advertising spend by country across Southeast Asia
(Quarter 4, 2011)



Source: Nielsen (2011). *Advertising spend* Retrieved June 21, 2012. From http://www.adasso thai.com/include/upload/images/th_con_upload/2012030608280074286.pdf

Figure 1.1 indicates the percentage share of advertising spend on main media (press, TV, magazine, and newspaper) by country across Southeast Asia. In the pie chart shows that Indonesia has the largest proportion accounted for 44 percent followed by the Philippines (22 percent), Malaysia and Thailand (13 percent) and Singapore (8 percent).

Figure 1.2: Advertising spend (USD): year-on-year and quarter-on-quarter comparisons



Source: Nielsen (2011). *Advertising spend* Retrieved June 21, 2012. From

http://www.adassothai.com/include/upload/images/th_con_upload/2012030608280074286.pdf.

Figure 1.2 illustrates that Indonesia has the highest amount of advertising spend followed by the Philippines, Malaysia, Thailand and Singapore. Moreover, comparisons between the advertising spend between 2010 (Quarter 4) and 2011 (Quarter 4) indicate that advertising spend in Indonesia increased by 27 percent. In contrast, advertising spend in Thailand declined by 18 percent due to natural disasters.

Table 1.1: Thailand advertising spend trends (main media)

Media outlets trends in past 12 months (in USD '000)	Q4 2010	Q1 2011	Q2 2011	Q3 2011	Q4 2011	Q4 11 % change versus Q4 10
TV	521,973	499,066	540,697	526,959	424,887	-19%
PRESS	177,720	153,490	152,923	162,384	150,812	-15%
MAGAZINE	56,233	47,093	52,847	55,536	46,052	-18%
GRAND TOTAL	755,930	699,650	746,468	744,879	621,751	-18%
TOTAL % CHANGE VS PRIOR QTR	8%	-7%	7%	0%	-17%	

Source: Nielsen (2011). *Advertising spend* Retrieved June 21, 2012. From

http://www.adassothai.com/include/upload/images/th_con_upload/2012030608280074286.pdf.

Table 1.1 indicates the trend of Thailand advertising spend of main media (TV, Press, Magazine). However, advertising on TV declined 19 percent, Press declined 15 percent, and Magazine declined 18 percent comparing between 2010 and 2011. Moreover, the total percent change in all main media vice versa prior quarter indicates that quarter 4 (2010) increased 8 percent, quarter 1 (2011) declined 7 percent, quarter 2 (2011) increased 7 percent, quarter 3 (2011) no changed and quarter 4 (2011) declined 17 percent.

Table 1.2: Advertising expenditure (baht million) by medium in Thailand between April 2011-April 2012

ESTIMATED TOTAL ADVERTISING EXPENDITURE BY MEDIUM YTD APR 12 VS YTD APR 11 BAHT MILLIONS						
MEDIA	2012	SOV%	2011	SOV%	DIFF	% Change
TV	21,413	59.62	21,302	61.47	111	0.52
RADIO	1,919	5.34	1,838	5.30	81	4.41
NEWSPAPERS	4,834	13.46	4,731	13.65	103	2.18
MAGAZINES	1,559	4.34	1,814	5.23	(255)	(14.06)
CINEMA	3,002	8.36	2,126	6.14	876	41.20
OUTDOOR	1,473	4.10	1,412	4.07	61	4.32
TRANSIT	814	2.27	800	2.31	14	1.75
IN STORE	715	1.99	482	1.39	233	48.34
INTERNET	184	0.51	148	0.43	36	24.32
TOTAL	35,913	100.0	34,653	100.0	1,260	3.64

Source: Advertising Association of Thailand. (2011). *Advertising expenditure in Thailand*.

Retrieved June 21, 2012. From

http://www.adassothai.com/index.php/main/ad_expenditure.

Table 1.2 shows the estimated total advertising expenditure by medium year-to-date April 2012 vice versa year-to-date April 2011 (baht millions). Hence, when comparing between 2011 and 2012 the expenditure spending on TV increased 111 baht million accounted for 0.52%, the expenditure spending on Radio increased 81 baht million accounted for 4.41%, the expenditure spending on Newspaper increased 103 baht million accounted for 2.18%, the expenditure spending on Magazines declined 255 baht million accounted for 14.06%, the expenditure spending on Cinema increased 876 baht million accounted for 41.20%, the expenditure spending

on Outdoor increased 61 baht million accounted for 4.32%, the expenditure spending on Transit increased 14 baht million accounted for 1.75%, the expenditure spending on In store increased 233 baht million accounted for 48.34% and the expenditure spending on Internet increased 36 baht million accounted for 24.32%.

1.1.3 Background of the Facebook website

The Facebook website was established in 2004 by Mark Zuckerberg to help people connect with friends and family. Additionally, the Facebook website helps people discover what is going on in the world and users can share and express their activities with their friends (*Facebook – the complete biography*. Retrieved June 2, 2012, from <http://www.articlesbase.com/networks-articles/facebook-the-complete-biography-264375.html>).

In addition, Facebook's statistics indicate that there were 955 million active users at the end of June 2012 (*Facebook Statistics*. Retrieved May 15, 2012, from <http://newsroom.fb.com/content/default.aspx?NewsAreaId=22>)

. Further, there are many features on the Facebook website described as follows:

- Timeline is one sort of profile that allows people to create and show their activities specified by time. Therefore, people can select interests, photos and work history that they want to share on their timeline (*Facebook Press Room*. Retrieved July 25, 2012, from <http://newsroom.fb.com/content/default.aspx?NewsAreaId=139>).
- News feed provides updated stories from all connections such as groups and events. Therefore, people can express their likes or comment on those stories. Moreover, a user's news feed is customized using their interests and the activities of themselves and their friends (*Facebook Press Room*. Retrieved July 25, 2012, from <http://newsroom.fb.com/content/default.aspx?NewsAreaId=139>).
- Event is a feature that allows users to categorize congregations, invitations and notifications to remind their contacts about upcoming activities (*Facebook Press Room*. Retrieved July 25, 2012, from <http://newsroom.fb.com/content/default.aspx?NewsAreaId=139>).

- Page is a public profile that lets artists, businesses, brands, organizations, and non-profit organizations generate an occurrence on Facebook and its community. Therefore, clicks on the “like” button will provide users with updated news feed from that page (*Facebook Press Room*. Retrieved July 25, 2012, from <http://newsroom.fb.com/content/default.aspx?NewsAreaId=139>).

1.1.4 Background of Facebook advertising

Facebook website began to develop advertising features in order to sustain its expansion and growth. Additionally, Facebook helps advertisers to communicate with more than 900 million people with advertising that is appropriate, engaging and has a social context.

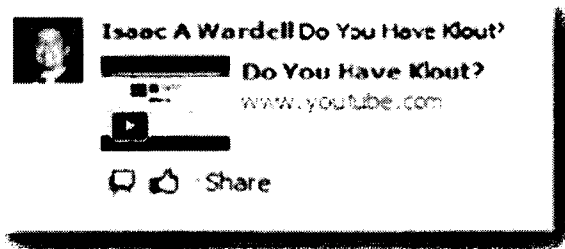
Facebook Advertising: advertisers can utilize Facebook to advertise to audiences based on demographic factors such as location, age, gender, education, work history and interests that users have shared on Facebook. Moreover, advertisers can engage with their users by incorporating social context into their advertising such as displaying when someone’s friend has liked an advertiser’s Facebook Page. This is ad styles on Facebook shown as follows:

- Page Post Advertising

This ad will feature a specific page post or users more recent page post to the targeted audience. It could be set to just get more interaction from current followers of users by setting the target audience as people who have previously liked user’s page. It could also target another audience, the idea being that if people see a lot engagement (comments and likes) they are more likely to want to be involved in the content and check out user’s page.

A great use of this advertising would be if companies were doing a giveaway of a book, companies could promote a status update in which companies say that they are giving away that book to people who have liked that authors page. This would encourage them to come checking out companies’ page as they want to find out more about the chance of winning a book they have already said they were interested in (Wardell, A. I. (2011). *Your guide to understanding Facebook ad types*. Retrieved May 15, 2012, from <http://blog.isaacawardell.com/2011/11/16/your-guide-to-understanding-facebook-ad-types/>).

Figure 1.3: Page post ads



Source: Wardell, A. I. (2011). Your guide to understanding Facebook ad types.

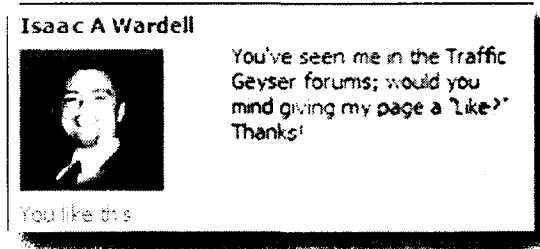
Retrieved May 15, 2012, from <http://blog.isaacawardell.com/2011/11/16/your-guide-to-understanding-facebook-ad-types/>

- **Facebook Advertising for Pages**

This advertising type is the most well-known and it contains an image along with up to 135 characters of text. These ads can be highly customized and can be directed to any tab on user Facebook page (Wardell, A. I. (2011). *Your guide to understanding Facebook ad types*. Retrieved May 15, 2012, from <http://blog.isaacawardell.com/2011/11/16/your-guide-to-understanding-facebook-ad-types/>).

Figure 1.4: Facebook advertising for pages

78467 e-1



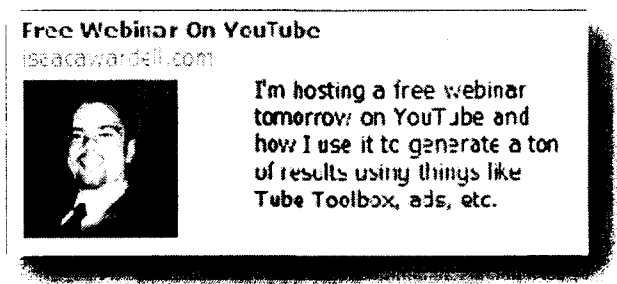
Source: Wardell, A. I. (2011). Your guide to understanding Facebook ad types.

Retrieved May 15, 2012, from <http://blog.isaacawardell.com/2011/11/16/your-guide-to-understanding-facebook-ad-types/>

- External URL

This kind of advertising are used when companies want to send users to companies' website and It contains an image and up to 135 characters of text and can go to any URL on the internet (as long as it abides by the Facebook Ads terms of use and policy) (Wardell, A. I. (2011). *Your guide to understanding Facebook ad types*. Retrieved May 15, 2012, from <http://blog.isaacawardell.com/2011/11/16/your-guide-to-understanding-facebook-ad-types/>).

Figure 1.5: External URL



Source: Wardell, A. I. (2011). Your guide to understanding Facebook ad types.

Retrieved May 15, 2012, from <http://blog.isaacawardell.com/2011/11/16/your-guide-to-understanding-facebook-ad-types/>

- **Sponsored Stories:** advertisers can spread stories when users have shared their activities and interests with their friends. For instance, when users “check-in” at some location such as a restaurant or shopping mall, that post will pop up in their friend’s News Feed. Therefore, marketers can pay for sponsored stories to expand the distribution of those stories to the user’s friends. Further, marketers can utilize sponsored stories to promote the stories to users who click “like” on their Facebook Page. In addition, these advertising work well for pages with a large fan base, frequent updates and high amount of user interaction (*Facebook Press Room*. Retrieved July 25, 2012, from <http://newsroom.fb.com/content/default.aspx?NewsAreaId=139>). There are 3 types within sponsored stories illustrated as following:

- Page like story

This ad takes advantage of implied recommendation because when anyone who has liked on companies' page is probably connected to other similar people who would be interested in companies' page. This advertising will show the name of the person who has liked the page and page name to those persons' friends. For instance, users who are interested in flying, those users might like a Facebook page about flying so when they run a Page Like Story, they will see that those users are a fan of that page, and since they are interested in flying and they see users like that specific page about flying, companies are more likely to check users out (Wardell, A. I. (2011). *Your guide to understanding Facebook ad types*. Retrieved May 15, 2012, from <http://blog.isaacawardell.com/2011/11/16/your-guide-to-understanding-facebook-ad-types/>).

Figure 1.6: Page like story



Source: Wardell, A. I. (2011). *Your guide to understanding Facebook ad types*.

Retrieved May 15, 2012, from <http://blog.isaacawardell.com/2011/11/16/your-guide-to-understanding-facebook-ad-types/>

- Page Post Like Story

Posts which have been liked by users are eligible to appear as advertising served to their friends. This ad requires a good amount of interaction on users' page in order to have a large enough databases of people to pull from that advertising can be displayed (Yoshizumi, A. (2011). *Facebook advertising: understanding Facebook ad types*. Retrieved May 15, 2012, from <http://www.tabjuice.com/scommerce-academy/facebook-advertising-understanding-facebook-ad-types/>

Figure 1.7: Page post like story



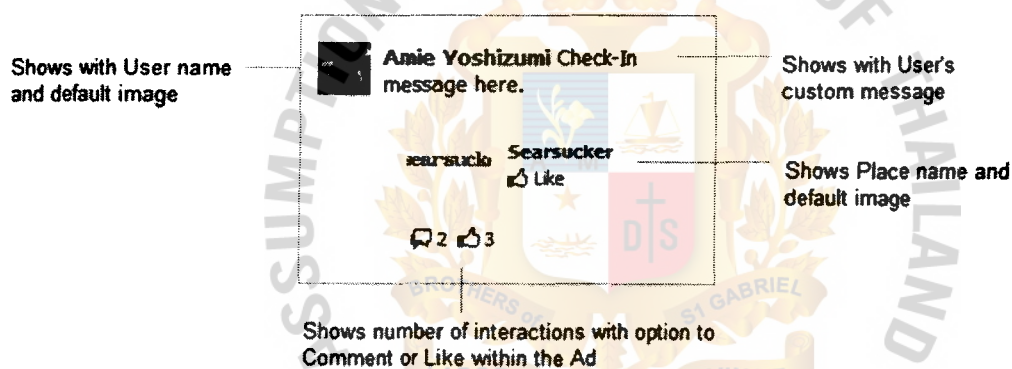
Source: Yoshizumi, A. (2011). Facebook advertising: understanding Facebook ad types.

Retrieved May 15, 2012, from <http://www.tabjuice.com/scommerce-academy/facebook-advertising-understanding-facebook-ad-types/>

- Check In Story

Only application to pages that have a Facebook places associated with them which means this advertising appears to users whose friends checked in at any location (Yoshizumi, A. (2011). *Facebook advertising: understanding Facebook ad types*. Retrieved May 15, 2012, from <http://www.tabjuice.com/scommerce-academy/facebook-advertising-understanding-facebook-ad-types/>).

Figure 1.8: Check-in story



Source: Yoshizumi, A. (2011). Facebook advertising: understanding Facebook ad types.

Retrieved May 15, 2012, from <http://www.tabjuice.com/scommerce-academy/facebook-advertising-understanding-facebook-ad-types/>

The benefits of advertising on Facebook

- **Targeted audience:** advertisers can utilize the personal information on Facebook. Therefore, they can distribute advertising content that is more suitable based on an individual’s interest.
- **Budget:** Facebook allows advertisers to control their budget and decide to pay only when people click (CPC) or see advertising (CPM) (*Advertise on Facebook*. Retrieved July 21, 2012, from <https://www.facebook.com/advertising/>)

Table 1.3: A percentage of the total display of Advertising revenues and growth of Advertising-selling companies in the US. from 2009 to 2012

Net US Online Display Ad Revenues at Top 5 Ad-Selling Companies as a Percent of Total Display Ad Revenues, 2009-2012				
	2009	2010	2011	2012
Facebook	7.0%	12.2%	17.7%	19.4%
Yahoo!	15.8%	14.4%	13.1%	12.5%
Google	4.5%	8.6%	9.3%	12.3%
Microsoft	4.6%	5.1%	4.9%	4.8%
AOL	6.4%	4.8%	4.2%	3.9%
Total top 5	38.3%	45.1%	49.3%	52.9%
Total Internet (billions)	\$7.97	\$9.91	\$12.33	\$14.82
Note: includes banner ads, rich media, sponsorships and video; net ad revenues after companies pay traffic acquisition costs (TAC) to partner sites Source: company reports, April-May 2011; eMarketer, Jan & June 2011				

Net US Online Display Ad Revenue Growth at Top Five Ad-Selling Companies, 2009-2012 % change				
	2009	2010	2011	2012
Facebook	164.1%	117.8%	80.9%	31.3%
Google	91.0%	140.5%	34.4%	58.3%
Microsoft	-7.5%	37.9%	18.7%	18.1%
Yahoo!	-10.3%	13.1%	13.6%	14.5%
AOL	-11.9%	-8.0%	10.5%	11.3%
Total top 5	9.7%	46.4%	36.0%	28.9%
Total Internet	4.3%	24.4%	24.5%	20.1%
Note: includes banner ads, rich media, sponsorships and video; net ad revenues after companies pay traffic acquisition costs (TAC) to partner sites Source: company reports, April-May 2011; eMarketer, Jan & June 2011				

Source: eMarketer. (2011). *Facebook’s revenue*. Retrieved June 2, 2012. From <http://www.marketingoops.com/media-ads/display-ad-revenue/>

Table 1.3 shows how E-marketers assessed the revenue from the banner of the top 5 websites in the US. Additionally, it indicates that Facebook’s revenue for selling a banner was lower than Yahoo during 2009 and 2010. Nevertheless, Facebook’s revenue was number one during 2011 and 2012: more than Yahoo, Google, Microsoft and AOL. Further, marketers expect that, the total revenue of Facebook, 19.4 percent come from selling online advertisements including banner Ads, rich media, sponsorship and video.

1.1.5 Background of Facebook in Thailand

This study concentrated on the factors influencing attitudes toward advertising, brand and purchase intention, using Facebook as the case study. The reason why the researcher selected the Facebook website is because it is connected with more than 900 million potential consumers around the world and it allows advertisers to choose the audience by location, age and interest. Hence, Facebook is an efficient medium for reaching targeted consumers (*Facebook Press Room*. Retrieved July 25, 2012, from <http://newsroom.fb.com/content/default.aspx?NewsAreaId=139>).

Another reason is that Facebook is very supportive and useful for advertisers because when a Facebook user clicks “like” on an advertisement, it will appear on their friend’s wall as word of mouth and friend referrals mean that Facebook has utilized the “Like” button to influence user perceptions.

Currently, there are 14,221,220 Facebook users in Thailand. This ranks at number 16 of all Facebook statistics by country. Therefore, the researcher realized that this is a good opportunity to study the factors affecting attitudes toward advertising, brand and purchase intention regarding Facebook. Additionally, the statistics of Facebook users in Thailand are shown as follows:

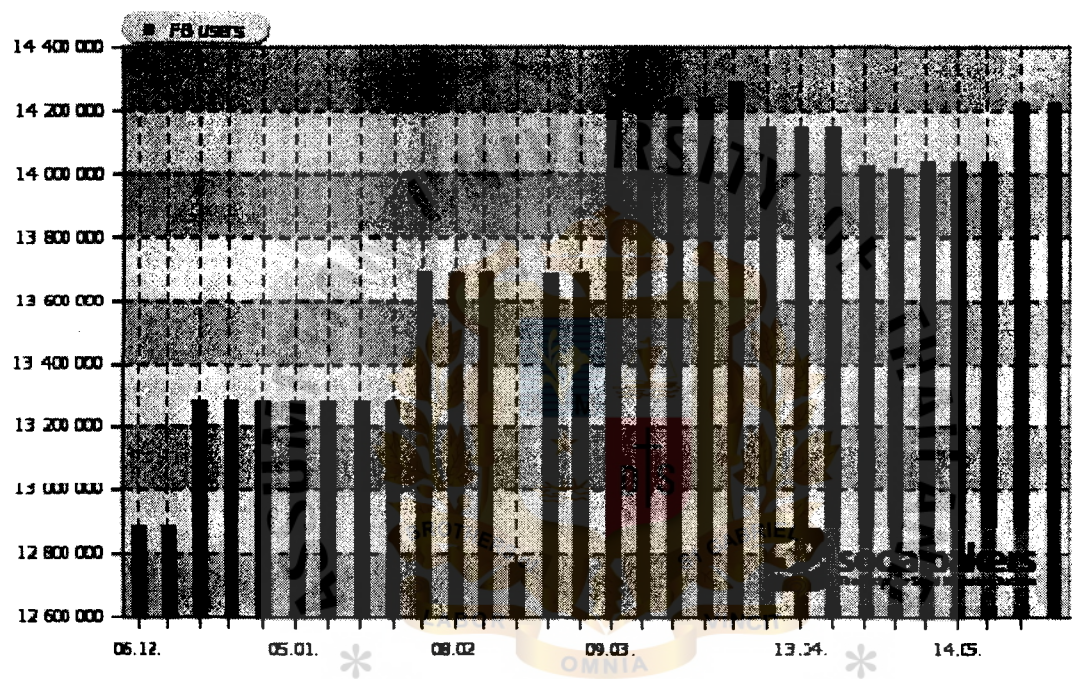
Table1.4: Facebook statistics in Thailand

Facebook statistics in Thailand	
Total Facebook Users	14,221,220 Users
Position on the list	Rank 16#
Penetration of population	21.42%
Penetration of online population	81.33%
Average CPC	\$0.17
Average CPM	\$0.04

Source: Socialbakers. (2011). *Thailand Facebook Statistics*. Retrieved May 15, 2012. From <http://www.socialbakers.com/facebook-statistics/thailand#chart-intervals>.

Table 1.4 illustrates that the total number of Facebook users in Thailand is equal to 14,221,220 users, world ranking 16, penetration in the list is 21.42%, penetration of population is 81.33%, average cost per click is 0.17\$ and average cost per thousand impressions is 0.04\$.

Figure 1.9: Users and Demographic of Thailand



Source: Socialbakers. (2011). *Thailand Facebook Statistics*. Retrieved May 15, 2012. From <http://www.socialbakers.com/facebook-statistics/thailand#chart-intervals>.

Figure 1.9 indicates that Facebook penetration in Thailand is 21.42% compared to the country’s population and 81.33% in relation to the number of internet users (Table 1.4). The total number of Facebook users in Thailand is 14,221,220 and grew by more than 1,339,420 in the last 6 months.

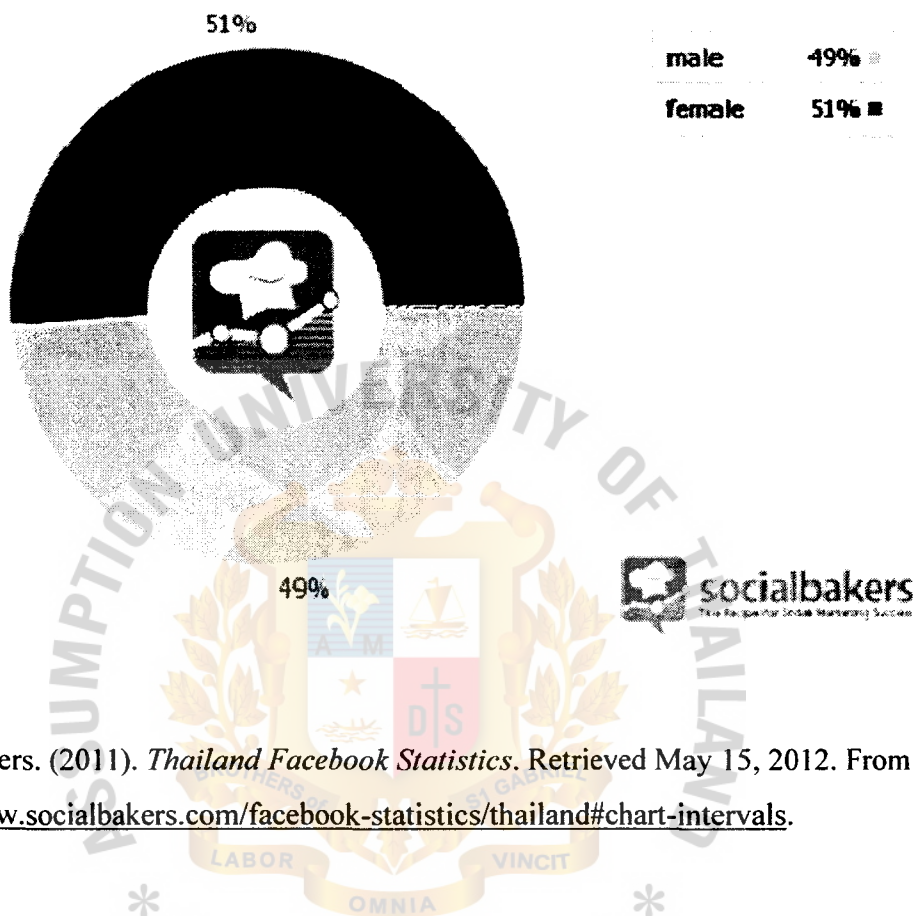
Figure 1.10: User of Facebook in Thailand distributed by age



Source: Socialbakers. (2011). *Thailand Facebook Statistics*. Retrieved May 15, 2012. From <http://www.socialbakers.com/facebook-statistics/thailand#chart-intervals>.

The pie chart in figure 1.10 indicates that the largest proportion of Facebook users in Thailand are aged 18 – 24 years old (33%), followed by 25 – 34 years old (29%), 35-44 years old (11%), 13-15 years old (10%), 16-17 years old (10%), 45-54 years old (5%), 55-64 years old (1%) and 65+ years old (1%).

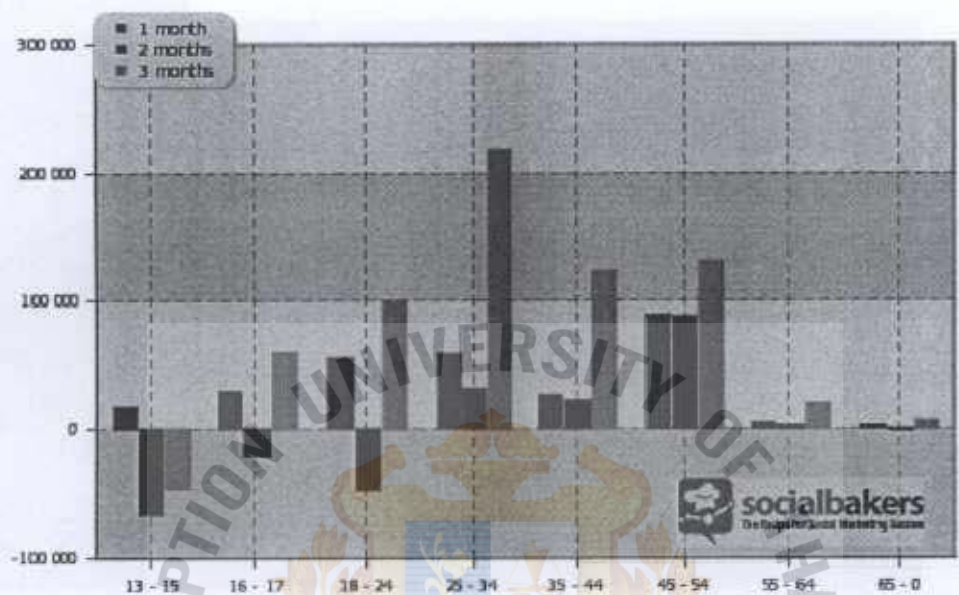
Figure 1.11: User of Facebook in Thailand distributed by gender



Source: Socialbakers. (2011). *Thailand Facebook Statistics*. Retrieved May 15, 2012. From <http://www.socialbakers.com/facebook-statistics/thailand#chart-intervals>.

Figure 1.11 indicates that the largest proportion of Facebook users is female (51%) and male (49%) in Thailand.

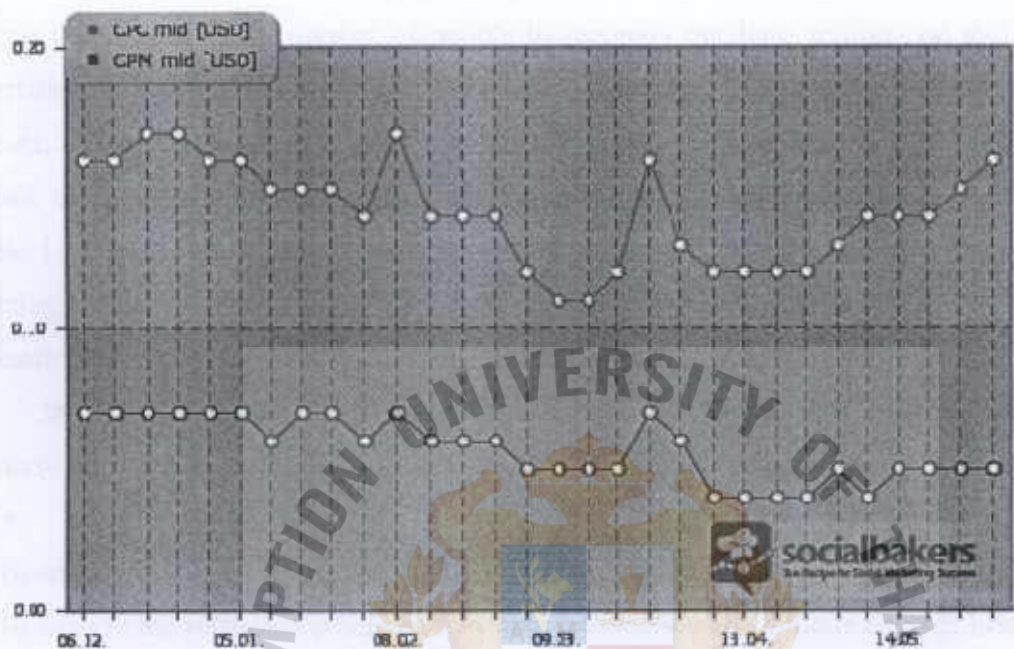
Figure 1.12: Age Growth on Facebook in Thailand



Source: Socialbakers. (2011). *Thailand Facebook Statistics*. Retrieved May 15, 2012. From <http://www.socialbakers.com/facebook-statistics/thailand#chart-intervals>.

Figure 1.12 indicates the age growth in the range between 13-65 years old and the bar chart represent that the largest growth in 1 month is in age 45-54 years old (90,000 users), the largest growth in 2 months is in age 45-54 years old (90,000 users) and the largest growth in 3 month is in age 25-34 years old (220,000 users).

Figure 1.13: Suggested ad prices by Facebook Advertising Tool in Thailand



Source: Socialbakers. (2011). *Thailand Facebook Statistics*. Retrieved May 15, 2012. From <http://www.socialbakers.com/facebook-statistics/thailand#chart-intervals>.

Figure 1.13 indicates cost per thousand advertising impressions (CPM) which means advertisers pay, for exposure of their message to a specific audience, equal to 0.04 USD cost per click (CPC) which indicates that what advertisers pay when the users click on their advertising is equal to 0.17 USD.

1.2 Research Objective

The purpose in this research is to study the factors affecting attitude towards brand advertising and purchase intention regarding Facebook user in Thailand because the researcher realizes that nowadays the number of people increasingly purchase products on the internet and advertising is one of the important tools which used for communication about company's product, service. In this study, the researcher selects Facebook website to study since Facebook statistic in Thailand indicates that the population of Facebook users is around 14,221,220 users (Table 1.4). Therefore, it is very interesting issue because if the marketers can know the factors affecting toward brand advertising they will appropriately adjust their advertising on Facebook to get more revenue.

In order to determine the factors affecting attitudes toward brand advertising and purchase intention regarding Facebook users in Thailand, the following are the objectives of the study:

1. To analyze the relationship between credibility and attitude towards brand advertising
2. To analyze the relationship between product information and attitude towards brand advertising
3. To analyze the relationship between social role/ image and attitude towards brand advertising
4. To analyze the relationship between hedonism/pleasure and attitude towards brand advertising
5. To analyze the relationship between good for economic and attitude towards brand advertising
6. To analyze the relationship between attitude towards brand advertising and purchase intention

1.3 Statement of the problem

Nowadays social networks (Facebook, Twitter and MySpace) have an increasing influence on people's lives. Therefore, marketers have realized that it is a good opportunity to start investing in advertising on social networks. However, there is no guarantee that if companies place advertising on social network, it will return a higher sales volume to the companies because advertising is a medium that persuades audiences to create a perception or attitude towards advertising. This means if the audiences generate a positive attitude toward advertising and a positive attitude toward a brand, the audiences will have the opportunity to purchase the advertised product in the near future. On the other hand, if audiences generate a negative attitude toward advertising and a negative attitude toward a brand, audiences will not purchase the advertised product. Hence, understanding the factors affecting attitude toward advertising is very important due to positive attitude toward advertising and positive attitude toward brand leading to purchase intention (Lutz et al., 1983; MacKenzie et al., 1986; Mitchell & Olson, 1981; Shimp, 1981).

This paper aims to study "factors affecting attitude towards brand advertising and purchase intention regarding Facebook users in Thailand". Moreover, the factors that were used to test the attitude toward brand advertising were in terms of credibility, product information, social role/image, hedonism/pleasure and good for economy. Also, this paper will help to clarify the problem of how to attract online users to make a purchase when they see an advertised product. The researchers studied the following questions and relationships:

1. Is there a significant relationship between credibility and attitude towards brand advertising?
2. Is there a significant relationship between product information and attitude towards brand advertising?
3. Is there a significant relationship between social role/ image and attitude towards brand advertising?
4. Is there a significant relationship between hedonism/pleasure and attitude towards brand advertising?
5. Is there a significant relationship between good for economic and attitude towards brand advertising?

6. Is there a significant relationship between attitude towards brand advertising and purchase intention?

1.4 Scope of research

This research is focused on the purchase intention of Thailand's Facebook users after exposure to advertisements. Therefore, this study represents the characteristics of Facebook users when they see online advertising. In addition, the targeted population in this research is people who used Facebook and have seen Facebook advertising. Furthermore, the researcher distributed 400 numbers of questionnaire in 5 locations around Bangkok which are Siam Paragon, Suvarnabhumi Airport, Central World, Central Plaza Ladprao and BTS at Siam station because the statistics of Facebook users in Thailand indicate that these locations are the top 5 places in Thailand that most Facebook users check-in (Table 1.5) (*The most check-in location in Thailand*. Retrieved May 15, 2012, from <http://board.postjung.com/596694.html>) and the respondents of this study will include people of all sexes and aged in between 15 and above of 400 users. The time period that the researcher distributes the questionnaire is between September 2012 and November 2012. The independent variables in this study are credibility, product information, social role/image, hedonism/pleasure, and good for economy. Moreover, the intervening variables in this study are attitude towards brand advertising. The dependent variable is purchasing intention. This study sought to analyze and study the relationships between these variables by distributing a questionnaire to Facebook users in Thailand.

1.5 Limitations of the research

This research was conducted using Facebook users in Thailand to examine the factors affecting attitude towards brand advertising and purchase intention. Hence, this research cannot be used to conclude the characteristics of users from other social network sites such as Twitter, Myspace, and Bebo. Moreover, there are a large amount of Facebook's users in Thailand. Thus, the researcher cannot distribute the questionnaire to all Facebook users because of time, resources and manpower limitations leading to the result that this research cannot represent

attitudes toward advertising of all Facebook users. Owing to, time period in this study is between September 2012 and October 2012 thus, the result represents the characteristic of Facebook's users in Thailand in that period of time only which means this result can't use to conclude in other period. In addition, there could be other variables affecting purchase intention. Also, the research was limited to the consideration where the independent variables were credibility, product information, social role/image, hedonism/pleasure, good for economy and the intervening were attitude toward brand advertising. Furthermore, the researcher took only 5 locations (Siam Paragon, Suvarnabhumi Airport, Central World, Central Plaza Ladprao and BTS at Siam station (*The most check-in location in Thailand*. Retrieved May 15, 2012, from <http://board.postjung.com/596694.html>) to distribute questionnaires. Consequently, this study cannot be generalized to all Thai people.

1.6 Significance of the study

The significance of this study is to find the factors affecting attitude towards brand advertising, and purchase intention of Facebook users in Thailand. This study will be beneficial for marketers, advertisers, advertising agencies and anyone who is interested in placing online advertising on Facebook because the factors from this research not only affect the advertising on Facebook but also marketers or advertisers can adapt them to use on other websites. Therefore, they can efficiently improve their advertisements to attract consumer attention and persuade them to purchase their advertised products.

Regarding the success of online advertising at the present, this research may give advantages to anyone interested such as students and academics who are interested in studying factors affecting the attitudes toward brand advertising in the future.

Furthermore, this study enhanced the researcher's knowledge about the methods of research and helped the researcher to understand well the relationship between each variable. In addition, this study will benefit other researchers as they can apply the results of this study to support and develop their own research.

1.7 Definition of terms

Attitudes toward advertising: Attitude toward advertising is defined as a predisposition to react in a favorable or unfavorable manner to a particular advertising during an exposure situation (Mackenzie et al., 1986; Biehal et al., 1992).

Attitude toward brands: Attitudes toward brands is defined as a predisposition to react in a favorable or unfavorable manner to a particular brand after a consumer sees the advertisement (Phelps & Hoy, 1996).

Credibility: Credibility is identified as the general perception of consumers to the truthfulness, reliability, trustworthiness and believability of advertisements (MacKenzie & Lutz, 1989).

Good for economic: 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 (Belch & Belch, 2007).

Hedonism/Pleasure: Hedonism/pleasure is the feeling generated by advertising which can be the source of pleasure and entertainment for consumers when they see that advertising (Alwitt & Prabhaker, 1992; Pollay & Mittal, 1993).

Product information: Product information refers to the consumer's personal belief related to the ability of advertising to deliver rich information by means of advertisements (Pollay & Mittal, 1993; Tan & Chia, 2007).

Purchase Intention: Purchase intention is defined as "the likelihood that consumers will purchase the product that they want or need (Rossiter & Petcy, 1997).

Social role/Image: Social role/image is defined as the behavior of people in the social system as a function of their status or position (Neimann & Hughes, 1951).

CHAPTER 2

LITERATURE REVIEW

This chapter consists of three parts: the first part is the theory which mentions the theory and definition of each variable following the conceptual framework. This research studies the factors affecting attitudes toward brand advertising and purchase intention regarding a social network. Therefore, the terms of definition is comprised of factors affecting attitude towards brand advertising (credibility, product information, social role/image, hedonism/pleasure and good for economy), attitudes toward advertising and brand, purchase intention, internet advertising and a social network; the second section includes a literature review which covers previous studies in term of the relationship between the variables in the conceptual framework. The last section is previous studies of those variables and other relevant information that were applied in this research.

2.1 Theory

2.1.1 Purchase intention

Purchase intention is defined as the consumer's self-instruction to buy a product or brand (Rossiter & Percy, 1997). 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 (Mowen, 1987). In addition, intention is formed when consumers have a positive attitude toward advertising or attitudes toward a brand. Further, purchase intention is a consumer's plan to buy some products or services in some specified time period (Miller & Pribram, 1960). Furthermore, MacInnis & Stayman (1993) 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. Generally, an advertisement's goal is for consumers to agree (intention) to have an exchange (purchase) of products and services that advertisers present (Ajzen & Fishbein, 1977).

2.1.2 Attitude toward brand

Phelps & Hoy (1996) 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 (Goldsmith et al., 2000; 2002; Gresham & Shimp, 1985). Rossiter & Percy (1997) 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 (Kotler & Keller, 2008).

2.1.3 Multiattribute Attitude Model

The model has been used to examine consumers’ attitude toward any objects such as a product or brand. According to this model, consumers have beliefs about specific brand attribute and attach different levels of importance to these attributes. The formula of this model is illustrated as follows:

$$AB = \sum_{i=1}^n B_i \times E_i$$

Where

A_B = attribute toward a brand

B_i = beliefs about the brand’s performance on attribute i

E_i = importance attached to attribute i

n = number of attributes considered

For example, consumers have beliefs about shampoos of various brands regarding certain attributes. One brand may be perceived as having an oil control formula, a 2 in 1 formula and smells good. Another brand may not be perceived as having in the same benefits, but consumers may believe in other attributes as dried hair protection and a straight hair formula.

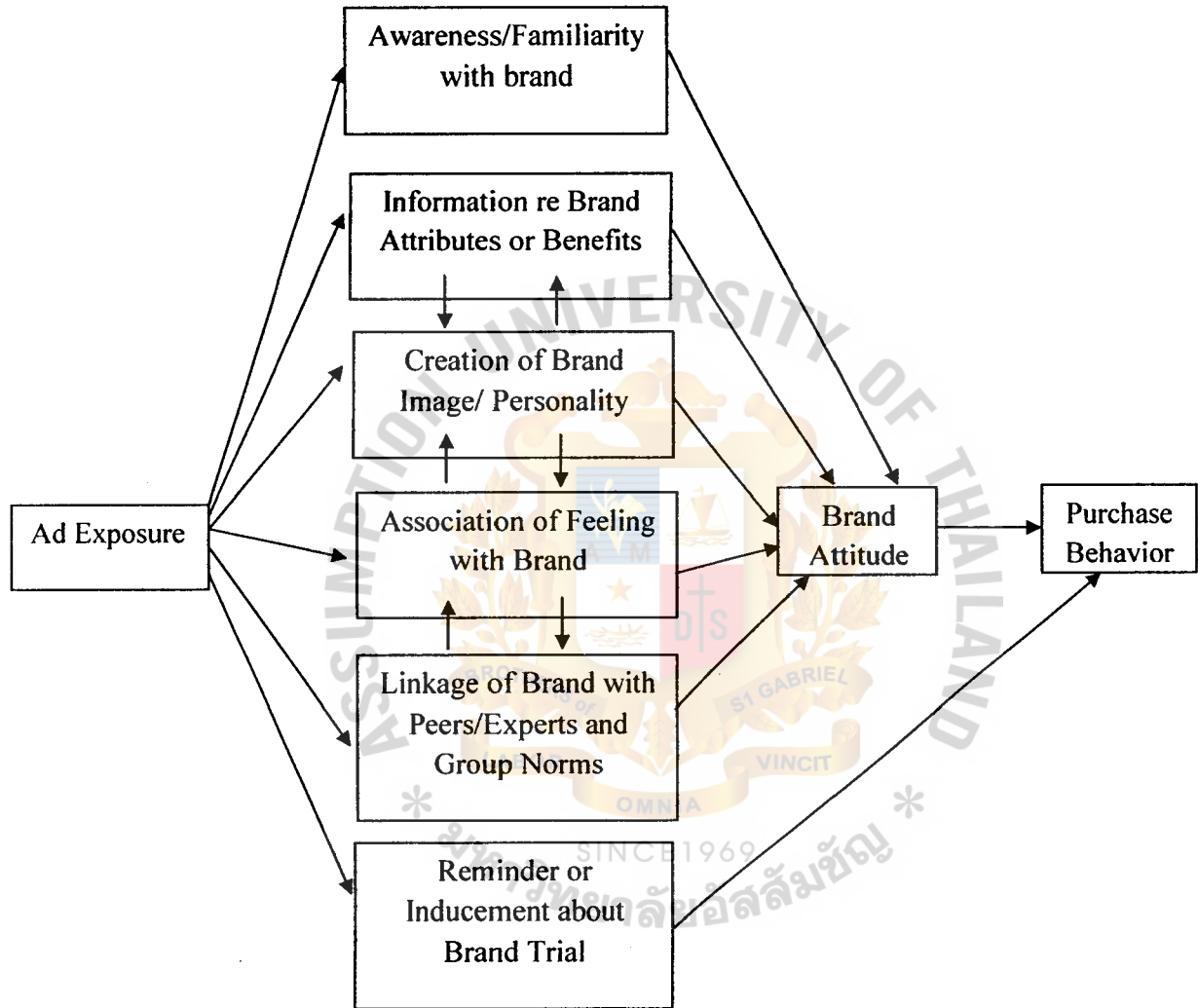
To estimate attitude, advertisers have to know how much importance consumers place on each of these attributes (E_i). For example, consumers who have a problem with oily hair may prefer a brand that has an oil protection formula leading to a more favorable attitude toward the first brand; whereas consumers who have curly hair may prefer to purchase a brand that make their hair straight. Therefore, they prefer the second brand (Belch & Belch, 2007).

2.1.4 Attitudes toward advertising

Attitudes come from a consumer's internal evaluation of an object such as a branded product, a spokesperson, and so on. Hoyer & MacInnis (1997) defined attitude as "a relatively global and enduring evaluation of an object, issue, person, or action". The literature defined attitude toward advertising as "a predisposition to respond in a favorable or unfavorable manner to a particular advertising stimulus during a particular exposure situation" (Mackenzie et al., 1986; Biehal et al., 1992). In addition, one's attitude toward an object may influence another object with which it is related (Hoyer & MacInnis, 1997) 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. Therefore, advertisers realize that attitudes toward advertising play an important role in influencing consumer attitudes toward brands and their purchase intention in direct or indirect ways. Mehta (2000) 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 (Mackenzie & Lutz, 1989).

2.1.5 A model of the communication/persuasion process

Figure 2.1: A model of the communication/persuasion process

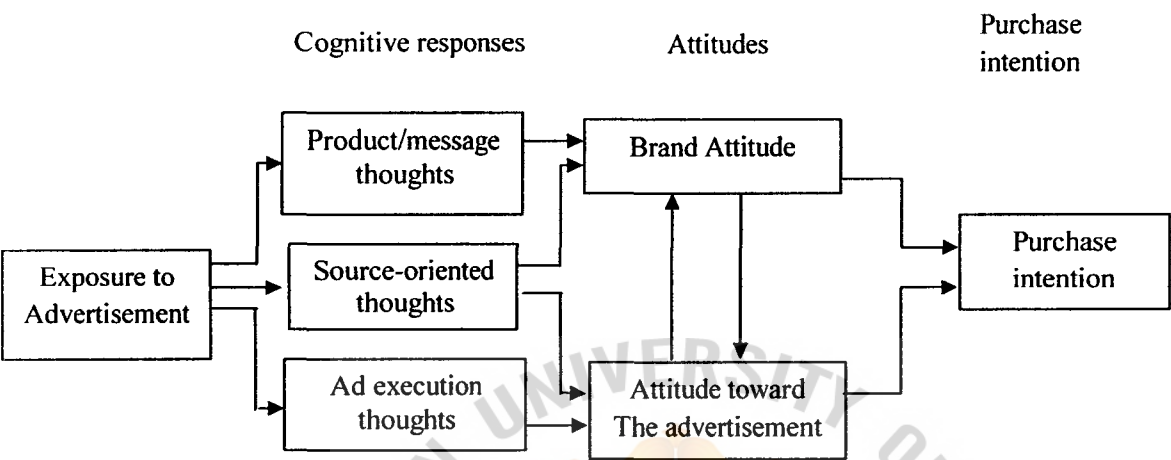


Source: Batra, R., Myers, G. J. & Aaker, A. D. (1996). *Advertising Management*. (5 th ed.). NJ: Prentice Hall Inc.

Batra et al. (1996) show a model of the communication and persuasion process (Figure 2.2) that indicates the various processes happening after an advertisement is exposed to consumers. First, the advertising can make consumers conscious about the brand leading them feeling accustomed to it. Second, information about the brand's benefits can encourage or persuade consumers to watch the advertisement. Third, advertising can make consumers associate with the brand. Fourth, companies will use spokespeople and various executions to communicate with an audience. Therefore, advertising can generate the creation of brand and brand image, often called "brand personality". Fifth, the advertising can generate an impression that the brand is favored by the consumers' peers, experts, individuals and groups that consumers would like to imitate. This is often how products and brands are shown to be fashionable. In addition, these five effects (awareness/familiarity with brand, information re brand attributes of benefits, creation of brand image/ personality, association of feelings with brand, and linkage of brand with peers/ experts and group norm) can generate a favorable liking or attitude toward the brand that lead to purchasing action. Moreover, advertisers sometimes stimulate purchase action directly by providing a reminder or by attacking reasons why consumers postpone the purchasing action.

2.1.6 A model of Cognitive Response

Figure 2.2: A model of Cognitive Response



Source: Belch, E. G. & Belch, A. M. (2007). *Advertising and Promotion: An Integrated Marketing Communications Perspective*. (7 th ed.). NY: McGraw-Hill.

Figure 2.2 shows how Belch & Belch (2007) developed a response model used for identifying receivers’ responses to marketing communication. 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. The relation to attitudes and intentions is described as follows:

Firstly, product/message thoughts are directly related with the product or service being made in communication that concentrates on 2 categories of responses (counter arguments and support arguments). Counter arguments are thoughts through which recipients convey distrust or

dissatisfaction regarding of an argument generated by an advertisement, whereas a support argument is the thought through which recipients believe a claim made in an advertisement. In addition, counter arguments involve a negative attitude to message acceptance which means the more counter arguments from the recipient, the less the advertisement's message is accepted by the recipient. In contrast, support arguments positively relate to message acceptance.

Secondly, source-oriented thoughts are comprised of 2 types: source derogations and source bolsters. Source derogation means the negative thoughts about the claim made by a spokesperson or organization. Therefore, if consumers think that a spokesperson is annoying or unreliable, they will be less accepting of the message the source wants to communicate. In contrast, source bolsters means positive thoughts that consumers generate about a spokesperson or organization. Therefore, marketers attempt to hire spokesperson that consumers like to encourage consumers to concentrate on what they want to say.

Thirdly, Ad execution thoughts mean the thoughts that receivers have when viewing or reading advertising. It is less concerned with the product/message claims more the reaction that consumers feel toward advertising. These thoughts include ad execution factor reactions for example, the creativity of an ad, colors and voice tone, and the quality of the visual effects. Ad execution thought effects the advertisement as well as the brand.

Furthermore, attitudes toward advertising indicate the audience's feeling of favorability or unfavorability toward the advertising. Advertisers pay attention to consumer reaction to ads. It is very important to determine advertising effectiveness because these reactions may relate to the brand and particularly influence purchase intention.

2.1.7 The Elaboration Likelihood Model

Petty et al. (1983) constructed this model to describe the persuasive communication process that influences consumer attitudes. According to this model, the attitude can be formed by the amount of elaboration regarding relevant information that occurs in advertising to communicate a persuasive message. Therefore, if receivers engage in careful consideration, the elaboration will be high. On the other hand, if receivers do not engage in thinking about the message or the content, the elaboration will be low.

In addition, the elaboration likelihood model consists of two fundamentals that are motivation and ability to conduct the communication message. Motivation relies on various features including involvement, personal relevance, individuals' needs and arousal levels. Ability relies on intellectual capacity, as well as an individual's knowledge and opportunities. For example when advertising presented advertising with emotional appeals such as humorous commercials, consumers will be distracted from processing information about the product. This model consists of two basic routes of persuasion and changing of the attitude that are the central route to persuasion and the peripheral route to persuasion is described as following.

- **Central route to persuasion:** the receivers in this group are evaluated as very energetic in the communication process. This means, when the message in this route occurs; consumers will pay close attention to the contents of the message. Moreover, the ability of advertising to persuade consumers is mostly reliant on the receivers' evaluation of the quality of the argument presented. This means if consumers have a favorable cognitive response it leads to a positive attitude, or persuasion.
- **Peripheral route to persuasion:** the receivers in this group are evaluated as non-active receivers because the receivers are viewed as lacking motivation or ability to process information. Moreover, the receivers are not likely to engage with cognitive processing. The receivers don't evaluate the information in the message but use peripheral cues that may be incidental to the main arguments instead.

2.1.8 Good for economy

The primary goal of advertisement is to communicate. However, most advertisers have stated that advertising is to convey valuable information to consumers as well because they have realized that advertising is one way to provide information to allow consumers to make decision about new products and to select the best brands that are suitable for their needs. In addition, advertising is good for the economy because it speeds acceptance of new products and technologies which encourages full employment, lowers the average production cost, sponsors competition between producers to all consumers' benefit and uses national resources to lift the living standard (*The Economics, Social, and Regulatory Aspects of Advertising*. Retrieved May 29, 2012, from http://www.aef.com/pdf/arens_ch03.pdf). Further, advertising is good for the economy because advertising information can help consumers compare product prices to get the cheapest price and the best quality of goods. According to previous research, Galbraith (1967) stated that advertising helps develop the man (person). Further, advertisers said that advertising helps to improve competition and stimulates purchasing power as well as leading to economic improvement. Good for economy can be defined as “advertising helps to improve people’s standard of living”.

2.1.9 Hedonism/Pleasure

Emotion is defined as “a stirred up condition of the organism” (Britt, 1979). In addition, 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 pleasant, gratified product experience consumers receive. Furthermore, advertising appeals can be categorized as either hedonic appeals (image or value-expressive) or utilitarian appeals (functional) (Johar & Sirgy, 1991; Snyder & DeBono, 1985). The hedonic advertising appeal associated with constructing product’s personality through which consumers may generate images from, such as the values and lifestyles of product users (Johar & Sirgy 1991; Snyder & DeBono 1985). In contrast, the utilitarian ad appeal concentrate on product quality claims (Johar & Sirgy, 1991; Snyder & DeBono, 1985). Polly & Mittal (1993) defined hedonism/pleasures as an advertisement that make receivers feel funny, enjoyable, and humorous

In addition, hedonism/pleasure can be defined as “Sometimes, advertisements are even more enjoyable than other media contents”. Prior studies have revealed that hedonism/pleasure aspects of advertising influence consumer attitudes toward advertising which means the more hedonism/pleasure and amusement in advertising, the more consumers will be impressed by the advertisements (Alwitt & Prabhakar, 1992; Mittal, 1994)

2.1.10 Social role/image

Pollay & Mittal (1993) and Tan & Chia (2007) 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 (Burns, 2003). Advertisers attempt to promote a product/services based on a consumer's lifestyle as they have realized that social role/image has an influence on consumer buying decisions as well. Additionally, interactive messages in online advertising also increase its ability to transfer these social messages. Further, social role/image is also an individual's reaction that can be measured as follows: “from online advertising, I learn what is in fashion and what I should buy to keep a good social image”. Furthermore, Pollay & Mittal (1993) indicated that advertising always include lifestyle imagery, and its communication goals often specify a brand image or personality, the portrayal of typical or idealized users, associated status or prestige, or social reactions to purchase, own, and use. Therefore, social role/ image are factors that stimulate consumers to wear a branded product or buy luxury product. Besides, advertising that conveys a message based on social role/image always helps consumers to develop their own identity and style that leads consumers to have a positive attitude toward advertising but Mittal (1994) stated that consumers don't believe advertising that reflects their image.

2.1.11 Product information

Pollay & Mittal (1993) 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. Norris (1984) 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. Furthermore, product information can be measured as follows: "advertising is a valuable source of information. Local sales or advertising tells me which brands have the features I am looking for". Besides, product information is an individual's belief in advertising information which means different people have different perceptions about advertising in different media. For example, some people prefer to receive information via print advertising but others may prefer to receive via the television instead (Speck & Elliott, 1997).

2.1.12 Credibility

Mackenzie & Lutz (1989) defined credibility as the message that advertisers deliver is believable and trustworthy. Further, Mckenzie & Lutz (1989) examined the credibility of advertising in terms of truthfulness, reliability, and believability. Moreover, credibility is affected by various factors like spokespeople who deliver the message in advertising or represent the company's image and whether it is worth the consumers' belief and trust. Pavlou & Stewart, (2000) also stated that credibility is very important for technology acceptance. Furthermore, Inoue & Kent (2012) 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 (Gunther, 1992) which influences level of belief in the receivers as to what the source represents (West, 1994). Credibility is an important factor influencing persuasion effectiveness (Hovland & Weiss, 1951) which means if the message source is trustworthy, consumers tend to believe the message. Therefore, credibility is the indicator that reflects the reality after consumer evaluation (Ling & Liu, 2008). In addition,

advertising credibility not only relates to advertised products but also to the channels that advertisers use to communicate with receivers (Kiousis, 2001). Literature related to the study of credibility suggests that printed advertising is more interesting, believable and always useful (Haller, 1974; Somasundaran & Light, 1991). Newhagen & Nass (1989) stated that television advertising is more credible compared with newspaper advertising. Besides, advertising channels also impact on consumer's perception of advertising as well. Marshall & Na (2003) indicated that the message in internet advertising has less credibility than the message in print medium.

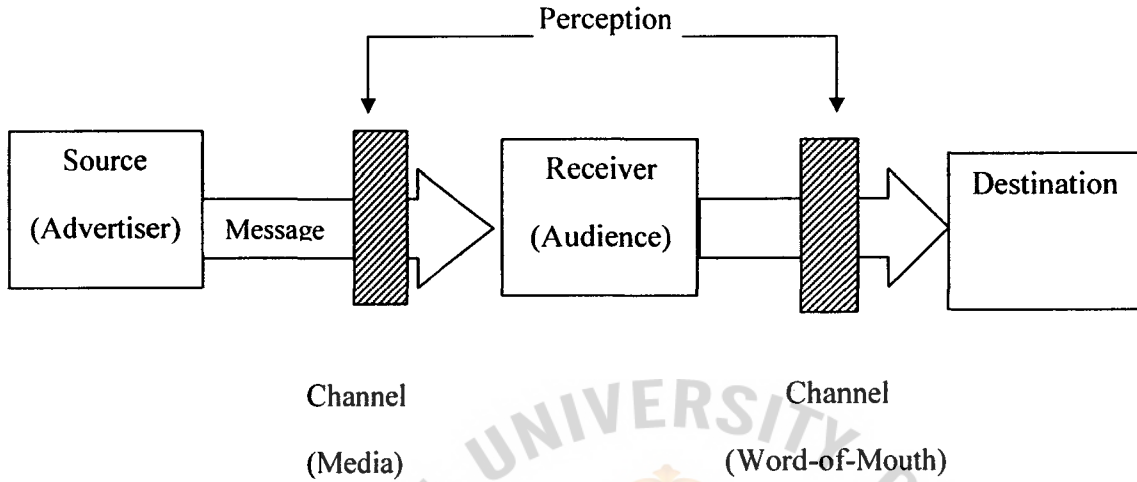
2.1.13 Advertising

Ralph (1965) defined advertising as “nonpersonal communication about a product, service, company or any ideas of an identified sponsor”. The nonpersonal means marketing tools that advertisers bring to communicate with consumers such as TV, radio, newspaper, and so on. In addition, advertisers do not get feedback from receivers immediately except for direct-response advertising. Hence, before a message is delivered, advertisers have to carefully consider how receivers will respond and interpret it. Moreover, the reason why advertisers realize that advertising is so important is because, firstly, advertising is very cost effective as advertising can distribute a message to a large number of people. Secondly, advertising is a tool that is used to make brand equity as it is a powerful way that offers information to consumers and it can influence their perception and attitude as well. Furthermore, advertisers use advertising to generate favorable, unique images and associations with the brand that are able to be important for companies to sell products or services.

2.1.14 Advertising communication system

Batra et al. (1996) stated that advertising communication system always involve a perception process and four fundamentals that are the source, a message, a communication channel, and a receiver as illustrated in Figure 2.3

Figure 2.3: Model of the advertising communication system



Source: Batra, R., Myers, G. J. & Aaker, A. D. (1996). *Advertising Management*. (5 th ed.). NJ: Prentice Hall Inc.

According to Figure 2.3, Batra & Myers conceptualized each variable as follows:

- **Source:** The source of the message in an advertising communication system is the point of the message initiated. There are many types of sources in the context of advertising such as a company offering a product, the particular brand, or the spokesperson used. The source effect can generate credibility and attractiveness.
- **Message:** The message is the content shown in advertisements that is used to deliver the things marketers want receivers to perceive from the message.
- **Channel:** Channel is created for transmitting the message from the original source to receivers. There are many channels for advertising such as radio, television, newspaper, magazines, and so on.
- **Receiver:** The receivers in the advertising communication system are also called the targeted audience. Therefore, the receiver can be considered in terms of audience segmentation variables, lifestyle, benefits sought, demographics, and so on.
- **Destination:** The receivers might initially engage in word-of-mouth communication to the ultimate destination of message and then the receiver becomes the intermediate source which will be the destination of other receivers.

2.1.15 Interactive/ Internet marketing

Owing to revolutionary change of the era, the internet has become an efficient way to communicate with consumers due to the fact that interactive or internet marketing permits users to communicate with a back-and-forth flow of information which means consumers can participate and adjust the substance of information. Moreover, consumers can get real time information through the internet as well. The other forms of interactive/internet marketing includes kiosks, interactive television, and digital cell phones. For example, when a new product is launched, companies advertise via television and also invite consumers to text to get more information about new products (Belch & Belch, 2007). The greatest impact on interactive media is the internet as the internet has changed the way business works and it also affects marketing communications programs as well. Therefore, companies nowadays have developed websites to promote their products/service via the internet. However, the benefit of advertising via the internet is the capacity to get valuable personal information from consumers. This personal information can be used to appropriately adjust the message to the right targeted audience. For example, if personal information tells advertisers that consumers are interested in music, advertisers will customize or adjust the message about new releases or music news and send it to those consumers in order to encourage them to purchase music.

2.1.16 Internet advertising

Schlosser et al. (1999) defined internet advertising as the message or content that is available on the internet developed by businesses to provide information about their product or service to consumers.

The benefit of internet advertising

- 1. Constant distribution of a message to a global market because Internet advertising can deliver a message across regions 24 hours a day (Berthon et al., 1996; Korgaonkar & Wolin, 2002).

2. A more specific targeted audience because internet advertising allows advertisers to place their message on the appropriate website. For instance, communities on the internet such as blogs, social networks, and newsgroups can be utilized for conveying the advertising message for intended consumers based on common needs and interests of the specific consumers that can be identified by online services (Sangwan, 2005).
3. Ease to updating the advertising content because the cost of advertising via the internet is lower than traditional advertising (Hoffman et al., 1995). Therefore, advertisers can frequently update the content or message (Chen & Wells, 1999).
4. Customization of messages because advertisers can easily acquire personal information of internet users from databases. Therefore, advertisers can adjust the content or message based on their interests in order to make them satisfied and pay attention to the advertising (Goldsmith & Lafferty, 1999; Peppers & Rogers, 1997).
5. Purchase process because nowadays consumers can make transactions via the internet by linking the advertising to their online order webpage. Therefore, advertisers can get immediate sales.
6. Interactive capabilities because internet is interactive. Therefore, it has acquired the ability to increasingly create consumer involvement. Besides, advertisers can get almost immediate feedback from consumers about advertised products as well (Belch & Belch, 2007).

2.1.17 Social network sites

Boyd & Ellison (2007) defined social network sites as web-based services that allow people to create a public profile within those social network sites and interact over the internet such as via e-mail, instant messaging, and so on. In addition, social networking sites are one online service platform that concentrates on creating social relations among people which means

social networks allow people to share interests and activities with their friends. Nowadays, social network sites have become one media that advertisers use to promote and sell their products/services as social network sites like Google and Facebook are currently famous and those social network sites also sell online advertising. Furthermore, advertisers increasingly intend to promote their products/services on social networking sites as advertisers have realized that online advertising has several advantages but the major advantage of social networking sites (Facebook, MySpace, Bebo, and Twitter) is the benefit of user demographic information that the advertiser can use to analyze and target their ads appropriately.

Social network advertising can be classified into 3 categories as follows:

- Direct advertising based on network of friends:

Advertising based on network of friends means when your friends purchase anything and post a comment on their wall after purchasing, the comment will be shown on your wall as well: For example, “I have just bought my new iPad from istudio”. This can be extremely effective as people make decisions to purchase or do something based on their close group of friends and this is called “word of mouth” (*Advertise on Facebook*. Retrieved July 21, 2012, from <https://www.facebook.com/advertising/>).

- Direct Advertising placed on social networking site

The advertising on a social networking site can be seen as a brick in the top right corner of MySpace, or a banner on the right side of Facebook profiles. There is one difference between web advertising and social network advertising. These are the advantages of demographic data on users’ profiles which advertisers can use to appropriately target advertising directly to users and can be placed by individual developers on their application pages through advertising networks (*Advertise on Facebook*. Retrieved July 21, 2012, from <https://www.facebook.com/advertising/>).

- Indirect Advertising by creating 'groups' or 'pages'

This technique allows any company to make a 'page' or 'group' to encourage user to be 'subscribers' or 'fans' of the group through which the company can advertise a contest, a new product, or to enhance brand awareness. This kind of advertising can be a very effective marketing tool because it can rapidly raise numbers of subscribers (*Advertise on Facebook*. Retrieved July 21, 2012, from <https://www.facebook.com/advertising/>).

2.1.18 Facebook

Facebook is one kind of social network site that was launched in 2004 by Harvard student Mark Zuckerberg. In addition, Facebook allows people to create their own profile, share their interests or activities, upload photos and allows real-time communication between friends. At present, Facebook has over 901 million users around the world and 37 languages available (*Facebook-The Complete Biography*. Retrieved May 16, 2012, from <http://mashable.com/2006/08/25/facebook-profile/>). The reasons why users of Facebook are increasing is because Facebook continuously develops applications to facilitate their users. There is the example of applications on Facebook. The first is a bookmark used to navigate users back to an application they have used before. The second is 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. The third is news feed stories that show immediately the latest updated stories of friends and the last is sponsored applications that have been developed to help advertisers to promote their products/services via Facebook.

2.2 Related Literature Reviews

2.2.1 The related literature reviewed regards the relationship between Credibility, Product information, Social role/Image, Hedonism/Pleasure, Good for economy and Attitudes toward advertising

In previous studies, researchers found that the determinants affecting attitude toward advertising are credibility, product information, social role/image, hedonism/pleasure, and good for economic. (Yang, 2000; Ramaprasad & Thurwanger, 1998; Pollay & Mittal, 1993; Bauer & Greyser, 1968) indicated that those determinants have a strong relationship with consumers' attitude toward advertising.

Firstly, credibility is the believability of an addressor or the advertisement's message. In addition, Goldsmith et al. (2000) stated that advertising credibility is affected by various factors especially the person who delivers the message or the credibility of the companies. Advertising credibility is one of the key factors that affect consumer attitude and behavior. Moreover, other existing research concluded that the credibility of a message in advertisement positively influences consumer attitude toward advertising (Tsang et al., 2004; Haghirian & Madlberger, 2005; Brackett & Carr, 2001) which means that the more credible the message, the more positive the attitude towards advertising.

Secondly, product information is an important factor that leads to creating a greater market place and offering because product information can change consumer behavior, attitudes toward advertising (Polly & Mittal, 1993) and purchasing behavior as well because it is the basis of a personal belief factor which creates consumer belief in the information in an advertisement. Moreover, Wang et al., (2009) argued that information-seeking is a positive factor for the creation of consumer attitudes toward online advertising. Although, product information has a significant impact on consumer attitudes toward advertising (Llyas et al., 2010) it has only a weak impact on consumer attitude toward advertising. However, Ramaprasad & Thurwanger (1998); Haghirian & Madlberger (2005) and Ducoffe (1996) supported the notion that there is a strong and positive relationship between information and consumer attitudes toward advertising.

Thirdly, social role/image also helps consumers to express their own identity or lifestyle. Consumers nowadays are willing to pay for branded products which feature prominent logos and other corporate designs to impress others (Pollay & Mittal, 1993). In previous studies, Yaakop et al. (2011) examined attitudes towards advertising of Malaysians compared with non-Malaysians. Moreover, when they compared the belief dimension that comprises product information, social role/image, hedonism/ pleasure and falsity/no sense, the results indicated that social role/ image has the strongest relationship with attitudes towards advertising.

Fourthly, advertising can also be a source of entertainment and pleasure. Advertisers currently attempting to apply emotional appeal to encourage consumer attention toward advertising as the more pleasure and entertainment advertisers generate, the more consumers will be interested in advertising. Bauer & Greyser (1968) indicated that “consumers’ responses to the advertisements are provisioned by their hedonic value” In addition, Alwitt & Prabhakar (1992) and Mittal (1994) concluded that hedonism/pleasure has a significant impact on favorable attitudes toward advertising. Petrovici et al. (2007) indicated that hedonism/pleasure has a positive relationship with consumer attitudes toward advertising.

Finally, Good for economy reflected the point of view that advertising speeds up the adoption of new goods and technologies to increase the standard of living because advertising provides information and supports consumers in improving their standard of living (Belch & Belch, 2007). According to previous studies, Bauer & Greyser (1968) stated that advertising helps consumers raise their standard of living and leads to good products because advertising is a source of information for the consumer. Therefore, consumers can carefully compare the benefit of each product before making a decision to get the best alternative at the lowest price.

2.2.2 The related literature reviewed the relationship between attitudes towards advertising, brands, and purchase intention

Attitude is the factor that reflects the consumer's perception and feeling toward any objects such as a spokesperson, the advertisement's message, and so on. Moreover, attitude towards advertising, attitude towards brand and purchase intention are used to indicate advertising effectiveness (Batra & Ray, 1986). Many studies have indicated that attitude towards advertising acts as the input of attitude towards brands which means if consumers feel favorable to advertising, it will affect how favorably they perceived the brand as well. Further, many researchers found that both attitude towards advertising and attitude towards brand affect purchase intention.

In addition, messages in advertising can affect the relationship between attitude towards advertising and attitude towards brand because when consumers don't have enough information about an advertised brand, they may rely more on attitude towards advertising for generating an attitude towards the brand instead. In contrast, when consumers are familiar with an advertised brand, the influence of attitude towards specific advertising regarding attitude towards the brand may decrease. Therefore, the effect of attitude towards advertising on brand evaluation is greater when consumer feel unfamiliar with the advertised brand (Campbell & Keller, 2003). Shimp & Gresham (1985); Goldsmith et al. (2000; 2002) have proved that both attitude towards advertising and attitude towards brand affect consumer purchase intention which means consumers who were dominated by advertising may create a positive attitude towards advertising that impacts on their purchase intention.

However, attitude towards brands can be a mediator between attitude towards advertising and purchase intention (Mechleit & Wilson, 1988; Phelps & Hoy, 1996). This occurs when consumers generate a positive attitude towards advertising leading them to create attitude towards brands before building a positive purchase intention (Shimp & Gresham, 1985; Mackenzie et al., 1986; Brown & Stayman, 1992; Yoon et al., 1998). Furthermore, Shimp & Greham (1985) discovered that attitude towards advertising have a direct relationship with purchase intention and an indirect relationship with attitude towards brands. Mitchell & Olson (1981); Shimp & Gresham (1985); Batra & Ray (1986); Phelps & Hoy (1996) indicated that attitude towards brand has a positively strong relationship with purchase intention.

2.3 Previous Studies

Xu (2007) investigated the factors influencing consumer attitude toward mobile advertising in China with particular emphasis on personalization because China has the highest growth rate in global mobile phones and SMS penetration and it has huge market potential and the researcher attempted to figure out how consumers feel about mobile advertising delivered to mobile phones, what factors affect their attitude and how advertisers can create appropriate communication to audiences. In addition, the determinant used to examine attitudes towards mobile advertising consists of entertainment, informativeness, irritation, credibility, and personalization.

Moreover, the researcher examined how attitudes toward mobile advertising affect consumer intention as well. The target population in this study is people who live in the Guangdong province of China who have experience of using mobile phones. The total amount of usable questionnaires totaled 135. The observation found that there are some significant variations in perceptions toward mobile advertising between respondents of different genders and education levels. As a result, the mean score of all measured constructs shows men to be higher than women and men also consider mobile advertising more informative and credible leading to more intention to purchase after acquiring mobile advertising and more willingness to reveal personal information to receive personalized mobile advertising.

Regarding education level, the researcher found that highly educated respondents had a more favorable attitude and intentions toward mobile advertising than less educated respondents and highly educated respondents were willing to reveal their personal information to obtain personalized mobile advertising. Further, researchers divided respondents into 3 groups based on their perceived personalization (less personalized perceptions, neutral personalized perceptions and more personalized perceptions). As the result, researchers stated that respondents who have more personalized perceptions toward mobile advertising will have a more favorable attitude and possibly higher intention to purchase after receiving mobile advertising. Further, researchers also found out that those determinants of behavioral attitude (entertainment, credibility, personalization) have significant effects on behavioral attitude. Moreover, correlation analysis indicated that attitude is significantly correlated to intention which means attitude toward mobile advertising is a good indicator of intention to use mobile advertising when making a buying decision.

Sallam & Wahid (2012) studied the influence of dimension source credibility on Yemeni consumer attitudes towards advertising, the influence of attitude towards advertising on attitude toward brands, and the influence of attitude toward brand on consumer purchase intention as well as exploring the mediating role of attitude toward brand between attitudes toward advertising and purchase intention. This study gathered 400 questionnaires from Yemeni consumers who were acquainted with the cover head product (Projeh). Following the research methodology, researchers showed the advertising and then let respondents fill in the answer themselves. Furthermore, researchers examined endorser credibility based on 3 terms (attractiveness, expertise and trustworthiness) and the results show that a significant impact on attitude toward advertising is endorser credibility. Further, researchers tested the intervening impact of attitude towards brand in the study of the relationship between attitude toward advertising and purchase intention. As a result, researchers concluded that attitude towards brand is considered to be intervening between attitude towards advertising and purchase intention. Also, researchers found a positive relation between attitude towards advertising and attitude towards brand and stated that consumer brand attitude is positively and significantly related to purchase intention.

Khairullah & Khairullah (1999) attempted to discover the relationship between acculturation, attitude toward advertising and purchase intention of the advertised product regarding first generation Asian-Indian immigrants as the target population. However, the objective of the study was to test if there was a significant difference in the attitude toward advertising of Asian-Indian immigrants to the advertising in Indian print magazines compared with American print magazines and to identify whether the more the Asian-Indian immigrants are satisfied with an advertisement, the more likely they are to purchase the advertised product or not. The results indicated that at a low acculturation stage, Asian-Indian respondents had a higher attitude toward advertising and purchase intention to the Indian advertisements than at a moderate stage. Further, moderate acculturation stage respondents presented a higher attitude toward advertising and purchase intention to Indian advertisements than high acculturation stage respondents. The moderate stage respondents had a lower attitude toward advertising and purchase intention to American advertisements than the high acculturation stage respondents. Moreover, researchers also proved that there are strong and positive relationships between attitudes toward advertising and purchase intention of Asian-Indian immigrants which means the

more favorable the feeling of Asian-Indian immigrants to the print advertisement, the more likely they are to purchase the advertised product. Therefore, attitude towards advertising is an important indicator used to determine and evaluate advertising effectiveness.

Eun & Kim (2009) realized that advertising on interactive installation has dramatically increased. Therefore, this study was conducted to study the key factors affecting effectiveness of advertising and to discover the key features affecting consumers attitude toward advertising in Seoul and to determine interrelations between advertising installed at bus shelters and consumer attitudes. The analysis suggested that consumers notice bus shelter advertising more than interactive advertising in general (such as banners, promotions on website, sponsors, and so on). However, the result of this study indicated that consumers in Seoul have a positive attitude toward bus shelter advertising and interactive advertising and researchers found that the factors strongly affecting consumers' attitudes are visual impact, creative ideas and interactive functions. Researchers concluded that interaction affects consumer attitudes toward installation-based bus shelter advertising.

Wu & Wang (2011) studied the impact of message source credibility on brand attitude (brand trust, brand affection, and purchase intention). This study applied an elaboration likelihood model to identify the intervening effect of product involvement in the study of relationship between message appeal (rational versus emotional) and brand attitude and the relationship between message source credibility and brand attitude. The result indicated that a positive electronic word-of-mouth message including higher message source credibility led to more brand attitude than those including lower message source credibility. Further, the high degree of product involvement for the rational appeal shows a the better brand attitude than the emotional appeal and message source credibility has a positive relationship with brand trust, brand affection, and purchase intention which means if consumer realize that message source credibility is high, consumers will have a positive attitude toward the brand leading to high possible purchase of that product.

Petrovici & Marinov (2005) studied the determinants and antecedents of general attitudes toward advertising in a study of two Euro accession countries". The purpose of this study was to examine the relationship between determinants and primary antecedents of advertising and attitudes toward advertising. Therefore, researchers conducted the research by doing a consumer survey in Bulgaria and Romania to classify the similarities and differences in consumer perception. The antecedents used in this study are attitude towards institution and instruments of advertising. This study used product information, social role integration and hedonism/pleasure as the primary determinants.

The results suggest that respondents from Romania have a more positive attitude toward the institution of advertising than attitude toward instruments of advertising while they have the most favorable opinion toward advertising in general. However, the respondents from Bulgaria seem more doubtful about advertising in general and are less willing to embrace advertising's role as an institution than the respondents from Romania. Furthermore, researchers found that most Romanian consumers perceive advertising as an information source that it fulfills a social role, whereas most Bulgarian consumers have a negative attitude regarding the source of information and the social role of advertising. The researcher discovered that attitudes towards institutions of advertising, attitude towards instruments of advertising, product information, and hedonism/pleasure are significantly important to estimate the general attitude toward advertising in both countries. This study indicated that social integration/image acts as a negative role in estimating the general attitudes toward advertising but they found this to be significant only in Bulgaria.

CHAPTER 3

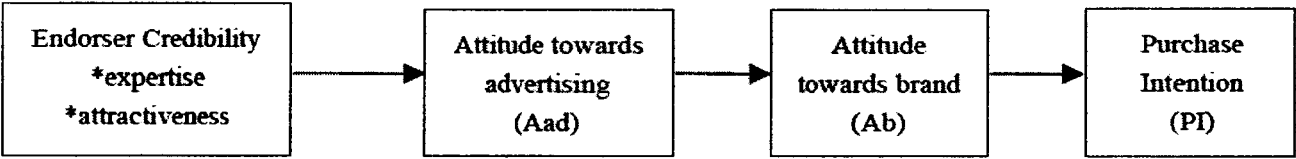
RESEARCH FRAMEWORKS

In this chapter, the researcher will represent the theoretical framework that is related to the independent and dependent variables in a modified framework in order to support this research. In addition, the researcher used six theoretical frameworks to develop the modified conceptual framework. The first theoretical framework examines the relationships between endorser credibility, attitude towards advertising, attitudes towards brand and purchase intention. The second indicates the model of general perception about advertising (macro) and personal experience with advertising (micro). The third studies key determinants of consumer attitudes towards advertising. The fourth one presents the factors contributing to attitude and intention toward mobile advertising. The fifth identifies the cultural influence attitude toward advertising and the last analyzes the guilt factors influencing the effectiveness of green advertising.

3.1 Theoretical Framework

This part indicates the related theoretical frameworks researchers used to modify the framework. The related theoretical frameworks consist of six theoretical frameworks presented as follows:

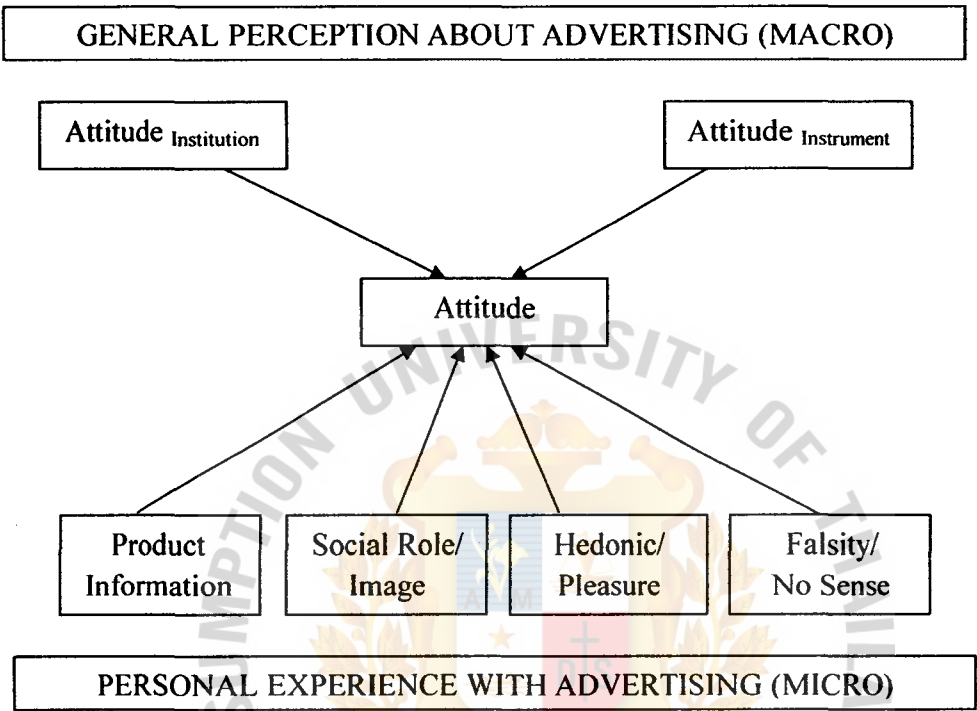
Figure 3.1: The research model of endorser credibility, attitude towards advertising, attitude towards brands and purchase intention



Source: Sallam, M. A. A., & Wahid, N. A. (2012). Endorser credibility effects on Yemeni male consumer’s attitudes towards advertising, brand attitude and purchase intention: The mediating role of attitude toward brand. *International business research*, 5/4, 55.

Sallam et al. (2012) conducted research to evaluate the impact of dimension's source credibility on Yemeni consumer attitudes toward advertisements (A_{ad}), the effect of attitude towards advertisement on consumer attitude toward brand (A_b), the impact of attitude toward brand on consumer purchase intention (PI) and investigated the mediating role of attitude toward brand regarding attitude to advertisements and purchase intention. For data collection, researchers surveyed 400 male consumers from Yemen who saw an actual advertisement, the results of the analysis suggest that endorser attractiveness has a stronger affect on attitude towards advertisement than endorser expertise. According to hypothesis testing, researchers found that both proportions of endorser credibility (attractiveness and expertise), impact on attitude towards advertisement. Therefore, the results show that endorser credibility has a direct and positive relationship with attitude towards advertisements and it proves that the attractiveness of endorser credibility has a direct and positive relationship with attitude towards advertisements and the trustworthiness of endorser credibility has a direct and positive relationship with attitude towards advertisements as well. The testing of mediating effects on the relationship of attitudes towards brands and attitudes toward advertisements and purchase intention found that attitudes towards brand and attitudes towards advertisements have a significant impact on purchase intention. Therefore, researchers selected attitudes towards brands to be the mediator between attitudes towards advertisements and purchase intention. Moreover, the study found that attitudes toward advertisements have an effect on attitudes towards brands and attitudes towards advertisement have a positive relationship with attitudes towards brands. Further, the findings manifest the notion that there is a positive and significant relationship between consumer brand attitude and purchase intention.

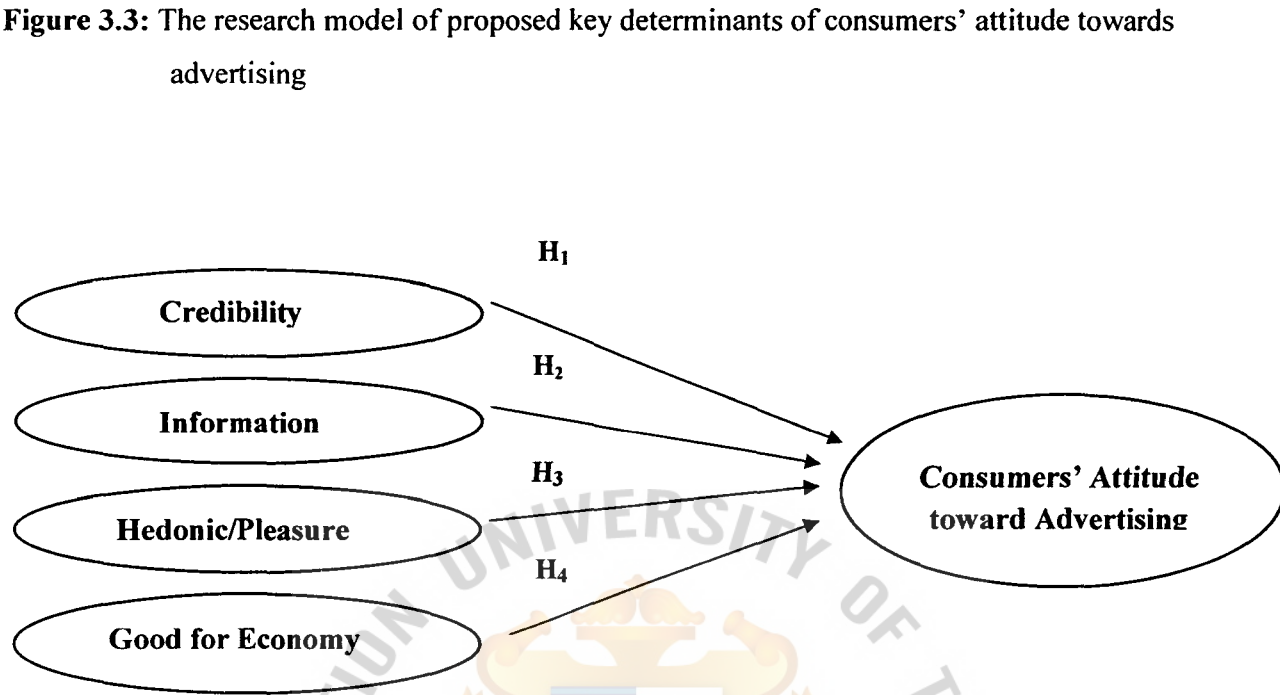
Figure 3.2: The research model of general perception about advertising (Macro) and personal experience with advertising (Micro)



Source: Yaakop, A. Y., Hemsley-brown, J., & Gilbert, D. C. (2011). Attitude towards advertising: Malaysians VS. Non-Malaysians. *Asian Journal of Business and Management Sciences*, 1/2, 77-94.

Yaakop et al. (2011) studied the variables that were significant regarding attitudes towards advertising between Malaysians and non-Malaysians. The independent variables that were used to conduct this research are divided into two levels; macro and micro. At the macro level, it was conducted using two antecedents that were attitude toward the institution of advertising and attitude toward the instruments of advertising. At the micro level, the antecedents that were used for examination were more personal and related to consumers' beliefs that can be categorized into four dimensions: product information, social role/image, hedonism/pleasure and falsity/no sense. For the research methodology, researchers distributed the questionnaire to a sample group of different nationalities (i.e. Malaysians and non-Malaysians) and the respondents for this research totaled 425 and 255 of them were non-Malaysians. The results showed that,

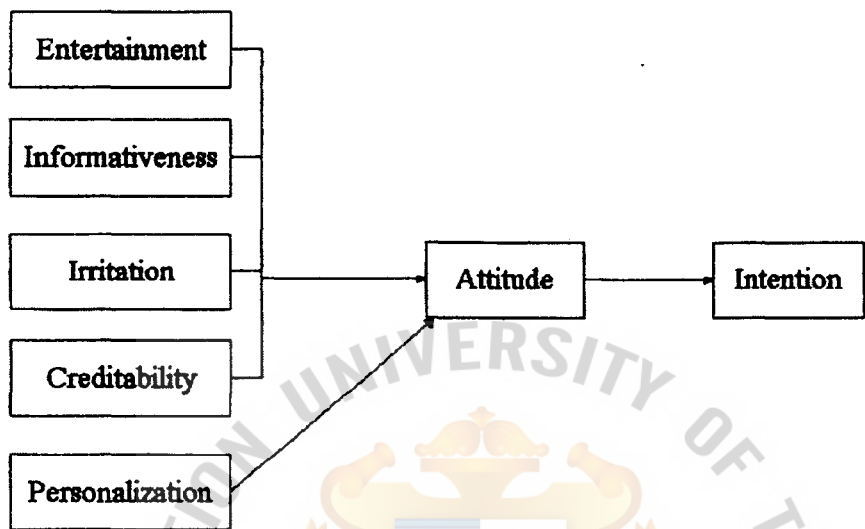
firstly, there was not any substantial evidence to support the idea that there is no significant difference the attitudes towards the institution of advertising regarding Malaysians and non Malaysians. Secondly, researchers discovered that there was a significant difference in the attitudes towards the instruments of advertising and belief of social role/image, falsity/no sense between Malaysians and non-Malaysians. Thirdly, there was no significant difference in the belief about a source of product information and hedonism/pleasure between Malaysians and non-Malaysians. Then, researchers present the correlation coefficients between advertising attitudinal (attitude toward institution and attitude toward instrument), belief dimensions (product information, social role/image, hedonic/pleasure and falsity/no sense). For the attitudinal dimension, attitude toward institution has a stronger relationship with attitude towards advertising in general than attitude toward instrument. For the belief dimension, social role/image has the strongest relationship with attitude towards advertising in general followed by product information, hedonism/pleasure and falsity/ no sense. Moreover, researchers found that there is no difference between Malaysians and non-Malaysians in attitude towards advertising in general. Finally, the researchers concluded that both attitudinal dimensions (macro level) and belief dimensions are significant in predicting attitudes towards advertising in general. Moreover, only two belief dimensions (product information and hedonic/pleasure (micro level)), are significant in predicting attitudes towards advertising in general.



Source: Ling, K. C., Piew, T. H., & Chai, L. T. (2010). The determinants of consumers’ attitude towards advertising. *Canadian social science*, 6/4, 114-126.

Ling et al. (2010) investigated the determinants of consumer attitudes towards advertising. The determinants in the research were credibility, informativeness, hedonism/pleasure and good for economy. In addition, the total number of respondents equaled 263 respondents who were undergraduate business students at a private university in Malaysia. Through hypothesis testing, the study found a positive relationship between credibility, informativeness, hedonism/pleasure and good for economy of an advertising message and consumer attitudes towards advertising. Further, the values of the un-standardized Beta coefficient among the independent variables discovered that the strongest relationship with consumer attitudes toward advertising is informativeness followed by credibility and good for economy. In contrast the weakest relationship with consumer attitudes toward advertising is hedonism/pleasure.

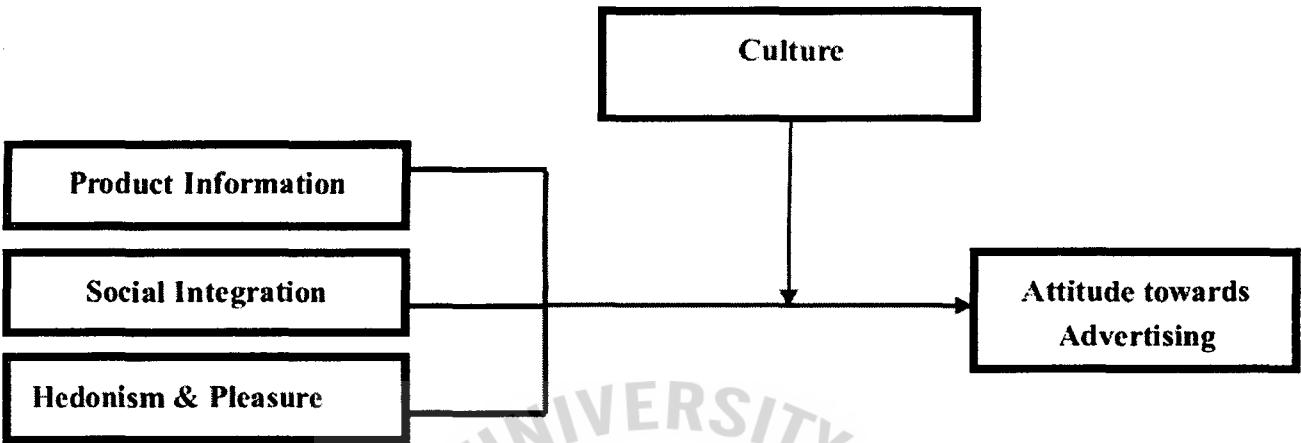
Figure 3.4: The factors contributing to attitude and intention toward mobile advertising



Source: Xu, D. J. (2007). The influence of personalization in affecting consumer attitude toward mobile advertising in China. *The journal of computer information system*, 47/2, 9.

Xu (2007) aimed to investigate the antecedents affecting consumer attitudes toward mobile advertising in China with concentration on personalization and the targeted respondents of the study were people in the Guangdong province who have experience of mobile devices and are aged above 18. A total of 235 questionnaires were distributed. Through hypothesis testing, the study found that attitude is significantly correlated to intention. Furthermore, the perceived entertainment, credibility and personalization of mobile advertising affected the attitude toward mobile advertising. In contrast; informativeness and irritation were not important attributes affecting consumer attitudes toward advertising. Therefore, the perceived informativeness and irritation of mobile advertising didn't affect the attitude toward mobile advertising. In conclusion, the findings found that there is a direct relationship between consumer attitudes and consumer intentions and personalization is one of the most important factors affecting consumer attitudes toward mobile advertising.

Figure 3.5: The research model of cultural influence on attitude towards advertising

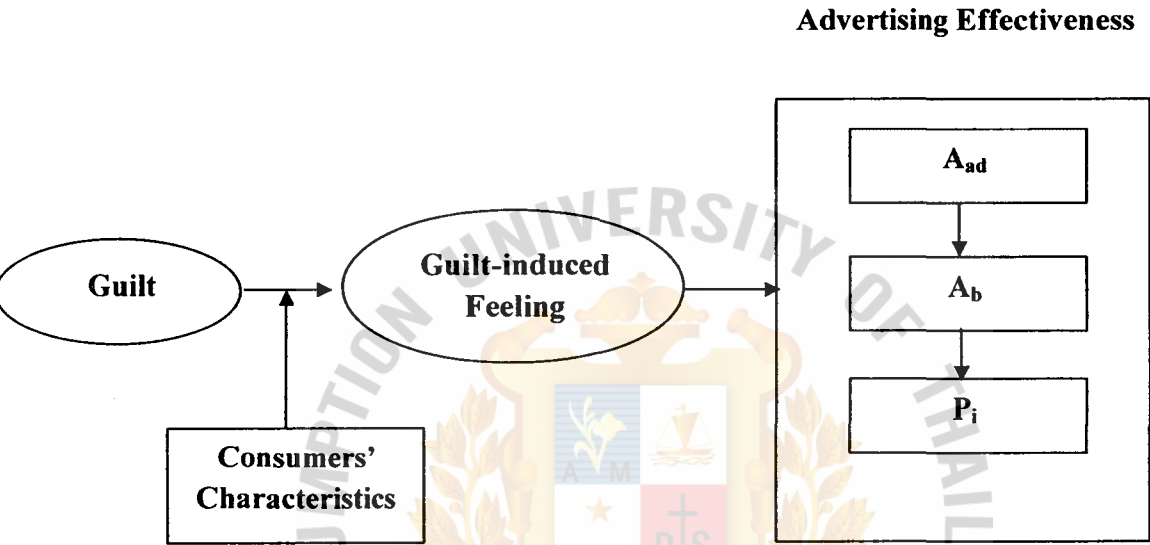


Source: Llyas, S., Usman, M., Hussain, M.F., & Quershi, T. M. (2010). General attitude towards advertising: Cultural influence in Pakistan. *International journal of marketing studies*, 2/2.

Llyas et al. (2010) studied the cultural affect on the general attitude of Pakistani people towards advertising and analysis regarding product information, social integration and hedonism/pleasure and the 250 respondents were collected by distributing the questionnaire. Through hypothesis testing, the study discovered that product information, social integration and hedonism have a significant effect on attitude towards advertisements but product information has a weak relation to attitudes toward advertisements. In contrast, social integration and hedonism have a strong relationship with attitudes toward advertisings. Moreover, culture has a significant moderating effect which has a strong relationship with dependent and independent variables and hypothesis testing indicates that culture plays an important role in increasing the effect of hedonism, product information and social integration over general attitudes towards advertising. In addition, culture has a weak impact on product information. In contrast, culture indicated a negative correlation with hedonism and social integration. Furthermore, there is no relationship between product information and hedonism/pleasure but there are strong relationship between social integration and hedonism/pleasure. Finally, product information and

hedonism/pleasure, culture with hedonism/pleasure and social integration do not show any correlation with each other.

Figure 3.6: The guilt factors influencing the effectiveness of green advertising



Note: A_{ad} = Attitude towards advertising, A_b = Attitude towards brand,
PI = Purchase intention

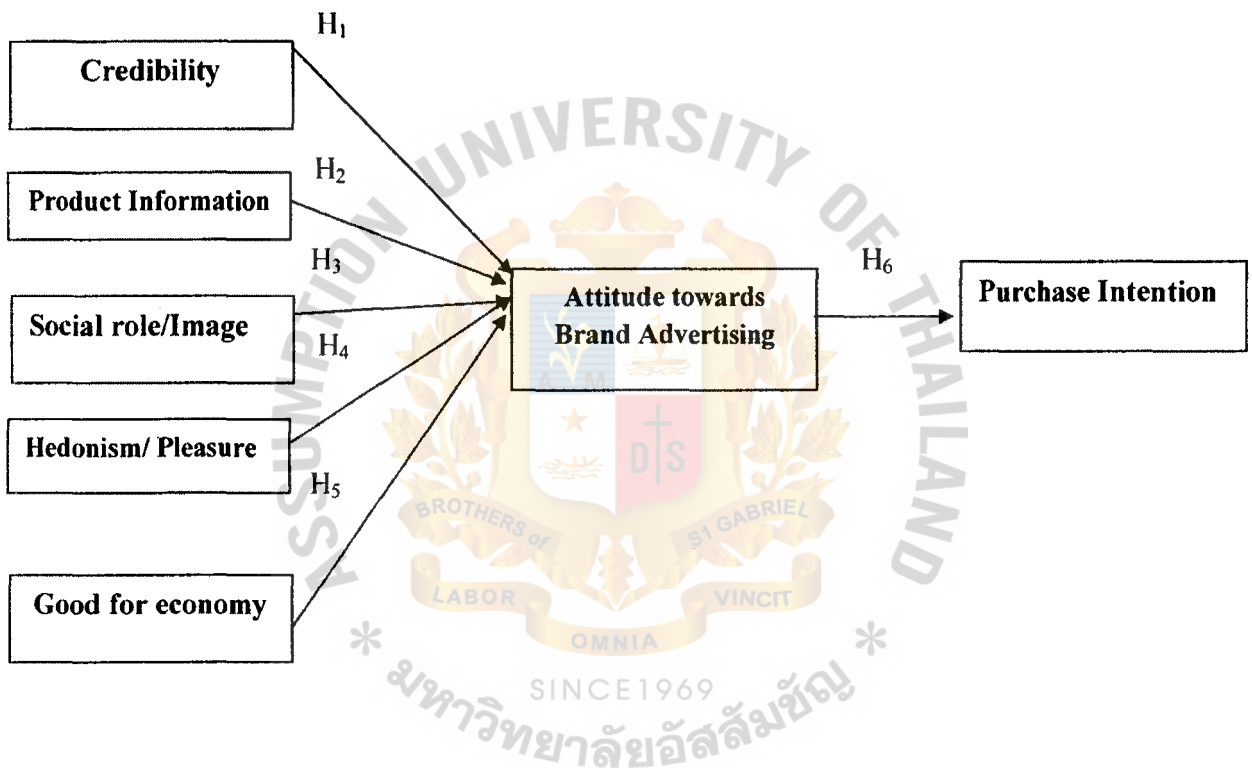
Source: Jimenez, M. (2010). General Guilt factors influencing the effectiveness of green advertising.

Jimenez (2010) conducted research to assess the effects of guilt appeal on advertising effectiveness as factors used for measuring a participant’s attitude to advertising, attitude toward brand and purchase intention. This research recruited 140 students who were interested in environmental concerns in a large metropolitan south-western university to examine the research objective. The statistical analyses showed that guilt-induced feelings predicted participants’ A_{ad} because the four guilt-induced emotional factors contributed significantly to the prediction of the participants’ attitudes toward the green advertisement. The result indicated that the more conscious consumers were the more positive their attitude was toward the advertising. In contrast, the anger/irritation factor had a negative sign that meant participants who experienced

lower anger/irritation emotions to advertising had a higher attitude toward the green advertisement. Moreover, respondents' attitudes towards green advertisement can predict their attitudes toward the brand and the results found that respondents' attitudes toward the green advertisement contributed significantly to the prediction of respondents' attitudes toward the brand. Researchers examined that attitude toward the green advertisement and found it wasn't a significant predictor of their purchase intention. On the other hand, attitude toward the brand was a positive sign because respondents who had a more positive attitude toward the green brand were more likely to have purchase intention. According to hypothesis testing, the more positive the attitudes toward advertising, the more positive the attitude toward the brand and the more likely the respondent may have the intention to purchase that brand. Further, the levels of guilt appeal significantly affected consumers' attitudes toward the ad and brand, but not purchase intention. Guilt-induced feelings were shown to be important mediators between guilt appeals and attitudes toward the ad and brand. Low guilt urged a more positive than negative emotion that contributed to a more favorable attitude toward advertising and brand but the high guilt appeal elicited more negative than positive emotions that meant a less favorable attitude toward advertising and brand.

3.2 Conceptual Framework

The researcher modified the conceptual framework by applying the six theoretical frameworks to identify the factors affecting attitudes towards advertising, brands and purchase intention regarding Facebook users in Thailand. 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.



3.3 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:

H1₀: There is no significant relationship between credibility and attitude towards brand advertising

H1_a: There is a significant relationship between credibility and attitude towards brand advertising

H2₀: There is no significant relationship between product information and attitude towards brand advertising

H2_a: There is a significant relationship between product information and attitude towards brand advertising

H3₀: There is no significant relationship between social role/image and attitudes towards brand advertising

H3_a: There is a significant relationship between social role image and attitudes towards brand advertising.

H4₀: There is no significant relationship between hedonism/pleasure and attitude towards brand advertising

H4_a: There is a significant relationship between hedonism/pleasure and attitude towards brand advertising

H5₀: There is no significant relationship between good for economy and attitude towards brand advertising

H5_a: There is a significant relationship between good for economy and attitude towards brand advertising

H6₀: There is no significant relationship between attitude towards brand advertising and purchase intention

H6_a: There is a significant relationship between attitude towards brand advertising and purchase intention



3.4 Table of Operationalization

Tables of operationalization defined the meaning of variables and concepts following the conceptual framework and the rules specified for assigning numbers.

Concept	Concept Definition	Operational Components	Level of measurements
Credibility	Adler et al. (2000) defined credibility as the level to which communicators or communication is believed by recipients or audiences and its influence on the listener's mind	<ul style="list-style-type: none"> - The advertising on Facebook is credible - The advertising on Facebook is trustworthy - The advertising on Facebook is believable 	Interval
Product information	Pollay et al. (1993) defined product information as personal belief of consumers related to the ability of advertising to deliver rich information by means of advertisements	<ul style="list-style-type: none"> - The advertising on Facebook is a useful source of information - The advertising on Facebook is a valuable source of information about sales/products - The advertising on Facebook helps me keep up to date with products/services available in the marketplace - The advertising on Facebook tells me which brands have the features I am looking for - The advertising on Facebook contributes to the knowledge about quality products 	Interval

		<ul style="list-style-type: none"> -There is better value in advertised products than unadvertised products - The advertising on Facebook provides information for me to make a buying decision 	
Hedonism/Pleasure	Alwitt et al. (1992) defined hedonism/pleasure as one source of advertising that is consumers enjoy and give them pleasure when looking at the advertisement	<ul style="list-style-type: none"> -Sometimes the advertising on Facebook is even more enjoyable than other media content - The advertising on Facebook is often amusing and entertaining -Sometimes the advertising on Facebook brings to my mind pleasant memories -Sometimes I take pleasure in thinking about what I saw, heard or read in the advertising on Facebook -I like to talk to my friends about the advertising on Facebook 	Interval
Good for economy	Belch & Belch (2008) defined that good for economic as reflecting the point of view that advertising uses the adoption of goods and technologies to reduce the cost of production and advertisers believe that it sends product information to consumers about products and services to improve consumers' standard of living	<ul style="list-style-type: none"> -In general, advertising helps our nation's economy -Advertising helps raise our standard of living -People wear branded goods because of advertising -Advertising helps the consumer buy the best brand for the price 	Interval

Social role/ Image	Neimann et al. (1951) defined social role/ image as the behavior of persons in the social system as a function of their status or position	<ul style="list-style-type: none"> - The advertising on Facebook keeps me up to date with trends from various fields - From the advertising on Facebook I can learn about fashions and about what to buy to impress others - The advertising on Facebook helps me to know which products will or will not reflect the sort of person I am - The advertising on Facebook tells me what persons like me are buying or using - The advertising on Facebook has an important role in the education of children 	Interval
Attitude towards brand advertising	Mackenzie et al. (1986) defined attitudes towards advertising as a predisposition to react in a favorable or unfavorable manner to a particular advertising/ brands during the exposure situation	<ul style="list-style-type: none"> -I consider the advertising on Facebook to be useful as it promotes the latest products -Through the advertising on Facebook I get to know more innovative ideas -I support the advertising on Facebook because it is where creativity is highly appreciated -I support the advertising on Facebook because it plays an important part in my buying decisions -My general opinion of the advertising on Facebook 	Interval

		<p>is favorable</p> <ul style="list-style-type: none"> - The advertising on Facebook is most useful when I am making an important purchase -I still have not made up my mind regarding the brand -I wish there was more information available to judge the advertised brand on Facebook 	
Purchase intention	Rossiter et al. (1997) defined purchase intention as the likelihood of consumers to intend to purchase the product that they want and need	<ul style="list-style-type: none"> - I will purchase the product from the advertising on Facebook - I will try the product from the advertising on Facebook if I see it in a store - I will actively seek out the product in the Facebook advertisement in the store - I will try out the advertised brand from Facebook - Based on the Facebook advertisement, I expect that I may purchase the brand on a regular basis - I may pay a higher price for the advertised brand 	Interval

CHAPTER 4

RESEARCH METHODOLOGY

In the previous chapter, the researcher indicated the theoretical and conceptual frameworks that have been applied in this study. In this chapter the researcher will present the research method used that consists of six parts: methods of research used, respondents and sampling procedures, research instruments questionnaires ,pretests, collection of data/gathering procedures and statistical treatment of data. According to research methods used, the researcher applied the descriptive research and the researcher also used a survey technique to collect the data from the respondents. Therefore, the researcher selected Facebook users in Thailand as the sample group.

4.1 Method of research

This research was conducted using descriptive research. Zikmund (2003) defined descriptive research as used to describe the answers to the who, what, when, where, and how questions, to segment and target markets and to understand the nature of a research problem to identify characteristic of consumers or populations or a phenomenon. Further, the researcher applied a survey technique to this research. Duane (2005) defined survey technique as the simplest way to receive the primary data from the respondents and survey technique usually uses standardized questionnaires for studying and describing a large population. In addition, most surveys have as a central objective a search for relationships between variables and this survey has been used to test hypotheses and describe populations as well. Therefore, the researcher used the survey technique by distributing the questionnaire to the targeted population. The researcher applied the survey technique to this research because it is a quick, inexpensive, efficient, and accurate means to evaluate information about the population. To collect the data the researcher asked respondents about the factors affecting attitudes toward advertising, brands, and purchase intention of Facebook users in Thailand using self-administered questionnaires that have been completely answered by respondents in a convenient location (Cooper & Schindler, 2003).

4.2 Respondents and Sampling Procedure

4.2.1 Target Population

Population is the entire group of people and events that the researcher intends to explore (Sekaran, 2003). In addition, population can be representative of an entire group of people companies, hospitals and stores that share some set of characteristics. Zikmund (2003) defined that target population as the specific group relevant to the research. In this research, the researcher was interested in identifying the factors affecting attitudes towards brand advertising and purchase intention of online advertising. Therefore, the target population of this research is all Facebook users in Thailand who have experience with the Facebook website and who have seen advertising on Facebook website due to the fact that Facebook nowadays has developed new advertising tools to help marketers and advertising agencies promote their products, services or company via Facebook. Moreover, the researcher decided to collect the data around Siam Paragon, Suvarnabhumi Airport, Central World, Central Plaza Ladprao and BTS at Siam station (*The most check-in location in Thailand*. Retrieved May 15, 2012, from <http://board.postjung.com/596694.html>). (Table 1.5) because Thailand Facebook's statistics showed that those places are the top five locations that people check in via Facebook's website.

4.2.2 Sampling Unit

Sampling is the method using a small number of units of a given population as a basis for drawing conclusions about the whole population (Churchill, 1999). Sampling is also called the subset or some part of the larger population. The sampling unit means an individual member of a specific population. In this study, the sampling unit was an individual user of Facebook or a social network (Zikmund, 2003).

4.2.3 Sampling procedure

In this research, the researcher applied non-probability consisting of 4 types (convenience sampling, judgment sampling, quota sampling and snowball sampling). Cooper & Schindler (2003) defined non-probability as arbitrary (non-random) and subjective. Moreover, non-probability means each member does not have a known nonzero chance of being included. Therefore, the researcher realized that not every member of the population is equally probable to be the sample. Therefore, the researcher applied non-probability in this study due to the fact that the researcher used his/her own opinion to judge the member of the population. In addition, the types of non-probability used in this research were judgment sampling, convenience sampling and quota sampling shown as follows:

Step 1: Judgment Sampling

Zikmund (2003) defined judgment sampling as non-probability because the researcher individually used her/his experience to judge the research sample. Duane (2005) defined judgment sampling as sampling that the researcher decides as being representative of the population. In this study, the researcher used her experience to select Facebook users in Thailand as a sample because the researcher realized that the Facebook website is one of the most popular social networks that allows many people to interact with their friends across the region and Facebook has also developed new applications called sponsor advertising that support marketers in promoting and selling their products or services through that application. Therefore, the researcher realized that Facebook is an appropriate medium to study the factors affecting attitude towards brand advertising and purchase intention of advertising online. Based on judgment sampling, the researcher chose five locations to collect the information: (Siam Paragon, Suvarnabhumi Airport, Central World, Central Plaza Ladprao and BTS at Siam station) because the statistics of Facebook users in Thailand have shown that those locations are where the most Facebook users check-in (Table 1.5) (*The most check-in location in Thailand*. Retrieved May 15, 2012, from <http://board.postjung.com/596694.html>).

Table 4.1: The statistic of check- in location in Bangkok on Facebook by using Foursquare application

Location	No. of check-in
1. Siam Paragon	387,373
2. Suvarnabhumi Airport	259,259
3. Central World	161,635
4. Central Plaza Ladprao	109,650
5. BTS at Siam station	105,574
6. Victory Monument	86,083
7. MBK center	79,731
8. The Mall Bangkapi	67,973
9. BTS at Mo Chit	60,052
10. Major Cineplex Ratchayothin	59,584
11. Emporium	58,966
12. Chatuchak Weekend Market	58,953
13. Union Mall	57,785
14. The Mall Ngamwongwan	52,434
15. Chiang Mai International Airport	47,978
16. Queen Sirikit National Convention Center	46,767
17. Central Chidlom	46,163
18. Don Mueang International Airport	45,355
19. CentralPlaza Chiangmal Airport	44,779
20. Esplanade Ratchadapisek	42,157

Source: Foursquare Thailand. (2011). The most check-in location in Thailand. Retrieved May 15, 2012, from <http://board.postjung.com/596694.html>

Step 2: Quota Sampling

Quota sampling was one of the methods used to identify the sampling. Cooper & Schindler (2003) defined quota sampling as the method in which the researcher divides the proportion of samples to assure the inclusion of a particular segment of the population. In addition, a population is segmented into mutually exclusive sub-groups. In this study, 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 follows.

Location	No. of questionnaire
Siam Paragon	80
Suvarnabhumi Airport	80
Central World	80
Central Plaza Ladprao	80
BTS at Siam station	80
Total	400

Step 3: Convenience Sampling

The researcher used this technique to gather information from anybody who was available to answer the questionnaires using convenience sampling which is the method that most researchers usually use to acquire a large number of completed questionnaires because it is quick and inexpensive. Duane (2005) defined convenience sampling as when the samples are collected in any convenient manner specified by the researcher. Convenience samples are often used when time and money are limited. For this study, the researcher distributed the questionnaire around Siam Paragon, Suvarnabhumi Airport, Central World, Central Plaza Ladprao and BTS at Siam station (Table 1.5) (*The most check-in location in Thailand*. Retrieved May 15, 2012, from <http://board.postjung.com/596694.html>) to people who were available and comfortable doing the questionnaire around those locations.

4.2.4 Sample size

In this research, the researcher selected the formula technique using the estimated proportions to find the sample size as follows:

Formula:

$$n = \frac{Z^2 p(1-p)}{E^2}$$

Where:

n = Number of sample size

Z² = square of the confidence level in standard error units (1.96 for 95% confidence level)

p = estimated proportion of success. (0.5, the true proportion in the population)

When there is no prior knowledge or estimate of the true proportion p this research should use p = 0.5 (Berenon & David, 1999)

E² = square of the maximum allowance of error between the true proportion and the same sample proportion. (0.05 or 5%, the acceptable sampling error in estimating the population proportion.)

Therefore, the total of sample size is

$$\begin{aligned} n &= \frac{Z^2 p(1-p)}{E^2} \\ n &= \frac{1.96^2 \cdot 0.5(1-0.5)}{(0.05)^2} \\ n &= \frac{(3.8416)(0.5)(0.5)}{0.025} \\ n &= 384.16 \text{ samples} \approx 385 \end{aligned}$$

The result of the calculation is 385 respondents. Thus, the researcher decided on 400 as the sample size because there is higher degree of accuracy, more reliability and also minimizes error (Zikmund, 2003).

4.3 Research instruments/ Questionnaire

This research designed a questionnaire as the instrument to gather information from respondents. Zikmund (2003) stated that a self-administered questionnaire is a technique where the respondents take responsibility for answering the questions. In this study, the questionnaire was divided into 5 parts: screening questions, factors affecting brand advertising (credibility, produce information, social role/ image, hedonism/ pleasure and good for economy), attitudes towards brand advertising, 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. Duane (2005) 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 Zikmund (2003) mentioned that category scale as the attitude scale consisting of several response categories to provide the respondent with alternative ratings.

Part 1: Screening question

There were two screening questions and this part screened respondents by asking whether they have a Facebook account and if they have ever seen an advertisement on Facebook by applying a dichotomous-alternative scale for respondents to choose one of two alternatives. In this research, the researcher designed the two alternatives of “yes” and “no” for the respondents (Cooper & Schindler, 2003). If respondents select "Yes" in both answers, they continue to in the next part.

Part 2: Factors affecting brand advertising

There were 24 questions that consist of 5 subcategories (credibility, product information, social role/ image, hedonism/pleasure and good for economy). Therefore, respondents were asked about the credibility of advertising on Facebook, product information that is provided on Facebook and whether it is a useful source of information, the social role/ image and whether advertising on Facebook has an impact on the respondent's image and helps respondents to impress others, hedonism/pleasure and whether advertising on Facebook is enjoyable and good for economy and whether advertising on Facebook stimulates the nation's economy. To answer those questions the researcher applied a 5 point Likert scale that Duane (2005) defined as the scale that let respondents indicate their attitudes by checking how strongly they agree or disagree with carefully constructed statements that range from very positive to very negative. In this research, respondents had to select from 5 alternatives: 1= strongly disagree, 2= disagree, 3= neither agree nor disagree, 4= agree and 5= strongly agree.

Part 3: Attitude toward brand advertising

There were 8 questions in this part. Respondents were asked about attitude towards brand advertising, how they feel after exposure to advertisements and the respondent's attitudes toward advertised brands. In addition, the researcher applied a 5 point Likert scale (1= strongly disagree, 2= disagree, 3= neither agree nor disagree, 4= agree and 5= strongly agree) to examine respondents' attitudes toward advertising and brands.

Part 4: Purchase intention

There were 6 questions in this part. Respondents were asked about their intentions after exposure to advertisements on Facebook and whether it encourages respondents to purchase from advertised product on Facebook's website. The researcher applied a 5 point Likert scale (1= strongly disagree, 2= disagree, 3= neither agree nor disagree, 4= agree and 5= strongly agree) to acquire the information.

Part 5: Personal information

In this part, respondents were asked about personal information such as gender, marital status, age, education, occupation and income level. In addition, the researcher adopted a category scale to gather the information from respondents. For gender, the researcher applied a simple category scale defined as the scale offering two mutually exclusive response choices for respondents to select the answer. Also, the researcher provided multiple choice and single-response scales defined as the researcher offered multiple choices to respondents but allowed respondents to select only a single choice for marital status, age, education, income level, and occupation (Cooper & Schindler, 2003).

4.4 Pretests

Zikmund (2003) acknowledged that a good questionnaire design is the key to acquire good survey results. A good questionnaire should not be confusing, ambiguous, or potentially offensive to respondents which may lead to bias. Duane (2005) stated that a pretest is essential in the design of any instrument because pretests often identify problems in wording and the questionnaire format. Therefore, pretests are required prior to conducting any actual study to facilitate the detection of problems and errors in the questionnaire. Cooper & Schindler (2003) suggested that the size of pretesting should range between 20 and 100 subjects. Therefore, the researcher distributed 30 copies of the questionnaire to test the reliability of the questionnaire to assure that the questionnaire is suitable and reliable to examine the factors affecting advertising, attitudes toward brand advertising and purchase intention regarding Facebook users in Thailand. Moreover, Sekaran (2003) suggested that the reliability testing of each factor should be above 0.6. If the reliability is under 0.6 it means the questionnaires aren't accepted in the study. The reliability testing of this study is shown as follows:

Table 4.2: The analysis of the reliability of each variable of the questionnaire using the Alpha test (α -test)

Variable	Alpha Test
Credibility	0.969
Product information	0.880
Social Role/Image	0.880
Hedonism/Pleasure	0.928
Good for Economy	0.764
Attitudes towards brand advertising	0.868
Purchase intention	0.903

From Table 4.2 shows the application of Cronbach's Coefficient Alpha to test the reliability of the research instrument in this study. Sekaran (2003) mentioned, variables are considered to be acceptable and reliable when the Cronbach's Coefficient Alpha test is more than or equal to .6. In this study, the results of the analysis are summarized in Table 4.1. The reliability test outcome of this research instrument, as shown in Table 4.1 demonstrates that all variables are greater than .6. Therefore, all questions are consistent and reliable and can be applied as the research instrument in this study.

4.5 Collection of Data/Gathering Procedures

In this research, the researcher applied both source of information that is primary and secondary data. Primary data is defined as when researchers have to gather the information themselves or when the data is collected from the original source for a specific purpose (Zikmund, 2003). In this study, the researcher acquired the primary data by directly distributing the questionnaire to respondents. Further, secondary data is data that has been previously collected for some purposes. The researcher applied existing information such as newspapers, articles, the internet, journals, and textbooks. In this research, most of secondary data came from articles, textbooks and the internet. For gathering procedures, the researcher collected 400 copies

of the questionnaire from Facebook users in Thailand who have experience with Facebook and the places that researcher decided to distribute questionnaire were around Central world, Siam square, Union Mall, The mall Bangkok and the MBK center because Thailand Facebook statistics indicate that these places are the top 5 places in Thailand where most Facebook users check-in (*Thailand Facebook Statistics*. Retrieved July 25, 2012, from <http://www.socialbakers.com/facebook-statistics/thailand#chart-intervals>). Finally, the researcher distributed questionnaire from August 2012 to October 2012.

4.6 Statistical Treatment of Data

After collecting the information, the information was translated and analyzed using the Statistical Package for Social Sciences (SPSS), which provided research findings based on statistical results such as frequencies, standard deviation, and the Pearson Correlation Coefficient.

Descriptive Analysis

Descriptive analysis refers to transformation. This is the process of changing data from original raw data to a suitable format for performing data analysis such as a into a simple form to make them well understood and easy to interpret like demographics (sex, marital status and age) (Zikmund, 2003). The calculation of the average, the percentage distribution and frequency distribution are the most common form of summarizing data and the researchers used tabulation that refers to the orderly arrangement of data in the table or other summary format. Groebner et al., (2006) stated that descriptive analysis is the method that is designed to describe data such as charts, graphs, and numerical measures. Also included are inferential tools that help decision makers draw inferences from a set of data.

Simple Correlation Coefficient

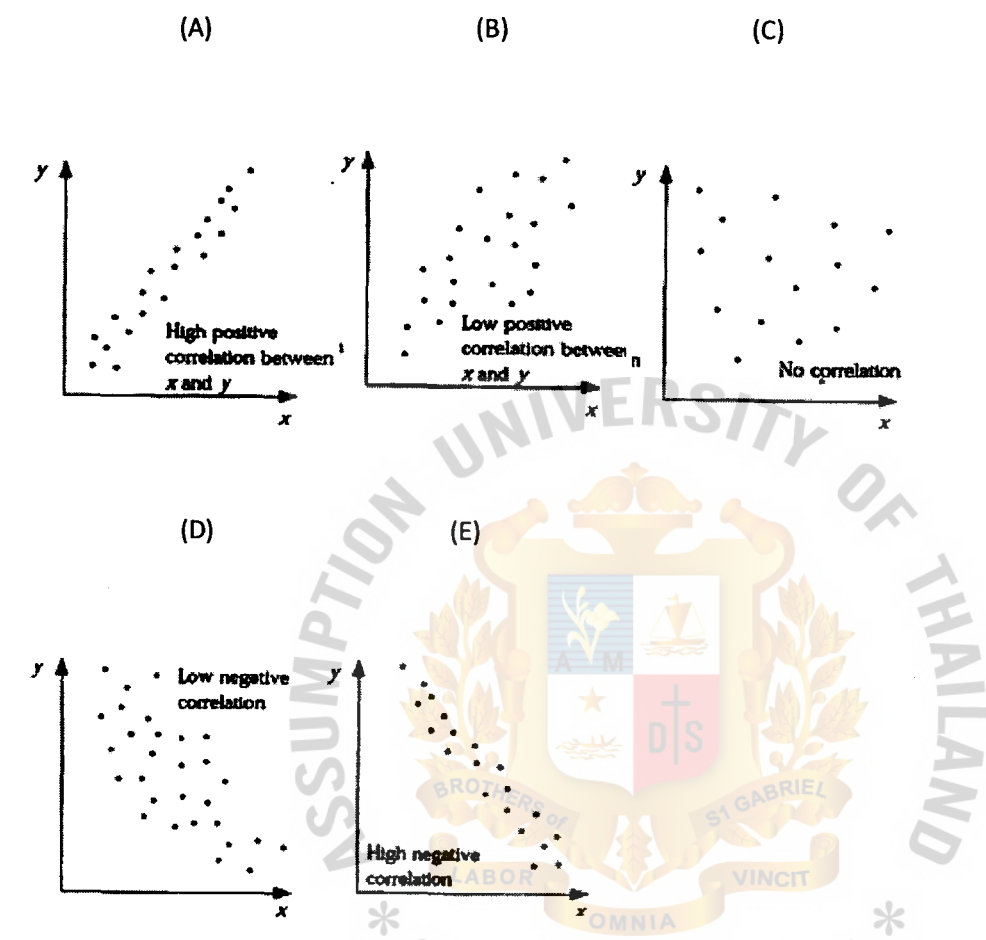
The simple correlation coefficient is the most popular technique to indicate the relationship of one variable to another. Groebner et al., (2006) defined correlation coefficient as used to analyze the relationship between two variables graphically. Moreover, correlation coefficient is a quantitative measure of the strength of the linear relationship between two variables. The correlation ranges from -1.0 to +1.0. A correlation of ± 1 indicates a perfect linear relationship, whereas a correlation of 0 indicates no linear relationship. The formula for calculating the correlation coefficient for two variables X and Y is as follows:

$$r = \frac{\sum(X - \bar{X})(Y - \bar{Y})}{\sqrt{\sum(X - \bar{X})^2} \sqrt{\sum(Y - \bar{Y})^2}}$$

Where the symbols \bar{X} and \bar{Y} represent the sample means of X and Y, respectively

If the associated value of X and Y differ from their means in the same direction this means there is a positive relationship. On the other hand: if the associated value of X and Y differ from their means in the different direction that means there is a negative relationship.

Figure 4.1: Scatter plot diagrams or correlation diagrams



Source: Anscombe, F. J. (1973). "Graphs in statistical analysis". *The American Statistician* 27: 17–21.

Figure 4.1 illustrates the scatter diagram of a correlation coefficient between variable X and variable Y. Graphic A in Figure 4.1 indicates that two variables have a high positive correlation which means if variable x increases, variable y increases as well, whereas graphic E in Figure 4.1 illustrates that two variables also have a high relationship but in the opposite direction which means if variable x increases, variable y decreases. Then, graphic C in Figure 4.1 illustrates that two variables have no relationship. Further, graphic B in Figure 4.1 indicates that two variables have a low positive relationship, whereas graphic D in Figure 4.1 shows that two variables have a low negative relationship.

Table 4.3: Summary of Hypotheses and Statistics used

The researcher used significant value at the 0.01 level of SPSS software for the Pearson correlation, two-tailed hypothesis test. If the *p*-value is less than 0.01, the null hypothesis will be rejected and indicate that there is a significant relationship between the variables. *p*-value greater than 0.01 will show no significant relationship between the variables

H1 ₀ : There is no significant relationship between credibility and attitude towards brand advertising H1 _a : There is a significant relationship between credibility and attitude towards brand advertising	Pearson Correlation
H2 ₀ : There is no significant relationship between product information and attitude towards brand advertising H2 _a : There is a significant relationship between product information and attitude towards brand advertising	Pearson Correlation
H3 ₀ : There is no significant relationship between social role/image and attitude towards brand advertising H3 _a : There is a significant relationship between social role/image and attitude towards brand advertising	Pearson Correlation
H4 ₀ : There is no significant relationship between hedonism/pleasure and attitude towards brand advertising H4 _a : There is a significant relationship between hedonism/pleasure and attitude towards brand advertising	Pearson Correlation
H5 ₀ : There is no significant relationship between good for economy and attitude towards brand advertising H5 _a : There is a significant relationship between good for economy and attitude towards brand advertising	Pearson Correlation
H6 ₀ : There is no significant relationship between attitude towards brand advertising and purchase intention H6 _a : There is a significant relationship between attitude towards brand advertising and purchase intention	Pearson Correlation

CHAPTER 5

PRESENTATION OF DATA AND CRITICAL DISCUSSION OF RESULTS

In this chapter, the researcher indicates the findings obtained from the survey in 5 locations around Bangkok area that was conducted among the respondents who have Facebook’s account and who have seen advertising on Facebook. Hence, this chapter is comprised of 2 parts. Firstly, the researcher illustrates the descriptive analysis of demographic factors. Secondly, this part indicates about the result of hypothesis testing.

5.1 Descriptive analysis for Demographic Factors

Zikmund (2002) described that the descriptive statistic could be use to transformation of raw data into a format that would be easy to understand and interpret. The assembled data of demographics of the respondents from the questionnaire are referred here frequency table along with the percentage.

Table 5.1: The Analysis of Gender by using Frequency and Percentage

Gender				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	158	39.5	39.5	39.5
Female	242	60.5	60.5	100.0
Total	400	100.0	100.0	

Table 5.1 shows gender of respondents and it indicates that the highest percentage of respondents’ gender was 60.5% (242) of female, and 39.5% (158) of male. Therefore, the majority of respondents in this study were female.

Table 5.2: The Analysis of Marital status by using Frequency and Percentage

Marital status				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Single	292	73.0	73.0	73.0
Married	95	23.8	23.8	96.8
Divorced	13	3.3	3.3	100.0
Total	400	100.0	100.0	

Table 5.2 shows marital status of respondents and it indicates that the highest percentage of respondents' marital status was 73% (292) of single, and others were 23.8 % (95) of married, and 3.3% of divorced/widowed, respectively. Therefore, the majority of marital statuses of respondents in this study were single.

Table 5.3: The Analysis of Age level by using Frequency and Percentage

Age level				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 20 or less	24	6.0	6.0	6.0
21-30	212	53.0	53.0	59.0
31-40	119	29.8	29.8	88.8
41-50	43	10.8	10.8	99.5
51 or more	2	.5	.5	100.0
Total	400	100.0	100.0	

Table 5.3 shows age level of respondents and it indicates that the highest percentage of respondents' age was 53% (212) of 21 years old to 30 years old, and others were 29.8% (119) of 31 years old to 40 years old, 10.8% (43) of 41 years old to 50 years old, 6% (24) of 20 years old or less, and 0.5% (2) of 51 years old or more, respectively. Therefore, the majority of age levels of respondents in this study were between 21-30 years old.

Table 5.4: The Analysis of Income level by using Frequency and Percentage

Income level				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid less than 10000	51	12.8	12.8	12.8
10001-20000	135	33.8	33.8	46.5
20001-30000	114	28.5	28.5	75.0
30001-40000	61	15.3	15.3	90.3
more than 40000	39	9.8	9.8	100.0
Total	400	100.0	100.0	

Table 5.4 shows income level of respondent and it indicates that the highest percentage of respondents' income level was 33.8% (135) of 10001 Baht to 20000 Baht, and others were 28.5% (114) of 20001 Baht to 30000 Baht, 15.3% (61) of 30001 Baht to 40000 Baht, 12.8% (51) of 10000 Baht or less, and 9.8% (39) of 40001 Baht or above, respectively. Therefore, the majority of income levels of respondents in this study were in range 10001 Baht to 20000 Baht.

Table 5.5: The Analysis of Education level by using Frequency and Percentage

Education level				
	Frequency	Percent	Valid Percent	Cumulative Percent
high school graduate or below	18	4.5	4.5	4.5
high vocational certificate	65	16.3	16.3	20.8
bachelor degree	216	54.0	54.0	74.8
master degree	98	24.5	24.5	99.3
doctoral degree	3	.8	.8	100.0
Total	400	100.0	100.0	

Table 5.5 shows education level of respondents and it indicates that the highest percentage of respondents' education level was 54% (216) of bachelor degree, and others were 24.5% (98) of master degree, 16.3% (65) of high vocational certificate, 4.5% (18) of high school graduate or below and 0.8% (3) of doctoral degree and none of other, respectively. Therefore, the majority of education levels of respondents in this study were in bachelor degree.

Table 5.6: The Analysis of Occupation by using Frequency and Percentage

Occupation				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid student	77	19.3	19.3	19.3
government officer	27	6.8	6.8	26.0
employed	81	20.3	20.3	46.3
entrepreneur	80	20.0	20.0	66.3
private enterprise officer	135	33.8	33.8	100.0
Total	400	100.0	100.0	

Table 5.6 shows occupation of respondents and it indicates that the highest percentage of respondents' occupation was 33.8% (135) of private enterprise officers, and others were 20.3% (81) of employed, 20% (80) of entrepreneur, 19.3% (77) of student, and 6.8% (27) of government officer, respectively. Therefore, the majority of occupation of respondents in this study was private enterprise officers.

5.2 Descriptive Analysis by using Mean and Standard deviation of all variables

This research contains 4 variables and there are 38 questions in total. The 7 variables are “Credibility” which includes 3 questions, “Product information” which contains 7 questions, “Social role/Image” which contains 5 questions, “Hedonism/Pleasure” which contains 5 questions, “Good for economic” which contains 4 questions, “Attitude toward advertising/ brand” which contains 8 questions, and “Purchase intention” which contains 6 questions. The analysis of each variable by using average means and standard deviation are in the following tables:

Table 5.7: The Analysis of Credibility by using Average Mean and Standard Deviation

Descriptive Statistics			
	N	Mean	Std. Deviation
Facebook's advertising is credible	400	2.73	.815
Facebook's advertising is trustworthy	400	2.58	.809
Facebook's advertising is believable	400	2.59	.839
Valid N (listwise)	400		

Table 5.7 indicates that the highest mean is equal to 2.73, which is Facebook’s advertising is credible. The lowest mean is equal to 2.58, which is Facebook’s advertising is trustworthy. The highest standard deviation is equal to 0.839, which is Facebook’s advertising is believable, and the lowest standard deviation is equal to 0.809, which is Facebook’s advertising is trustworthy.

Table 5.8: The Analysis of Product information by using Average Mean and Standard Deviation

Descriptive Statistics			
	N	Mean	Std. Deviation
Facebook's advertising are useful source of information	400	3.10	.823
Facebook's advertising is a valuable of information about sales/products	400	2.94	.809
Facebook's advertising help me to keep up to date about product/services available in the marketplace	400	3.45	.863
Facebook's advertising tell m which brand have the features l am looking for	400	3.21	.873
Facebook's advertising contributes to the knowledge about quality products	400	2.93	.847
there is a better value for advertised products than unadvertised products	400	2.86	.974
Facebook's advertising provides information for me to make buying decision	400	2.99	.959
Valid N (listwise)	400		

Table 5.8 indicates that the highest mean is equal to 3.45, which is Facebook's advertising help me to keep up to date about products/service available in the market place. The lowest mean is equal to 2.86, which is there is a better value for advertised products than unadvertised products. The highest standard deviation is equal to 0.974, which is there is a better value for advertised products than unadvertised products, and the lowest standard deviation is equal to 0.809, which is Facebook's advertising is a valuable of information about sales/products.

Table 5.9: The Analysis of Social role/Image by using Average Mean and Standard Deviation

Descriptive Statistics			
	N	Mean	Std. Deviation
Facebook's advertising keeps me up to date with trends from various fields	400	3.53	.901
From advertising I can learn about fashions and about what to buy to impress others	400	3.52	.881
Facebook's advertising help me to know which products will or will not reflect the sort of person I am	400	3.16	.893
Facebook's advertising tell me what persons like me are buying or using	400	3.31	.903
Facebook's advertising has an important role in the education of children	400	2.99	1.012
Valid N (listwise)	400		

Table 5.9 indicates that the highest mean is equal to 3.53, which is Facebook's advertising keeps me up to date with trends from various fields. The lowest mean is equal to 2.99, which is Facebook's advertising has an important role in the education of children. The highest standard deviation is equal to 1.012, which is Facebook's advertising has an important role in the education of children, and the lowest standard deviation is equal to 0.881, which is From advertising I can learn about fashions and about what to buy to impress others.

Table 5.10: The Analysis of Hedonism/Pleasure by using Average Mean and Standard Deviation

Descriptive Statistics			
	N	Mean	Std. Deviation
Sometimes Facebook's advertising are even more enjoyable than other media content	400	3.10	1.047
Facebook's advertising is often amusing and entertainment	400	3.01	1.052
Facebook's advertising bring my mind pleasant memories	400	2.99	1.061
Sometimes I take a pleasure in thinking about what I saw, heard or read in advertisements	400	3.05	.963
I like to talk to my friend about Facebook's advertising	400	2.81	1.062
Valid N (listwise)	400		

Table 5.10 indicates that the highest mean is equal to 3.10, which is Sometimes Facebook's advertising are even more enjoyable than other media content. The lowest mean is equal to 2.81, which is I like to talk to my friend about Facebook's advertising. The highest standard deviation is equal to 1.061, which is Facebook's advertising bring my mind pleasant memories and the lowest standard deviation is equal to 0.963, which is Sometimes I take a pleasure in thinking about what I saw, heard or read in advertisements.

Table 5.11: The Analysis of Good for economy by using Average Mean and Standard Deviation

Descriptive Statistics			
	N	Mean	Std. Deviation
In general, advertising helps our nation's economy	400	3.35	.951
Facebook's advertising help raise our standard of living	400	3.08	.970
People wear branded goods because of advertising	400	3.28	.957
Facebook's advertising help the consumer buy the best brand for the price	400	3.24	.948
Valid N (listwise)	400		

Table 5.11 indicates that the highest mean is equal to 3.35, which is In general, advertising helps our nation's economy. The lowest mean is equal to 3.08, which is Facebook's advertising help raise our standard of living. The highest standard deviation is equal to 0.970, which is Facebook's advertising help raise our standard of living, and the lowest standard deviation is equal to 0.948, which is Facebook's advertising help the consumer buy the best brand for the price.

Table 5.12: The Analysis of Attitude toward advertising/ brands by using Average Mean and Standard Deviation

Descriptive Statistics			
	N	Mean	Std. Deviation
I consider Facebook's advertising is useful as it promotes the latest products	400	3.21	.865
Through Facebook's advertising, I got to know more innovative ideas	400	3.21	.954
I support Facebook's advertising because it is where creativity is highly appreciated	400	3.05	.918
I support Facebook's advertising because it plays an important part in my buying decision	400	3.05	.883
My general opinion of Facebook's advertising is favorable	400	2.87	.950
Facebook's advertising is most useful when I am making an important purchase	400	2.99	.905
I still have made up my mind regarding the brand	400	3.53	.942
I wish I could have more information available to judge the advertised brand	400	3.39	.977
Valid N (listwise)	400		

Table 5.12 indicates that the highest mean is equal to 3.53, which is I still have made up my mind regarding the brand .The lowest mean is equal to 2.87, which is My general opinion of Facebook's advertising is favorable. The highest standard deviation is equal to 0.977, which is I wish I could have more information available to judge the advertised brand, and the lowest standard deviation is equal to 0.865, which is I consider Facebook's advertising is useful as it promotes the latest products.

Table 5.13: The Analysis of Purchase intention by using Average Mean and Standard Deviation

Descriptive Statistics

	N	Mean	Std. Deviation
I will purchase the product in Facebook's advertisement	400	3.00	.854
I will try the product in Facebook's advertisement if seen in a store	400	3.10	.854
I will actively seek out the product in Facebook's advertisement in the store	400	2.94	.910
I will try out the advertised brand on Facebook's website	400	3.04	.849
Based on Facebook's advertising, i may purchase the advertised brand on a regular basis	400	2.79	.900
I may pay a higher price for the advertised brand	400	2.45	.980
Valid N (listwise)	400		

Table 5.13 indicates that the highest mean is equal to 3.10, which is I will try the product in Facebook's advertisement if seen in a store. The lowest mean is equal to 2.45, which is I may pay a higher price for the advertised brand. The highest standard deviation is equal to 0.910, which is I will actively seek out the product in Facebook's advertisement in the store, and the lowest standard deviation is equal to 0.849, which is I will try out the advertised brand on Facebook's website.

5.3 Summary of hypothesis

Analysis of the Hypothesis Testing

Hypothesis 1: The Analysis of the relationship between credibility and attitude towards brand advertising.

H1₀: There is no significant relationship between credibility and attitude towards brand advertising

H1_a: There is a significant relationship between credibility and attitude towards brand advertising

Table 5.14: Pearson correlation for credibility and attitude towards brand advertising

Correlations			
		Credibility	Attitude
Credibility	Pearson Correlation	1	.428**
	Sig. (2-tailed)		.000
	N	400	400
Attitude	Pearson Correlation	.428**	1
	Sig. (2-tailed)	.000	
	N	400	400

** . Correlation is significant at the 0.01 level (2-tailed).

As indicated in Table 5.14, the result from the Pearson Correlation analysis show that *p-value* is .000 which is less than .01 (.000<.01). It means that null hypothesis was rejected. Then, it can conclude that credibility has a significant relationship with attitude towards brand advertising at the .01 significant levels.

At .428, it means that there is moderate positive relationship between credibility and attitude towards brand advertising that mean both variables move to the same direction. Therefore, if the users realize that Facebook’s advertising has high credibility, they will generate high positive attitude towards brand advertising.

Hypothesis 2: The Analysis of the relationship between product information and attitude towards brand advertising.

H2₀: There is no significant relationship between product information and attitude towards brand advertising.

H2_a: There is a significant relationship between product information and attitude towards brand advertising.

Table 5.15: Pearson correlation for product information and attitude towards brand advertising

Correlations			
		Product	Attitude
Product	Pearson Correlation	1	.678**
	Sig. (2-tailed)		.000
	N	400	400
Attitude	Pearson Correlation	.678**	1
	Sig. (2-tailed)	.000	
	N	400	400

** . Correlation is significant at the 0.01 level (2-tailed).

As indicated in Table 5.15, the result from the Pearson Correlation analysis show that *p-value* is .000 which is less than .01 (.000<.01). It means that null hypothesis was rejected. Then, it can conclude that product information has a significant relationship with attitude towards brand advertising at the .01 significant levels.

At .678, it means that there is strong positive relationship between product information and attitude towards brand advertising that mean both variables move to the same direction. Therefore, users realize that Facebook’s advertising is high valuable information, they will generate high positive attitude towards brand advertising.

Hypothesis 3: The Analysis of the relationship between social role/Image and attitude towards brand advertising

H3_o: There is no significant relationship between social role/Image and attitude towards brand advertising

H3_a: There is a significant relationship between social role/image and attitude towards brand advertising

Table 5.16: Pearson correlation for social role/Image and attitude towards advertising/ brands

Correlations		Social	Attitude
Social	Pearson Correlation	1	.648**
	Sig. (2-tailed)		.000
	N	400	400
Attitude	Pearson Correlation	.648**	1
	Sig. (2-tailed)	.000	
	N	400	400

** . Correlation is significant at the 0.01 level (2-tailed).

As indicated in Table 5.16, the result from the Pearson Correlation analysis show that *p-value* is .000 which is less than .01 (.000<.01). It means that null hypothesis was rejected. Then, it can conclude that social role/image has a significant relationship with attitude toward brand advertising at the .01 significant levels.

At .648, it means that there is strong positive relationship between social role/image and attitude towards brand advertising that mean both variables move to the same direction. Therefore, if users highly involve with social role/ image in advertising, they will have high positive attitude towards brand advertising.

Hypothesis 4: The Analysis of the relationship between hedonism/ pleasure and attitude towards brand advertising

H4₀: There is no significant relationship between hedonism/ pleasure and attitude towards brand advertising

H4_a: There is a significant relationship between hedonism/ pleasure and attitude towards brand advertising

Table 5.17: Pearson correlation for hedonism/pleasure and attitude towards brand advertising

Correlations		
		HedonismAttitude
Hedonism	Pearson Correlation	1.601**
	Sig. (2-tailed)	.000
	N	400400
Attitude	Pearson Correlation	.601**1
	Sig. (2-tailed)	.000
	N	400400

** . Correlation is significant at the 0.01 level (2-tailed).

As indicated in Table 5.17, the result from the Pearson Correlation analysis show that *p-value* is .000 which is less than .01 (.000<.01). It means that null hypothesis was rejected. Then, it can conclude that hedonism/pleasure has a significant relationship with attitude towards brand advertising at the .01 significant levels.

At .601, it means that there is moderate positive relationship between hedonism/pleasure and attitude towards brand advertising that mean both variables move to the same direction. Therefore, if users highly enjoy with advertising on Facebook, they will generate high positive attitude towards brand advertising.

Hypothesis 5: The Analysis of the relationship between good for economy and attitude towards brand advertising

H5₀: There is no significant relationship between good for economy and attitude towards brand advertising

H5_a: There is a significant relationship between good for economy and attitude towards brand advertising

Table 5.18: Pearson correlation for good for economy and attitude towards brand advertising

Correlations		Good	Attitude
Good	Pearson Correlation	1	.441**
	Sig. (2-tailed)		.000
	N	400	400
Attitude	Pearson Correlation	.441**	1
	Sig. (2-tailed)	.000	
	N	400	400

** . Correlation is significant at the 0.01 level (2-tailed).

As indicated in Table 5.18, the result from the Pearson Correlation analysis show that *p-value* is .000 which is less than .01 ($.000 < .01$). It means that null hypothesis was rejected. Then, it can conclude that good for economy has a significant relationship with attitude towards brand advertising at the .01 significant levels.

At .441, it means that there is moderate positive relationship between good for economy and attitude towards brand advertising that mean both variables move to the same direction. Therefore, if the users have high perception about good for economy in Facebook’s advertising, they will generate high positive attitude towards brand advertising.

Hypothesis 6: The Analysis of the relationship attitude towards brand advertising and purchase intention

H6_o: There is no significant relationship between attitude towards brand advertising and purchase intention

H6_a: There is a significant relationship between attitude towards brand advertising and purchase intention

Table 5.19: Pearson correlation for attitude towards brand advertising and purchase intention

Correlations		Attitude	Purchase
Attitude	Pearson Correlation	1	.605**
	Sig. (2-tailed)		.000
	N	400	400
Purchase	Pearson Correlation	.605**	1
	Sig. (2-tailed)	.000	
	N	400	400

** . Correlation is significant at the 0.01 level (2-tailed).

As indicated in Table 5.19, the result from the Pearson Correlation analysis show that *p-value* is .000 which is less than .01 (.000<.01). It means that null hypothesis was rejected. Then, it can conclude that attitude towards brand advertising have a significant relationship with purchase intention at the .01 significant level.

At .605, it means that there is moderate positive relationship between attitude towards brand advertising and purchase intention that means both variables move to the same direction. Therefore, if users generate high positive attitude towards brand advertising on Facebook’s advertising, they will likely to have high purchase intention on advertised products of Facebook.

Table 5.20: Summary of results from the hypothesis testing (Pearson Product Moment Correlation)

Hypothesis	Significance (2-tailed test)	Correlation Coefficient	Result
H1 ₀ : Credibility has no relationship with Attitude towards brand advertising	.000	.428**	Rejected H ₀
H2 ₀ : Product information has no relationship with Attitude towards brand advertising	.000	.678**	Rejected H ₀
H3 ₀ : Social role/image has no relationship with Attitude towards brand advertising	.000	.648**	Rejected H ₀
H4 ₀ : Hedonism/pleasure has no relationship with Attitude towards brand advertising	.000	.601**	Rejected H ₀
H5 ₀ : Good for economy has no relationship with Attitude towards brand advertising	.000	.441**	Rejected H ₀
H6 ₀ : Attitude towards brand advertising has no relationship with Purchase intention.	.000	.605**	Rejected H ₀

* Level of significance used in this research = 0.01

CHAPTER 6

SUMMARY, IMPLICATIONS, RECOMMENDATION, AND CONCLUSIONS

This chapter is comprised of six parts. The first part is a summary of demographic factors; the second part presents a summary of hypothesis testing, the third provides the discussion and implications, the fourth part presents conclusions, the sixth part considers recommendation of this study and the last part provides suggestions for further study.

6.1 Summary of Demographic Factors

The objective of this study was to examine the factors affecting attitude towards brand advertising and purchase intention by using advertising on Facebook as case study. Moreover, this study was to investigate the relationship between factors (credibility, product information, social role/image, hedonism/pleasure and good for economy) affecting attitude towards advertising/ brand and customers' attitude toward brand advertising on Facebook. The researchers gathered the data from 400 respondents by distributing questionnaire around Siam paragon, Suvarnabhumi airport, Central world, Central plaza ladprao and BTS at Siam station. All highest percentage of demographic factors of each variable was illustrated in Table 6.1 as follows:

Table 6.1: Summary of Overall Majority in Frequency and Percentage of All Respondents

Customer Profile	Majority in Percentage of All Respondents		
	Variable	Frequency	Percentage (%)
Gender	Female	242	60.5
Marital Status	Single	292	73.0
Age	21-30	212	53.0
Income level	10001 Baht-20000 Baht	135	33.8
Education level	Bachelor degree	216	54.0
Occupation	Private enterprise officer	135	33.8

Table 6.1 illustrated about the overall demographic factors and it indicated that female was the highest percentage of 60.5% and most of them were single that counted for 73%. Moreover, the highest percentage of age level was between 21-30 (53%). Also, the highest percentage of income level was between 10001 Baht-20000 Baht (33.8%). Besides, the highest of percentage of education level was bachelor degree (54%). For occupation, the majority of the respondents were private enterprise officers (33.8%)

Table 6.2: Summary of Mean Score, Standard deviation and Ranking of Each Factors Affecting Attitude towards Advertising/ Brands of Facebook Users

Variable	Mean	Standard Deviation
Credibility	2.63 (5)	.775 (3)
Product information	3.07 (3)	.632 (5)
Social role/Image	3.30 (1)	.745 (4)
Hedonism/Pleasure	2.99 (4)	.890 (1)
Good for Economy	3.24 (2)	.777 (2)

Figure 6.1: Summary of Mean Score of Each Factors Affecting Attitude towards Advertising/ Brands of Facebook Users

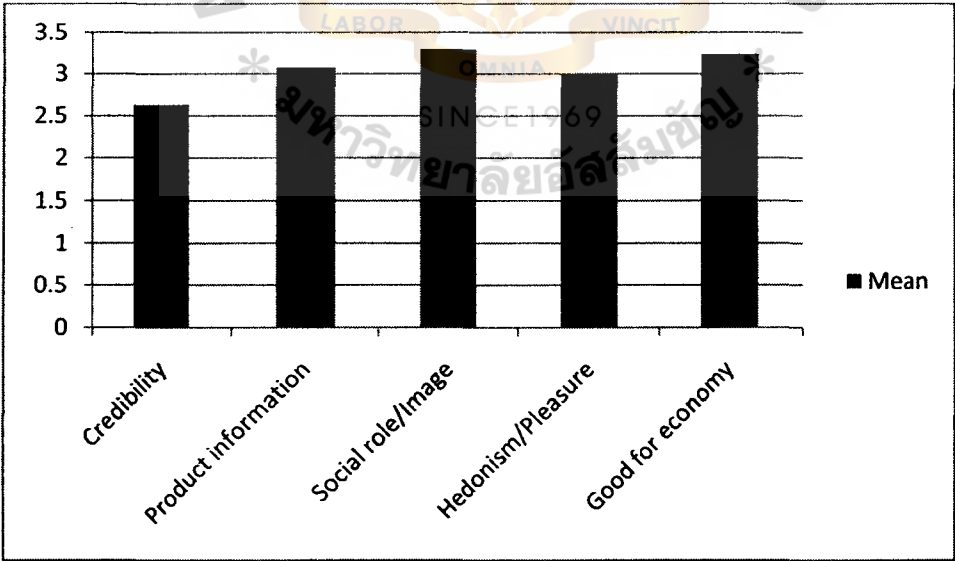


Table 6.2 and Figure 6.1 illustrated that the highest average means of the five factors affecting attitude towards brand advertising/ of Facebook users was social role/image and the lowest average mean was credibility which indicated that most Facebook users feel dissatisfied with advertising's credibility on Facebook while most Facebook users feel satisfied with social role/image of advertising on Facebook. In addition, good for economy was in the high level of average means as well. Also, the highest standard deviation of the five factors affecting attitude towards brand advertising was hedonism/pleasure and the lowest standard deviation was product information.

6.2 Summary of Hypothesis Testing

Six hypotheses were studied from the research objectives and research questions for testing the relationship of factors affecting attitude towards brand advertising and purchase intention of Facebook users in Bangkok area. In this study the researcher applied Pearson Moment Correlation Coefficient to analyze the data. The summary of all six hypothesis results are as follows:

Hypothesis one: There is a significant relationship between credibility and attitude towards brand advertising of Facebook users.

Hypothesis two: There is a significant relationship between product information and attitude towards brand advertising of Facebook users.

Hypothesis three: There is a significant relationship between social role/image and attitude towards brand advertising of Facebook users.

Hypothesis four: There is a significant relationship between hedonism/pleasure and attitude towards brand advertising of Facebook users.

Hypothesis five: There is a significant relationship between good for economy and attitude towards brand advertising of Facebook users.

Hypothesis six: There is a significant relationship between attitude towards brand advertising and purchase intention of Facebook users.

6.3 Research Finding, Discussion, and Implication

According to the data gathered by using factors affecting attitude towards brand advertising and purchase intention of Facebook users, the research finding by using descriptive analysis for demographic factors of each variable and correlation coefficient were discussed as follows:

Overall Demographic Factors

According to the descriptive analysis of overall demographic factors from 400 respondents gathered from survey, the result revealed that most of them were female at the age level was between 21-30 years old. Most respondents were single, bachelor degree, and they were private enterprise officers with an income between 10001 Baht-20000 Baht.

Based on the overall analysis, the researcher can conclude that most Facebook users are young, bachelor degree, private enterprise officer who are in the lower middle of income level (10001 Baht-20000 Baht). Therefore, Facebook's advertisers and anyone who are interested in placing advertising on Facebook may adjust the type of products or outfit on advertising to be suitable with users' age level between 21-30 years old and they should advertise the product at affordable price to persuade users for purchasing the advertised product. Besides, Facebook allows advertisers and marketers to specify the target group themselves. Therefore, advertisers and marketers may consider to increasingly target the Facebook users are aged between 21-30 years old.

Overall Factors Affecting Attitude towards Advertising/ Brands

According to the finding, the result indicated that the highest average means of the five factors affecting attitudes toward brand advertising of Facebook users was social role/image (3.30) and the lowest average means was credibility (2.63). From the five point Likert scale, the average mean of social role/image indicated that most Facebook users agree with advertising on Facebook because they realized that advertising on Facebook can keep them up to date and improve their style or identity. In contrast, most Facebook feel disagree with credibility on Facebook's advertising because the average means of credibility is equal 2.63.

Discussion and Implication of Hypotheses

Hypothesis one (H_1): the researchers found that there is a significant relationship between credibility and attitude towards brand advertising of Facebook users.

From the research finding of hypothesis one (H_1), there is a significant relationship between credibility and attitude towards brand advertising of Facebook users. However, from the correlation at 0.428 (Table 5.15), the result implies that credibility has a moderate positive relations with attitude towards brand advertising on Facebook's advertising and when comparing with others affecting attitude towards brand advertising in this study the result indicated that credibility was the weakest impact on attitude towards brand advertising of Facebook users but advertisers or marketers should sustain the reliability of Facebook's advertising as well because Facebook users will increasingly generate positive attitude towards brand advertising on Facebook's advertising if the source of advertisement is more credible. It supported Koo (2010) who stated that credibility is the less significant determinants of attitudes toward apparel mobile advertising. Also, it supported Haghirian & Madlberger (2005) who mentioned that credibility of an advertising message has positive influence on consumer attitude towards advertising.

Hypothesis two (H_2): the researchers found that there is a significant relationship between product information and attitude towards brand advertising of Facebook users.

From the research finding of hypothesis two, it revealed that there is a significant relationship between product information and attitude towards brand advertising of Facebook users. However, from the correlation at 0.678 (Table 5.16), the result implies that product information has a strong positive relationship with attitude towards brand advertising on Facebook's advertising. It means Facebook users will increasingly generate positive attitude towards brand advertising on Facebook's advertising if product information on Facebook's advertising is more valuable and up to date. It supported Ling et al. (2010) who stated that informative of an advertising message is positively related to consumers' attitude towards advertising.

Hypothesis three (H_3): the researchers found that there is a significant relationship between social role/image and attitude towards brand advertising of Facebook users.

From the research finding of hypothesis three, there is a relationship between social role/image and attitude towards brand advertising of Facebook users. However, from the

correlation at 0.648 (Table 5.17), the result implies that social role/image has a strong positive relationship with attitude towards brand advertising on Facebook's advertising. It means Facebook users will increasingly generate positive attitude towards brand advertising on Facebook's advertising if Facebook's advertising increasingly help users to impress their style or identity. It supported Llyas (2010) who stated that social integration has significant impact on consumers' attitude towards advertising.

Hypothesis four (H_4): the researchers found that there is a significant relationship between hedonism/pleasure and attitude towards brand advertising of Facebook users.

From the research finding of hypothesis four, there is a relationship between hedonism/ pleasure and attitude towards brand advertising of Facebook users. However, from the correlation at 0.601 (Table 5.18), the result implies that hedonism/pleasure has a moderate positive relations with attitude towards brand advertising on Facebook's advertising. It means Facebook users will increasingly generate positive attitude towards brand advertising on Facebook's advertising if Facebook's users feel entertainment with advertisement. It supported Ramaprasad & Thurwanger (1998) who stated that hedonic/pleasure of an advertising message affect consumers' attitude towards advertising.

Hypothesis five (H_5): the researchers found that there is a significant relationship between good for economy and attitude towards brand advertising of Facebook users.

From the research finding of hypothesis five, there is a significant relationship between good for economy and attitude towards brand advertising of Facebook users. However, from the correlation at 0.441 (Table 5.19), the result implies that good for economy has a moderate positive relationship with attitude towards brand advertising on Facebook's advertising. It means Facebook users will increasingly generate positive attitude towards brand advertising on Facebook's advertising if Facebook's advertising make user feel that they get the reasonable and affordable price from Facebook's advertising. It supported Tan & Chia 2007 who mentioned that good for economy of an advertising message positively influence consumers' attitude towards advertising.

Hypothesis six (H_6): the researchers found that there is a significant relationship between attitude towards brand advertising and purchase intention of Facebook users.

From the research finding of hypothesis six, there is a significant relationship between attitude towards brand advertising and purchase intention of Facebook users. However, from

the correlation at 0.605 (Table 5.20), the result implies that attitude towards brand advertising has a strong positive relationship with purchase intention on Facebook's advertising. It means Facebook user will likely to purchase advertised product if they generate positive attitude towards brand advertising on Facebook's advertising. It supported Po (2006) who stated that there is a positive relationship between the attitude toward the web advertisement and the purchase intention.

6.4 Conclusion

This research aimed to examine the factors affecting attitude towards brand advertising of Facebook users in Thailand. In this study, the researcher acquired the data by distributing the questionnaire in five locations which are Siam Paragon, Suvarnabhumi Airport, Central world, Central Plaza Ladprao and BTS Siam station and the researcher distribute 80 numbers of questionnaires in each location. Also, Facebook users were assessed by using close-ended questionnaires, employing sampling procedure between Septembers to October, 2012.

This study emphasized on factors affecting attitude towards brand advertising 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 10,001 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.

From hypothesis one (H_1) to five (H_5), the researcher studies the factors affecting attitude towards brand advertising 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 brand advertising 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 (H_6), the researcher studies the relationship between attitude towards brand 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 brand advertising have the relationship with purchase intention of Facebook users.

6.5 Recommendations

From the finding, it revealed that all hypotheses from hypothesis one to five indicated that there were positive relationships between credibility, product information, social role/image, hedonism/pleasure, good for economy and attitude towards brand advertising and the recommendation of each variable are provided as follows:

The result of hypothesis one (H_1) indicated that credibility positively affects on consumer attitude towards brand advertising and it showed that credibility has the moderate relationship with attitude towards brand advertising (0.428). Moreover, the result from average means indicated that credibility has the lowest average means score when comparing with other variables that can examine that most of Facebook users think that the credibility of the advertising on Facebook has low level of reliability because the ease of putting advertising on Facebook; advertisers, advertising agencies, or the owner of small business on Facebook can easily put the advertising so, it may impact to the advertising's credibility. Also, users realized that Facebook allow everyone and every product to advertise, so the content in the advertising may not reliable enough. Therefore, 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 brand advertising 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.

According to second hypothesis, product information (0.678) positively affects on consumer attitude towards brand advertising with strong relationship that means the Facebook users have more interest in the product information which advertiser provided in the advertising. 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. Another recommendation about product information on Facebook, 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. Moreover, marketers or advertisers should utilize online medium for providing consumers with real time product information to keep them up to date.

From the third hypothesis, social role/image (0.648) positively affects on consumer attitude towards brand advertising with strong relationship that means users feel that advertising on Facebook can keep them up to date and can improve their style and identity. Moreover, social role/image is the highest score of average means (3.30). Therefore, the researcher can conclude that most Facebook users feel satisfied with Facebook advertisement regarding social role/ image. 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. Moreover, it was supported by Llyas (2010) who stated that social role/image shows strong correlation with attitude towards advertising at the significance level of 0.01.

From the forth hypothesis, hedonism/pleasure (0.601) positively affects on consumer attitude towards brand advertising with moderate relationship that means the entertainment of Facebook's advertising can generate user's positive attitude towards brand advertising on Facebook's advertising. The result of average means show that hedonism/pleasure has moderate score of average means (2.99) that means users feel moderate satisfaction on hedonism/pleasure of advertising on Facebook. 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.

From the fifth hypothesis, good for economy (0.441) positively affects on consumer attitude towards brand advertising with moderate relationship. It means Facebook users will increasingly generate positive attitude towards brand advertising on Facebook's advertising if Facebook's advertising make users feel that they get the reasonable and affordable price from Facebook's advertising, they would like to make a purchase via Facebook. According to the average mean, good for economy has the average mean score at 3.24 that means Facebook's users feel satisfied with the advertising on Facebook because advertising on Facebook can generate or stimulate more consumption from the consumers that result in the good for economic also 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.

From the sixth hypothesis, attitude towards brand advertising (0.605) positively affects on consumer with strong relationship that means user's attitude towards brand advertising influence to customer's purchase intention. Therefore, 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 brand advertising on Facebook's advertising that affect on consumer's purchase intention.

6.6 Further Study

According to this research, it has a limitation in gathering the information from Bangkok area, Thailand only. There are various alternatives for further research of the factors affecting attitude towards brand advertising and purchase intention of Facebook users. The following parts suggested issues for further studies

- Further studies should consider studying in people who live in upcountry because in this study the researcher focus only Facebook users in Bangkok area that may have the different living style from upcountry so, the result of each factor may be different

from the users who live in the capital city. Hence, further studies can conduct the research by focusing on Facebook users who live in upcountry to investigate the factors affecting attitude towards brand advertising and purchase intention of Facebook users outside Bangkok area.

- There are many factors that can be affected attitude towards brand advertising and purchase intention such as personalization, irritation, and culture which didn't study in this research because Llyas (2010) stated that culture has a strong influence as a moderator over hedonism and social integration impact on general attitude towards advertising and Tsang et al. (2004) reported that perceived irritation of mobile advertising affected consumers' attitudes toward mobile advertising. Moreover, Xu (2007) concluded that personalization is significantly related to the overall attitude toward mobile advertising. Thus, further studies can study those factors to examine the impact of factors affecting towards brand advertising and purchase intention of Facebook users.

- In this study, the researcher didn't consider to consumers' individual factors such as gender, age, educational level, income level due to the users who has different characteristic, gender, income level or educational level may have different belief or attitude towards advertising/ brands. Therefore, further studies can add this variable to examine whether it may affect on attitude towards brand advertising and purchase intention of Facebook users.

- According to this study, the researcher concentrated on Facebook's advertising only. Thus, further studies can conduct to study in other social network or advertising medium such as Twitter, Instagram, television, radio, mobile phone because the variables that were used in this study may affect on attitude towards brand advertising of users from others. Xu (2007) concluded that the independent which are entertainment, informativeness, creditability are significantly related to the overall attitude toward mobile advertising.

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Appendix A

English Questionnaire



Questionnaire

This questionnaire designed to collect the information of Facebook's users in Thailand in order to examine the factors affecting attitude towards advertising, brands and purchase intention. This questionnaire will be used for Thesis of master degree student at Assumption University only, not for other work.

Questionnaire's instruction

This questionnaire consists of 5 parts that are screening question, determinants affecting attitude towards advertising (credibility, product information, social role/image, hedonic/pleasure and good for economy), attitude towards advertising, brands, purchase intention and general information.

Please tick (✓) in the number, where

1= strongly disagree

2= disagree



3= neither agree nor disagree

4= agree

5= strongly agree

Part 1: Screening question*

Do you have Facebook's account?

☐ Yes

☐ No

Have you ever seen the advertising on Facebook's website?

☐ Yes

☐ No

If you select "Yes" in both question, please continuously do the next part of questionnaire

Part 2: Determinants affecting attitude towards advertising

<u>Credibility</u>	1	2	3	4	5
1. The advertising on Facebook is credible					
2. The advertising on Facebook is trustworthy					
3. The advertising on Facebook is believable					
<u>Product information</u>	1	2	3	4	5
4. The advertising on Facebook is a useful source of information					
5. The advertising on Facebook is a valuable source of information about sales/products					
6. The advertising on Facebook helps me to keep up to date within products/services available in the marketplace					
7. The advertising on Facebook tells me which brands have the features I am looking for					
8. The advertising on Facebook contributes to the knowledge about quality products					
9. There is better value in advertised products than unadvertised products					
10. The advertising on Facebook provides information for me to make a buying decision					
<u>Social Role/ Image</u>	1	2	3	4	5
11. The advertising on Facebook keeps me up to date with trends from various fields					
12. From the advertising on Facebook I can learn about fashions and about what to buy to impress others					
13. The advertising on Facebook helps me to know which products will or will not reflect the sort of person I am					
14. The advertising on Facebook tells me what people like me are buying or using					
15. The advertising on Facebook has an important role in the education of children					
<u>Hedonism/Pleasure</u>	1	2	3	4	5
16. Sometimes the advertising on Facebook is even more enjoyable than other media content					
17. The advertising on Facebook is often amusing and entertaining					
18. Sometimes the advertising on Facebook brings to my mind pleasant memories					
19. Sometimes I take pleasure in thinking about what I saw, heard or read in the advertising on Facebook					
<u>Good for Economy</u>	1	2	3	4	5
21. In general, advertising helps our nation's economy					
22. Advertising helps raise our standard of living					

23. People wear branded goods because of advertising					
24. Advertising helps the consumer buy the best brand for the price					

Part 3: Attitude towards brand advertising

Attitudes toward brand Advertising	1	2	3	4	5
25. I consider the advertising on Facebook to be useful as it promotes the latest products					
26. Through the advertising on Facebook I get to know more innovative ideas					
27. I support the advertising on Facebook because it is where creativity is highly appreciated					
28. I support the advertising on Facebook because it plays an important part in my buying decisions					
29. My general opinion of the advertising on Facebook is favorable					
30. The advertising on Facebook is most useful when I am making an important purchase					
31. I still have not made up my mind regarding the brand					
32. I wish there was more information available to judge the advertised brand on Facebook					

Part 4: Purchase intention

Purchase intention	1	2	3	4	5
33. I will purchase the product from the advertising on Facebook					
34. I will try the product from the advertising on Facebook I see it in a store					
35. I will actively seek out the product in Facebook advertisement in the store					
36. I will try out the advertised brand on Facebook					
37. Based on the Facebook advertisement, I may purchase the brand on a regular basis					
38. I may pay a higher price for the advertised brand					

Part 5: Personal Information

Please mark [✓] in the Blank:

Gender ☐ Male ☐ Female

Marital Status ☐ Single ☐ Married ☐ Divorced/Widowed

Age Category ☐ 20 or less ☐ 21-30 ☐ 31-40
☐ 41-50 ☐ 50 or more

Monthly Income ☐ Less than 10000 Baht ☐ 10000 Bath – 20000 Baht
☐ 20001 Baht – 30000 Baht ☐ 30001 Baht – 40000 Baht
☐ More than 40000 Baht

Education Level ☐ High school graduate or below ☐ High vocational Certificate
☐ Bachelor degree ☐ Master degree
☐ Doctoral degree

Occupation ☐ Student ☐ Government Officer ☐ Employed
☐ Entrepreneur ☐ Private Enterprise Officer



Appendix B
Thai Questionnaire

แบบสอบถาม

แบบสอบถามฉบับนี้ถูกออกแบบมาเพื่อเก็บข้อมูลเกี่ยวกับผู้ใช้เฟสบุ๊กในประเทศไทยเพื่อที่จะศึกษาปัจจัยที่มีผลกระทบต่อทัศนคติของผู้บริโภคที่มีต่อโฆษณา, ชื่อของผลิตภัณฑ์และการตั้งใจที่จะซื้อผลิตภัณฑ์จากโฆษณา ซึ่งแบบสอบถามฉบับนี้ได้ถูกใช้ในการทำวิทยานิพนธ์ของนักศึกษาในระดับปริญญาโทมหาวิทยาลัยอัสสัมชัญเท่านั้น

คำชี้แนะในการทำแบบสอบถาม

แบบสอบถามฉบับนี้ประกอบไปด้วย 5 ส่วน ได้แก่ คำถามคัดกรอง, ปัจจัยที่มีผลต่อทัศนคติของผู้บริโภคต่อโฆษณา (ความน่าเชื่อถือ, ข้อมูลผลิตภัณฑ์, บทบาททางสังคม/ภาพลักษณ์, ความชอบ/ความพึงพอใจ และ ผลดีต่อเศรษฐกิจ), ทัศนคติที่มีต่อโฆษณา, ทัศนคติที่มีต่อตราสินค้า, ความตั้งใจที่จะซื้อสินค้าจากโฆษณา และข้อมูลทั่วไป

กรุณาทำเครื่องหมาย (✓) ในช่วงตัวเลขที่

- 1 = ไม่เห็นด้วยอย่างยิ่ง
- 2 = ไม่เห็นด้วย
- 3 = ทั้งเห็นด้วยและไม่เห็นด้วย
- 4 = เห็นด้วย
- 5 = เห็นด้วยอย่างยิ่ง

ส่วนที่ 1: คำถามคัดกรอง

คุณมีบัญชีผู้ใช้ของเฟสบุ๊กหรือไม่?

- ☐ มี
- ☐ ไม่มี

คุณเคยเห็นโฆษณานบนเฟสบุ๊กเวปไซด์หรือไม่

- ☐ เคย
- ☐ ไม่เคย

ถ้าตอบ “มี” และ “เคย” กรุณาทำต่อในส่วนต่อไป

ส่วนที่ 2: ปัจจัยที่ส่งผลกระทบต่อทัศนคติที่มีต่อโฆษณา

ความน่าเชื่อถือ	1	2	3	4	5
1. โฆษณานเฟสบุ๊คมีความน่าเชื่อถือ					
2. โฆษณานเฟสบุ๊คน่าไว้วางใจ					
3. โฆษณานเฟสบุ๊คเชื่อถือได้					
ข้อมูลผลิตภัณฑ์	1	2	3	4	5
1. โฆษณานเฟสบุ๊คเป็นแหล่งที่น่าเชื่อถือของข้อมูลของผลิตภัณฑ์ที่มีประโยชน์					
2. โฆษณานเฟสบุ๊คเป็นแหล่งที่น่าเชื่อถือเกี่ยวกับคุณค่าของผลิตภัณฑ์					
3. โฆษณานเฟสบุ๊คช่วยให้ผู้บริโภคสามารถรับรู้ถึงสินค้าและบริการที่มีอยู่ในท้องตลาด ณ เวลานั้นๆ					
4. โฆษณานเฟสบุ๊คนำเสนอให้ผู้บริโภคได้รับรู้ถึงข้อดีของผลิตภัณฑ์ที่มีคุณสมบัติที่ผู้บริโภคมองหา					
5. โฆษณานเฟสบุ๊คก่อให้เกิดความรู้เกี่ยวกับผลิตภัณฑ์ที่มีคุณภาพ					
6. ผลิตภัณฑ์ที่มีการโฆษณาถือว่ามีความคุ้มค่ามากกว่าผลิตภัณฑ์ที่ไม่ได้ทำการโฆษณา					
7. โฆษณานเฟสบุ๊คนำเสนอข้อมูลที่ช่วยผู้บริโภคในการตัดสินใจซื้อผลิตภัณฑ์					
บทบาททางสังคม/ ภาพลักษณ์	1	2	3	4	5
1. โฆษณานเฟสบุ๊คทำให้ผู้บริโภคสามารถติดตามเทรนด์ของผลิตภัณฑ์และเป็นคนที่ยั่งยืน					
2. จากโฆษณานเฟสบุ๊คทำให้ผู้บริโภคเรียนรู้เกี่ยวกับแฟชั่นและผลิตภัณฑ์ที่จะซื้อ					
3. โฆษณานเฟสบุ๊คช่วยให้ผู้บริโภคทราบว่าผลิตภัณฑ์ที่จะซื้อสะท้อนให้เห็นถึงตัวตนและบุคลิกของผู้บริโภค					
4. โฆษณานเฟสบุ๊คแสดงให้เห็นให้ผู้บริโภคทราบถึงกลุ่มผู้ซื้อหรือใช้ผลิตภัณฑ์ที่เหมือนกันกับผู้บริโภค					
5. โฆษณานเฟสบุ๊คมีบทบาทสำคัญในการให้ความรู้แก่เยาวชน					
ความชอบ/ ความพอใจ	1	2	3	4	5
1. บางครั้งโฆษณานเฟสบุ๊คสามารถสร้างความเพลิดเพลินได้มากกว่าโฆษณาจากสื่ออื่นๆ					
2. โฆษณานเฟสบุ๊คมักจะสร้างความสนุกและสร้างความบันเทิงให้แก่ผู้บริโภค					
3. บางครั้งโฆษณานเฟสบุ๊คทำให้ผู้บริโภคนึกถึงความทรงจำที่เพลิดเพลิน สนุกสนาน					
4. บางครั้งโฆษณานเฟสบุ๊คทำให้ผู้บริโภครู้สึกพึงพอใจที่จะนึกถึงสิ่งที่เห็นและได้ยินจากโฆษณา					
5. ผู้บริโภคชอบที่จะพูดกับเพื่อนเกี่ยวกับ โฆษณานเฟสบุ๊ค					
ผลดีต่อเศรษฐกิจ	1	2	3	4	5
1. โดยทั่วไป, โฆษณามีส่วนช่วยในการพัฒนาเศรษฐกิจของประเทศ					
2. โฆษณามีส่วนช่วยในการยกระดับคุณภาพชีวิตของผู้บริโภค					
3. ผู้บริโภคซื้อหรือใช้ผลิตภัณฑ์ที่มีขึ้นเนื่องจากโฆษณา					
4. โฆษณามีส่วนช่วยให้ผู้บริโภคซื้อผลิตภัณฑ์จากยี่ห้อที่ดีที่สุดและเหมาะสมกับราคา					

ส่วนที่ 3: ทศนคติต่อยี่ห้อของผลิตภัณฑ์ในโฆษณา

ทัศนคติต่อยี่ห้อของผลิตภัณฑ์ในโฆษณา	1	2	3	4	5
1. ผู้บริโภคคิดว่าโฆษณานเฟสบุ๊คเป็นสิ่งที่มิประ โยชน์เนื่องจากโฆษณาได้นำเสนอให้ผู้บริโภคทราบถึงผลิตภัณฑ์ล่าสุดที่มีอยู่ในท้องตลาด					
2. โฆษณานเฟสบุ๊คทำให้ผู้บริโภคได้รับความคิดที่สร้างสรรค์มากขึ้น					
3. ผู้บริโภคสนับสนุนให้มีการ โฆษณานเฟสบุ๊คเพราะว่าโฆษณานำเสนอความคิดที่สร้างสรรค์แก่ผู้บริโภค					
4. ผู้บริโภคสนับสนุนให้มีการ โฆษณานเฟสบุ๊คเพราะว่าโฆษณาเป็นส่วนสำคัญที่ช่วยผู้บริโภคในการตัดสินใจซื้อผลิตภัณฑ์					
5. โฆษณานเฟสบุ๊คเป็นสิ่งที่ผู้บริโภคชื่นชอบ					
6. โฆษณานเฟสบุ๊คมีประ โยชน์ต่อผู้บริโภคในการตัดสินใจซื้อผลิตภัณฑ์					
7. ยี่ห้อของผลิตภัณฑ์มีผลต่อการตัดสินใจซื้อผลิตภัณฑ์ของผู้บริโภค					
8. ผู้บริโภคหวังว่าจะได้รับข้อมูลเกี่ยวกับยี่ห้อของผลิตภัณฑ์ที่นำมาโฆษณานเฟสบุ๊คให้มากขึ้นก่อนที่จะทำการตัดสินใจซื้อ					

ส่วนที่ 4: ความตั้งใจที่จะซื้อ

ความตั้งใจที่จะซื้อ	1	2	3	4	5
1. มีความเป็นไปได้ที่ผู้บริโภคจะซื้อผลิตภัณฑ์ที่ได้เห็นจากโฆษณานเฟสบุ๊ค					
2. มีความเป็นไปได้ที่ผู้บริโภคจะทดลองใช้ผลิตภัณฑ์จาก โฆษณานเฟสบุ๊คถ้าผู้บริโภคเห็นว่าผลิตภัณฑ์นั้นวางขายอยู่ในร้านค้า					
3. มีความเป็นไปได้ที่ผู้บริโภคจะมีความกระตือรือร้นในการแสวงหาผลิตภัณฑ์ในโฆษณานเฟสบุ๊คตามร้านค้าต่างๆ					
4. มีความเป็นไปได้ที่ผู้บริโภคจะทดลองใช้ผลิตภัณฑ์จากยี่ห้อของผลิตภัณฑ์ในโฆษณานเฟสบุ๊ค					
5. เมื่อผู้บริโภคได้เห็นโฆษณานเฟสบุ๊คมีความเป็นไปได้ที่ผู้บริโภคอาจจะซื้อผลิตภัณฑ์ในโฆษณาเป็นกิจวัตร					
6. ผู้บริโภคเต็มใจที่จะซื้อผลิตภัณฑ์ที่มีราคาสูงเนื่องมาจากการ โฆษณาเกี่ยวกับยี่ห้อของผลิตภัณฑ์นั้นๆบนเฟสบุ๊ค					

ส่วนที่ 5: ข้อมูลส่วนตัว

กรุณาทำเครื่องหมาย [✓] ในช่องว่าง:

เพศ ☐ ชาย ☐ หญิง

สถานภาพ ☐ โสด ☐ แต่งงาน ☐ หย่าร้าง

อายุ ☐ น้อยกว่า 20 ☐ 21-30 ☐ 31-40

☐ 41-50 ☐ มากกว่า 50

รายได้/เดือน ☐ น้อยกว่า 10000 บาท ☐ 10001 บาท – 20000 บาท
☐ 20001 บาท – 30000 บาท ☐ 30001 – 40000 บาท
☐ มากกว่า 40000 บาท

ระดับการศึกษา ☐ มัธยมศึกษาตอนปลาย หรือ น้อยกว่า ☐ ปวช./ปวส.

☐ ระดับปริญญาตรี ☐ ระดับปริญญาโท

☐ ระดับปริญญาเอก

อาชีพ ☐ นักเรียน/นักศึกษา ☐ ข้าราชการ ☐ พนักงานรัฐวิสาหกิจ

☐ ธุรกิจส่วนตัว ☐ พนักงานบริษัทเอกชน



Appendix C
SPSS Output

Reliability of Credibility

Reliability Statistics	
Cronbach's Alpha	N of Items
.969	3

Reliability of Product Information

Reliability Statistics	
Cronbach's Alpha	N of Items
.880	7

Reliability of Social Role/Image

Reliability Statistics	
Cronbach's Alpha	N of Items
.880	5

Reliability of Hedonism/Pleasure

Reliability Statistics	
Cronbach's Alpha	N of Items
.928	5

Reliability of Good for Economy

Reliability Statistics	
Cronbach's Alpha	N of Items
.764	4

Reliability of Attitude towards Advertising/ Brands

Reliability Statistics	
Cronbach's Alpha	N of Items
.868	8

Reliability of Purchase Intention

Reliability Statistics	
Cronbach's Alpha	N of Items
.903	6