

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.