

IMPACT OF PERCEIVED ADVERTISEMENT VALUE AND SOCIAL MEDIA USAGE ON ATTITUDE TOWARDS THE BRAND

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Abstract

The study focuses on the impact of Perceived advertisement value (PAV) and Intensity of social media usage (ISMU) on attitude towards the brand (ATB) for building a relation to form opinion of positive purchase through social networking sites. An online questionnaire was prepared to accumulate data from 400 respondent's pan India based on Random Sampling. The present study provides by depicting the factors perceived advertisement value and social media usage which draws the relationship between attitudes towards the advertisement. In addition this article provides numerous directions for marketers to act in accordance when advertising on Instagram. Data has been analyzed using Cronbach's Alpha Reliability Test, Exploratory Factor Analysis, Multivariate analysis of variance MANOVA and PLS- SEM (Partial least square structural equation modeling method).

Introduction

This study incorporates all the variables which are useful in studying about the social networking platforms. This will further fill the gap between perceived advertisement value, Social media usage and will help in showcasing the effect on attitude towards the brand. The study will provide insight on all the variables included and which emphasis on attitude towards the advertisement. Social networking sites like Instagram measures higher rate of customer reach which showcases the current trends in which how useful is the information gathered from the customers. With the set questionnaire it becomes easy to identify and fulfill the gap in the research and apply test for more accuracy of results. Keeping customer as the center of the study, it will fulfill the gap which shows how consumer have impact on the purchasing a product or making a decision to purchase a product, it will allocate the procedure of making decision in customers mind on what basis the purchase should be made. With the help of questionnaire, it becomes easy to identify the gap.

Perceived advertising value can be suggested as the tendency to respond in a favorable or unfavorable manner to a specific advertising stimulus during a specific course of action (MacKenzie & Lutz, 1989). Ducoffe (1995) explained advertising value as the 'utility or worth of advertisement'. Customer satisfaction comes with services of providing information related to products. It is explained as the "utility" for the advertisement. Concept of consumer attitude towards the advertising in the marketing journal was highlighted by (Mitchell and Olson, 1981) & (Shimp, 1981). It explained as consumer attitude towards the advertisement is affected by

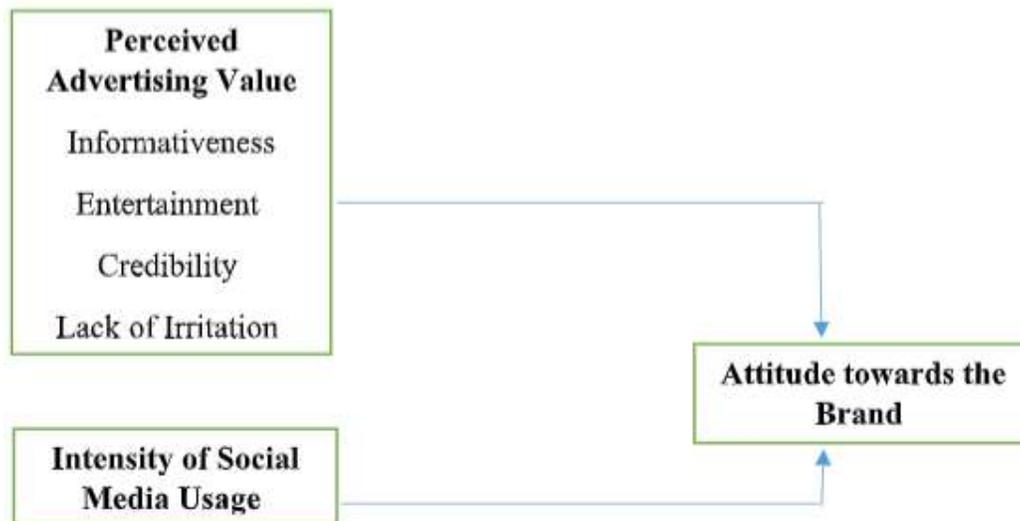
selected brands for changing the customer perception. Opting for mediating path of social networking sites includes efficient use of social media technologies, communication channels, and software to create the medium of exchange between the offerings and organization's stakeholders (Tuten & Solomon, 2017). Information system and advertising has precise check from the advertisers to form consumer perception. Different studies showcases the perspective of advertiser's graph which predicts the number of sales and consumer's response in purchasing (Simon & Arndt, 1980; Erci, Commuri & Kennedy, 1999). There are numerous studies which focus on consumer advertising behaviour (Chatterjee, et al. 1998) or effective online advertising designs (Bhatnagar & Papatla 2001; L. Angheirch et al; Dreze and Zufryden 1997; Palmer and Griffith, 1998; Rararski, 2002). It has been studied that for traditional and internet platforms Entertainment (E), Irritation (IR), Informativeness (I) & Credibility (C) are the main attributes for PAV which forms consumer perception. Traditional advertising are the part of directional media while in relation with traditional mass media has limited research. Advertising has differentiated both traditional mass media as well as directional media. Purpose of advertising is brand building & directional (Fernandez & Rosen, 2000; Lohse & Rosen, 2001). It provides assistance in upgrading the few attributes for customers, applicability and boosts return on investment for advertising agencies as it helps informing allowance of customer's with more accurate advertisement information which provides an experience for advertisers and consumers. Purchase is formed by the consumer perceiving customized marketing in several forms, therefore it is important to make customer satisfied based on their needs. The concept is formed from the communication medium which is directed towards the individual consumer based on personal data, such as age, sex, needs, preferences & ethnicity (White, Zahay, Heldge & Shavitt, 2007). Specific product details is derived from the personal data of consumers which gives them personalized data relevant to their search (Dawn 2014). To identify the needs, communicate the offer with relative cost efficient price and to increase the perceived advertising value of the consumers, such database marketing is used (Paulo Rita, 2003 as cited in Dawn, 2014 Kumar & Reinartz 2012). These information involve demographic, personal and list of acquaintances. Accurate information about the specific consumer is derived from the enormous database and collection of digital trails about consumer habits and behavior (Toch, Wang & Cranor, 2012). Understanding of habits and needs create long term relationship which provides accurate communication (Luarn & Lin, 2003).

Social media usage is been the wave of the century from all the last decades. People from all the backgrounds have started using social media for all the multipurpose work. Different producers and consumers use social media for promoting and expanding businesses. To gain more consumer familiarity with brands and new products, business promoters should have more promotion based on consumer interest on social media platforms. Buying and selling activities now happen direct on social media platforms. Proliferation of social media focuses on the process to analyze customers spending time on social media and on what specific platform they choose to spend time in evaluating the importance of customer behavior and attitude. Materialism, impulse buying and conspicuous consumption provides main focus to the consumer behavior with the process of analyzing social media platforms have been specific. To reach the maximum of audience many of the company holders are using social media for

branding products. Traditional marketing and public relation practices are preferred as the most interactive marketing strategies (Amersdorffer & Khan 2012). Social media is a subsequent tool which is prominently used by the organization to have the proper feedback of the consumers which indirectly helps in promoting products and services (Wang, Yu & Wei, 2012). Social media is one of the most reliable source of information used by the customers in accordance with the information which one gets diversely in comparison with promotional literature (Chu & Kim 2011). Instantly and globally social media has become the most important and crucial way to understand about any brand or products which provide products and service at the same time. It helps in spreading the information about various products and services in cost effective way. Trust play an important factor in identifying products and services as social media lacks physical identity, difficulty in evaluation of intangible products prior to consumption and lacks consumer protection (Brenngman & Karimov, 2012). Social media involve numerous platforms such as Facebook, BlogSpot and word press, content creating platforms. Malaysia is the prominent user of Facebook, twitter, BlogSpot and word press (Sin, Nor & Al- agaga, 2012).

In relation with attitude and brand (ATB), over past decades has achieved growth enormously. Branding focuses on reputation and competencies one brand has in comparison with the non-branded products (Faems et al, 2005). Brand focuses on the familiarity towards the products which consumer has in accordance to make a purchase, the perceived quality of branded products makes emphasis on the customer attention (Levin and Levin 2000). Attitude is an internal evaluation attribute that focuses on brands has been major influential character in the market since 1960s. Attitude is defined as the relatively and enduring evaluation of an object, issue person or action as it is the main reason for long-term interest as it relatively stable and enduring tendency for the customers to act in a certain way as it a useful predictor for opting of products/ services and several theories find attitude is the constructive path were an individual determines for a specific brand in marketing research (Fishbein & Ajzen, 1975, Oskamp et al 1999). Attitude is the internal evaluation for choosing brand (Mitchell & Olson 1981). Tradename products provides more customer satisfaction and brand loyalty as they emphasis on giving the price but with the cost of satisfaction from the product. Consumer now often purchase branded products based on their preferences. After identifying their taste and preferences they optimize options for specific products and services in several branded options. Advertising acts as a major influential factor on the customer's choices, it deals with the direct and indirect purchase which focuses on consumer buying behavior. Attitude, perception and behavior are the influencers for advertising. Customers examine and evaluate the brand which they wants to make a purchase from, customer opinion is an essential element for the purchase. cost, quality of the product quality and worth of product creates the brand value. Knowledge, awareness, preference, interest, persuasion and purchase of product are factors which are essential to choose one brand, external and internal factors are required to make a purchase (Kotler & Armstrong 2010). Poor packaging, low cost, have high risk of low customer satisfaction and is not much trustable by the customers (Gogoi 2013). However, as branded products offer greater satisfaction to the customers they often intend to purchase products which provides satisfaction to customers.

Conceptual Model



Review of Literature

H1 There is a significant impact of Perceived advertisement value on attitude towards the brand

Giving relevant Information to the customers of all fronts is the essential part of advertising function. To catch customer's attention and interest, marketing needs to be entertaining and knowledgeable which automatically gains more familiarity and customers focus. Perceived advertisement value is the most important determinant of the consumer attitude towards brand (Higie, and Feick, 1989). Advertising is a regulative behavior as it is the crucial part of the advertising. Social media is the medium for advertising channel (Naik, P, A. Mantrala, M, K. Sawyer, A, G. 1998). Customers show high response towards the brands as they want to make more purchase (Anderson, R.E. & Srinivasan, S.S, 2003). Advertising provides higher satisfaction to customers. Attitude in relation with the brand focuses on the paid partnership as under numerous social media platforms. Social media advertising show positive value and attitude towards the customer (R. Ducoffe 1995). In-formativeness (I), credibility (C), entertainment (E), lack of irritation (LR), personalization (P) and intensity of social media usage (ISMU) offers mediated relation. To build long term relations, organizations needs to retain the factors for advertising. To strengthen deep rooted relationship organizations need to retain the components of advertising. To maintain the advertising on social media, marketing strategies should offer better opportunity with personalized and interactive messages (Chatterjee, P. Hoffman, D, L. Novak, T, P. 2003). Advertising focuses on larger dimensions which provide more customer reach based on product knowledge. Creating value for customers forms an attitude.

H2 There is a significant impact of Intensity of social media usage on attitude towards the brand

Social platforms is one of the crucial factor which helps in understanding the importance of promotion or launching a product on social networking site. It provides customer of different segments the product knowledge and usage of product (Aral, S. and D. Walker, 2011). Social media over the decades is the prominent player which deals in allocating the accurate information and provide precise data based on the advertising (Chesney, T., 2006). Attitude towards the brand is considered effective and suitable behavior to perform advertisement on social media. Consumers spend more time on social media platforms. Access usage of social media allow customers to make purchase or choose product based on the taste and preferences from the advertisement which is done on social networking sites (Amanda, L. and M. Mary, 2007). Hence, its shown customers get influenced by the branding on different platforms (Mangold, W.G. and D.J. Faulds, 2009).

OBJECTIVES OF THE STUDY

To assess the effect of perceived advertisement value on attitude towards the brand.

To evaluate the effect of intensity of social media usage on attitude towards the brand

To evaluate the impact of perceived advertisement value and social media usage on attitude towards the brand

To evaluate the effect of demographic variables (Gender,marital status and employment status) on all the variables of the study.

To test the conceptual model developed on the basis of review of literature.

HYPOTHESIS OF THE STUDY

H1 There is a significant impact of Perceived advertisement value on attitude towards the brand.

H2 There is a significant impact of Intensity of social media usage on attitude towards the brand

H3 There is a significant difference on the basis of gender (male respondents/ femalerespondents) on intensity of social media usage, perceived advertisement value, attitude towards the brand.

H4 There is a significant difference on the basis of employment status (employed respondents/ unemployedrespondents) respondents on perceived advertisement value, intensity of social media usage and attitude towards the brand.

H5 There is significant difference on the basis of gender and marital status onperceived advertisement value, intensity of social media usage and attitude towards the brand.

H6There is significant difference on the basis of gender and employment status onperceived advertisement value, intensity of social media usage and attitude towards the brand.

H7 There is significant difference on the basis of marital status and employment status onperceived advertisement value, intensity of social media usage and attitude towards the brand.

H8 There is significant difference on the basis of gender, marital status and employment status on perceived advertisement value, intensity of social media usage and attitude towards the brand.

RESEARCH METHODOLOGY

The study was a causal study and survey method was used to collect the data. The population for the study was Instagram users pan India. Purposive sampling technique was used to collect data from for 400 Instagram users in India. The sampling element of the study was Individual Instagram users. Standardize questionnaires was used to collect data on Perceive advertisement value, lack of irritation (Edwards, 2002), informativeness (Romero-Rodriguez, Aguaded, 2016), credibility (Naylor, Lamberton, Reczek, 2012), Entertainment (Stead, McDermott, Mackintosh, Adamson, 2011), Intensity of social media usage (Dijkstra, Henseler, 2015), attitude towards the brand [Zeng, Huang, Dou, 2009). Likert type scale was used to collect the data for all the variables, where 1 indicate strongly disagree and 5 indicated strongly agree.

Exploratory Factor Analysis was applied to identify the underlying factors of all the variables of the questionnaire of the study. Cronbach's Alpha Reliability Test is applied to check the reliability of Perceive advertisement value (lack of irritation, informativeness, credibility, Entertainment), intensity of social media usage and attitude towards the brand questionnaires. MANOVA was applied to evaluate the difference between different variables on the basis of demographic variables. The model was tested using Structural equation modeling (SEM) tool.

FINDINGS AND DISCUSSIONS

Reliability Analysis

0.7 Cronbach's alpha value is an indicator of a good reliability of a questionnaire (Eighmey & McCord, 1988). The reliability of (PAV) perceived advertisement value, (ISMU) intensity of social media usage and (ATB) attitude towards the brand ranges from .840- .925 indicating high reliability of all the questionnaires.

Table: 1.1 -Reliability Analysis

| S. No. | Variable Name | Cronbach Alpha | No. of items |
|--------|---------------------------------|----------------|--------------|
| V1 | Attitude towards the brand | .840 | 4 |
| V2 | Intensity of social media usage | .925 | 11 |
| V3 | Informativeness | .886 | 4 |
| V4 | Entertainment | .878 | 4 |
| V5 | Credibility | .866 | 3 |
| V6 | Lack of irritation | .916 | 5 |

KMO and Bartlett's Test

The Kaiser- Meyer- Olkin indicates the proportion of variance that is caused by variables. A KMO test is conducted to test the strength of partial correlation between variables (Varshney,

2011). KMO value for all the variables was above 0.6 at .000 sig. level which depicts the suitability of data for structure detection (Ducoffe, 1995).

Table: 1.2 - KMO and Bartlett's Test

| S. No. | Variable Name | KMO Value | Bartlett's Test (Chi square value) | Sig. Value |
|--------|---------------------------------------|-----------|--|------------|
| 1 | Attitude towards the brand | .803 | 617.444 | .000 |
| 2 | Intensity of social media usage | .928 | 2729.920 | .000 |
| 3 | Informativeness | .839 | 866.593 | .000 |
| 4 | Entertainment | .835 | 808.491 | .000 |
| 5 | Credibility | .721 | 601.577 | .000 |
| 6 | Lack of irritation | .895 | 1335.604 | .000 |

Exploratory factor analysis for attitude towards the brand, intensity of social media usage, informativeness, entertainment, credibility and lack of irritation were recorded which converged into single factor. Whereas, for intensity of social media usage variables converged into two factor as shown in Table 1.3

For Intensity of social media usage, exploratory factor analysis converged into two factors after three iterations and the factors were impactful and creativity with factor loading 4.052 (total of Eigen value for factor 1) and 3.42 (total of Eigen value for factor 2).

Table: 1.3 – Exploratory factor Analysis (intensity of social media usage)

| Factor Name | Eigen Value | Item converged | Factor Loading | Variance Extracted |
|-------------|-------------|---|----------------|--------------------|
| Impactful | .585 | I prefer to collect information related to products mainly through Instagram | 4.052 | 32.802 |
| | .755 | I feel disconnected from world when I have not logged into my Instagram account | | |
| | .772 | Instagram plays an important role in my life | | |
| | .777 | I get upset when I cannot log on to Instagram | | |
| | .495 | I enjoy checking my Instagram account | | |
| | .668 | Using Instagram is part of my everyday routine | | |
| | .644 | I never get irritated from Instagram | 3.42 | 27.645 |

| | | | | |
|------------|------|---|--|--|
| Creativity | .649 | I would be disappointed if I could not use Instagram at all | | |
| | .566 | I respond to content that others share using Instagram | | |
| | .761 | Instagram is fun to use | | |
| | .800 | Instagram is more fun to use in comparison with other social networking sites | | |

MANOVA

MANOVA, multivariate analysis of variance is an approach of differentiating multivariate sample means. It followed as when there are two or more dependent variables by level of significance involving individual independent variables (Gaied&Rached, 2010). MANOVA was used to interpret the effect of demographic variables (gender, marital status and employment status) on (PAV) perceived advertisement value, (ISMU) intensity of social media usage and (ATB) attitude towards the brand.

As Shown below in table 1.5, the significant value .001 which states null hypothesis being rejected. F value 1.379 and Box's M value 268.313. Therefore, the assumption of homogeneity has been met (Warrington & Shim 2000).

Table: 1.5 - Box's M

Box's Test of Equality of Covariance Matrices^a

| | |
|---------|----------|
| Box's M | 268.313 |
| F | 1.379 |
| df1 | 165 |
| df2 | 7403.662 |
| Sig. | .001 |

Tests the null hypothesis that the observed covariance matrices of the dependent variables are equal across groups.

a. Design: Intercept + Gender + Maritalstatus + Employmentstatus + Gender * Maritalstatus + Gender * Employmentstatus + Maritalstatus * Employmentstatus + Gender * Maritalstatus * Employmentstatus

Levene's test was used to measure the equality of variances calculated for two or more groups (Rodgers & Thorson, 2000). As shown below in the table 1.4, value for all the variables are significant which states that null hypothesis is rejected.

Table: 1.4 – Levene's Test

Levene's Test of Equality of Error Variances^a

| | F | df1 | df2 | Sig. |
|------------------------------|-------|-----|-----|------|
| Attitudetowardsbrand | 1.729 | 18 | 381 | .032 |
| Attitudetowardsadvertisment | 1.739 | 18 | 381 | .031 |
| Intensityofsocialmedia usage | 1.843 | 18 | 381 | .019 |
| Behaviouralintention | 1.821 | 18 | 381 | .021 |
| percievedadvertisemntvalue | 1.577 | 18 | 381 | .063 |

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Design: Intercept + Gender + Maritalstatus + Employmentstatus + Gender * Maritalstatus + Gender * Employmentstatus + Maritalstatus * Employmentstatus + Gender * Maritalstatus * Employmentstatus

H3 There is a significant difference on the basis of gender (male respondents/femalerespondents) onintensity of social media usage, perceived advertisement value, attitude towards the brand.

There is significant difference on the basis of gender on intensity of social media usage indicated by F value .856 significant at .057. Thus, hypothesis is accepted as sig. value is < 0.5. There is no significant difference on the basis of gender on perceived advertisement value as the sig. value is > 0.5. Therefore, hypothesis is rejected.

There is no significant difference on the basis of gender on attitude towards the brand.as the sig. value is > 0.5. Therefore, hypothesis is rejected.

There is significant difference between marital status (marriedrespondents/unmarriedrespondents) on intensity of social media usage (F value 6.383 at sig. level .012). Thus, hypothesis is accepted as sig. value is < 0.5

There is no significant difference between perceived advertisement valueas sig. value is > 0.5. Therefore, hypothesis is rejected.

There is no significant difference between attitude towards the brand as sig. value is > 0.5. Therefore, hypothesis is rejected.

H4 There is a significant difference on the basis of employment status (employed respondents/unemployedrespondents) respondents on perceived advertisement value, intensity of social media usage and attitude towards the brand.

There is no significant difference between perceived advertisement value, intensity of social media usage and attitude towards the brand as sig. value is > 0.5. Thus, hypothesis is rejected.

H5There is significant difference on the basis of gender and marital status onperceived advertisement value, intensity of social media usage and attitude towards the brand.

Due to intercept of gender and marital status the difference is not significant between perceived advertisement value, intensity of social media usage and attitude towards the brand as sig. value is > 0.5. Thus, hypothesis is rejected.

H6 There is significant difference on the basis of gender and employment status on perceived advertisement value, intensity of social media usage and attitude towards the brand.

Due to intercept of gender and employment status the difference is not significant between perceived advertisement value, intensity of social media usage and attitude towards the brand as sig. value is > 0.5 . Thus, hypothesis is rejected.

H7 There is significant difference on the basis of marital status and employment status on perceived advertisement value, intensity of social media usage and attitude towards the brand.

Due to intercept of marital status and employment status the difference is not significant between perceived advertisement value, intensity of social media usage and attitude towards the brand as sig. value is > 0.5 . Thus, hypothesis is rejected.

H8 There is significant difference on the basis of gender, marital status and employment status on perceived advertisement value, intensity of social media usage and attitude towards the brand.

Due to intercept of gender, marital status and employment status the difference is not significant between perceived advertisement value, intensity of social media usage and attitude towards the brand as sig. value is > 0.5 . Thus, hypothesis is rejected.

Tests of Between-Subjects Effects

| Source | Dependent Variable | Type II Sum of Squares | df | Mean Square | F | Sig. | Partial Eta Squared |
|-----------------|------------------------------|------------------------|----|-------------|---------|------|---------------------|
| Corrected Model | Attitudetowardsbrand | 268.538 ^a | 18 | 14.919 | 1.289 | 0.19 | 0.057 |
| | Attitudetowardsadvertisement | 482.362 ^b | 18 | 26.798 | 1.478 | 0.09 | 0.065 |
| | Intensityofsocialmediausage | 3469.672 ^c | 18 | 192.76 | 1.638 | 0.05 | 0.072 |
| | Behaviouralintention | 1193.917 ^d | 18 | 66.329 | 1.087 | 0.36 | 0.049 |
| | percievedadvertisementvalue | 4697.115 ^e | 18 | 260.951 | 0.902 | 0.58 | 0.041 |
| Intercept | Attitudetowardsbrand | 81054.09 | 1 | 81054.09 | 7003.63 | 0 | 0.948 |
| | Attitudetowardsadvertisement | 141188.062 | 1 | 141188.062 | 7788.62 | 0 | 0.953 |
| | Intensityofsocialmediausage | 463420.562 | 1 | 463420.562 | 3939.14 | 0 | 0.912 |
| | Behaviouralintention | 167321.902 | 1 | 167321.902 | 2742.73 | 0 | 0.878 |
| | percievedadvertisementvalue | 1532396.41 | 1 | 1532396.41 | 5298.2 | 0 | 0.933 |
| Gender | Attitudetowardsbrand | 9.907 | 1 | 9.907 | 0.856 | 0.36 | 0.002 |
| | Attitudetowardsadvertisement | 141.222 | 1 | 141.222 | 7.79 | 0.01 | 0.02 |
| | Intensityofsocialmediausage | 430.33 | 1 | 430.33 | 3.658 | 0.06 | 0.01 |
| | Behaviouralintention | 196.753 | 1 | 196.753 | 3.225 | 0.07 | 0.008 |

| | | | | | | | |
|---|----------------------------------|----------|---|---------|-------|----------|-------|
| | percievedadvertisementvalu e | 993.91 | 1 | 993.91 | 3.436 | 0.0 7 | 0.009 |
| Maritalstatus | Attitudetowardsbrand | 9.55 | 1 | 9.55 | 0.825 | 0.3 6 | 0.002 |
| | Attitudetowardsadvertiseme nt | 15.543 | 1 | 15.543 | 0.857 | 0.3 6 | 0.002 |
| | Intensityofsocialmediausag e | 750.905 | 1 | 750.905 | 6.383 | 0.0 1 | 0.016 |
| | Behaviouralintention | 346.127 | 1 | 346.127 | 5.674 | 0.0 2 | 0.015 |
| | percievedadvertisementvalu e | 778.794 | 1 | 778.794 | 2.693 | 0.1 | 0.007 |
| Employmentstat us | Attitudetowardsbrand | 73.758 | 4 | 18.44 | 1.593 | 0.1 8 | 0.016 |
| | Attitudetowardsadvertiseme nt | 25.854 | 4 | 6.463 | 0.357 | 0.8 4 | 0.004 |
| | Intensityofsocialmediausag e | 217.222 | 4 | 54.305 | 0.462 | 0.7 6 | 0.005 |
| | Behaviouralintention | 118.112 | 4 | 29.528 | 0.484 | 0.7 5 | 0.005 |
| | percievedadvertisementvalu e | 690.812 | 4 | 172.703 | 0.597 | 0.6 7 | 0.006 |
| Gender * Maritalstatus | Attitudetowardsbrand | 22.435 | 1 | 22.435 | 1.939 | 0.1 7 | 0.005 |
| | Attitudetowardsadvertiseme nt | 27.925 | 1 | 27.925 | 1.541 | 0.2 2 | 0.004 |
| | Intensityofsocialmediausag e | 115.628 | 1 | 115.628 | 0.983 | 0.3 2 | 0.003 |
| | Behaviouralintention | 55.451 | 1 | 55.451 | 0.909 | 0.3 4 | 0.002 |
| | percievedadvertisementvalu e | 281.958 | 1 | 281.958 | 0.975 | 0.3 2 | 0.003 |
| Gender * Employmentstat us | Attitudetowardsbrand | 105.133 | 4 | 26.283 | 2.271 | 0.0 6 | 0.023 |
| | Attitudetowardsadvertiseme nt | 175.127 | 4 | 43.782 | 2.415 | 0.0 5 | 0.025 |
| | Intensityofsocialmediausag e | 491.886 | 4 | 122.971 | 1.045 | 0.3 8 | 0.011 |
| | Behaviouralintention | 133.701 | 4 | 33.425 | 0.548 | 0.7 | 0.006 |
| | percievedadvertisementvalu e | 1367.026 | 4 | 341.756 | 1.182 | 0.3 2 | 0.012 |
| Maritalstatus * Employmentstat us | Attitudetowardsbrand | 25.698 | 4 | 6.425 | 0.555 | 0.7 | 0.006 |
| | Attitudetowardsadvertiseme nt | 29.301 | 4 | 7.325 | 0.404 | 0.8 1 | 0.004 |
| | Intensityofsocialmediausag e | 526.811 | 4 | 131.703 | 1.119 | 0.3 5 | 0.012 |
| | Behaviouralintention | 207.403 | 4 | 51.851 | 0.85 | 0.4 9 | 0.009 |
| | percievedadvertisementvalu e | 407.286 | 4 | 101.821 | 0.352 | 0.8 4 | 0.004 |
| Gender * Maritalstatus * Employmentstat us | Attitudetowardsbrand | 16.111 | 3 | 5.37 | 0.464 | 0.7 1 | 0.004 |
| | Attitudetowardsadvertiseme nt | 48.249 | 3 | 16.083 | 0.887 | 0.4 5 | 0.007 |
| | Intensityofsocialmediausag e | 194.69 | 3 | 64.897 | 0.552 | 0.6 5 | 0.004 |

| | | | | | | | |
|-----------------|---------------------------------|------------|-----|---------|-------|------|-------|
| | Behavioural intention | 83.745 | 3 | 27.915 | 0.458 | 0.71 | 0.004 |
| | percieved advertisement value | 399.975 | 3 | 133.325 | 0.461 | 0.71 | 0.004 |
| Error | Attitude towards brand | 4409.372 | 381 | 11.573 | | | |
| | Attitude towards advertisement | 6906.575 | 381 | 18.127 | | | |
| | Intensity of social media usage | 44822.765 | 381 | 117.645 | | | |
| | Behavioural intention | 23243.18 | 381 | 61.006 | | | |
| | percieved advertisement value | 110196.475 | 381 | 289.23 | | | |
| Total | Attitude towards brand | 85732 | 400 | | | | |
| | Attitude towards advertisement | 148577 | 400 | | | | |
| | Intensity of social media usage | 511713 | 400 | | | | |
| | Behavioural intention | 191759 | 400 | | | | |
| | percieved advertisement value | 1647290 | 400 | | | | |
| Corrected Total | Attitude towards brand | 4677.91 | 399 | | | | |
| | Attitude towards advertisement | 7388.937 | 399 | | | | |
| | Intensity of social media usage | 48292.438 | 399 | | | | |
| | Behavioural intention | 24437.098 | 399 | | | | |
| | percieved advertisement value | 114893.59 | 399 | | | | |

a. R Squared = .057 (Adjusted R Squared = .013)

b. R Squared = .065 (Adjusted R Squared = .021)

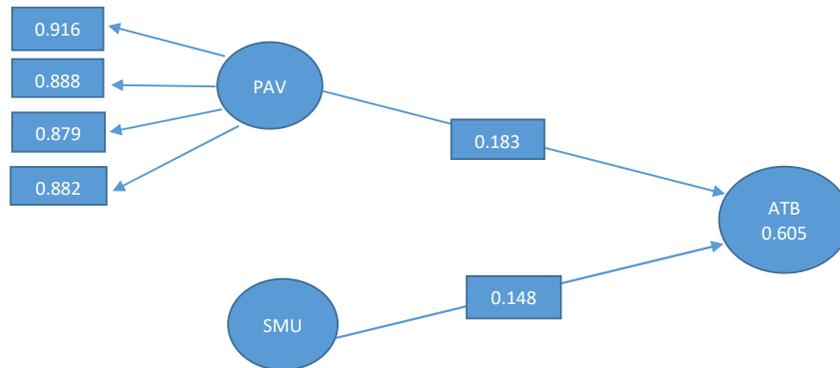
c. R Squared = .072 (Adjusted R Squared = .028)

d. R Squared = .049 (Adjusted R Squared = .004)

e. R Squared = .041 (Adjusted R Squared = -.004)

Partial Least Square Structural Model (PLS-SEM)

A partial least square structural model was used for statistical studies which is evaluated using the measurement model and the structural model.



For latent variable attitude towards the brand the coefficient of determination, R^2 is 0.605 suggesting two latent variable, perceived advertisement value and intensity of social media usage accounts for 60.5% of the variance for attitude towards the brand. As per the Inner Model (PAV) perceived advertisement value has the greater impact on the (ATB) attitude towards the brand (0.605) followed by (ISMU) Intensity of social media usage (0.148). The hypothesized path mediating the relation between perceived advertisement value (0.183) and attitude towards the brand is statistically significant. The result of hypothesized path of intensity of social media usage (0.148) and attitude towards the brand is statistically significant.

Additionally to Cronbach's alpha and composite reliability, the "rho A" coefficient (Theo K. Dijkstra and JörgHenseler,2015) is used to assess the reliability of PLS construct scores to indicate composite reliability, a "rho A" value of 0.7 or above is desired. However, a "rho A" value greater than 1 is abnormal and should not exist in the model. Average Variance Extracted (AVE) is used to regulate the measure of convergent validity, and it should be more than 0.50 (Henseler et al., 2014).As a result, convergent validity for all constructs is considerable because the AVE values are greater than 0.50, for PAV (0.794), ISMU (0.573) and ATB (0.676), the Fornell and Larcker criterion which specifies that the square root of the AVE should be larger than the correlations among the constructs is applied. FornellLarcker criteria completely satisfies as per the results for PAV (0.891), ISMU (0.757) and ATB (0.822). The(Heterotrait - Monotrait Ratio)HTMT Validity assess the similarity of latent variables. Values of the ratio close to 1 indicates a lack of discriminant validity. Values close to 0.9 indicates high discriminant validity. For variables PAV (0.906) indicates high discriminant validity, ATB (0.861) and ISMU (0.632) fulfills the condition. The t- statistics help to determine if the inner model path coefficients are significant or not, all values in the findings were larger than 1.96 and are considered significant.

CONCLUSION

The current study depicts the favorable impact of perceived advertisement value and social media usage on attitude towards the brand. As discussed in the findings, gender has significant impact on social media usage or attitude towards the brand but no effect of marital status was revealed on the perceived advertisement value regarding Instagram users. The study reveals the that marital status has a substantial influence on social media usage and the marital status has large impact on the attitude towards the brand, however education qualification has influential impact on the perceived advertisement value of Instagram users, social media usage

and attitude towards the brand. Social media results in being informative and providing content information to the end users which contributes to the literature of the study. Further this study contributes to the literature and for developing more effective social media advertising.

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ANNEXURE

Attitude towards the brand**KMO and Bartlett's Test**

| | | |
|--|--------------------|---------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | .803 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 617.444 |
| | df | 6 |
| | Sig. | .000 |

Intensity of social media usage**KMO and Bartlett's Test**

| | | |
|--|--------------------|----------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | .928 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 2729.920 |
| | df | 55 |
| | Sig. | .000 |

Rotated Factor Matrix^a

| | Factor | |
|--------------|--------|------|
| | 1 | 2 |
| VAR0000 1 | .585 | .240 |
| VAR0000 2 | .755 | .285 |
| VAR0000 3 | .772 | .399 |
| VAR0000 4 | .777 | .263 |
| VAR0000 5 | .465 | .644 |

| | | |
|--------------|------|------|
| VAR0000 6 | .470 | .649 |
| VAR0000 7 | .495 | .337 |
| VAR0000 8 | .668 | .429 |
| VAR0000 9 | .487 | .566 |
| VAR0001 0 | .276 | .761 |
| VAR0001 1 | .237 | .800 |

Extraction Method: Principal Axis Factoring.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 3 iterations.

Behavioral Intention

KMO and Bartlett's Test

| | | |
|--|--------------------|----------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | .892 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 1998.212 |
| | df | 15 |
| | Sig. | .000 |

Informativeness

KMO and Bartlett's Test

| | | |
|--|--------------------|---------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | .839 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 866.593 |
| | df | 6 |
| | Sig. | .000 |

Entertainment

KMO and Bartlett's Test

| | | |
|--|--------------------|---------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | .835 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 808.491 |
| | df | 6 |

| | |
|------|------|
| Sig. | .000 |
|------|------|

Credibility

KMO and Bartlett's Test

| | | |
|--|--------------------|---------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | .721 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 601.577 |
| | df | 3 |
| | Sig. | .000 |

Lack of Irritation

KMO and Bartlett's Test

| | | |
|--|--------------------|----------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | .895 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 1335.604 |
| | df | 10 |
| | Sig. | .000 |

Personalization

KMO and Bartlett's Test

| | | |
|--|--------------------|---------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | .740 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 642.912 |
| | df | 3 |
| | Sig. | .000 |