

Social Media Advertising Effectiveness : A Conceptual Framework and Empirical Validation

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ABSTRACT

In the era of Web 2.0, social media advertising can simultaneously stimulate consumers' brand purchase intention and brand information sharing intention. Product sales and brand information diffusion are equally important for a company that conducts advertising. This study investigates how features of brand content influence social media advertising effectiveness by integrating the stimulus-organism-response model and classic advertising effectiveness models. An analysis of 267 survey questionnaires shows that brand content-related cues, including perceived uniqueness, perceived vividness, and perceived interactivity have significant effects on consumers' affective and cognitive involvement, which then affect their attitude toward brand content. As a result, the consumers' attitude toward the brand and their brand purchase intention, as well as their brand content sharing intention, are positively affected by attitude toward brand content. This study contributes to a better understanding of how social advertising works, which suggests that managers should effectively use social media to conduct advertising.

Keywords: Social Media Advertising, Involvement, Attitude, Purchase Intention, Sharing Intention

I . Introduction

Recently, consumer targeted marketing paradigm was dramatically shifted from mass communication based marketing to social media based one. By the information communication technology (ICT) advances, social media advertising has appeared in the new form of marketing, which is apparently different

from the traditional advertising (Park et al., 2016; Yoon and Kim, 2005). Social media advertising is "a term used to describe a form of online advertising that utilizes social networks" (Li et al., 2012, p. 121). To conduct social media advertising, marketing practitioners place brand content that is a type of advertisement on the social networking sites (SNSs), which is one of the most common ways to enhance advertis-

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ing exposure. Why does social media advertising make sense as a new marketing strategy in the current era? Social media are characterized by ubiquitous, proactive, publicly visible, and real-time social networks (Hennig-Thurau et al., 2010). Thus, social media advertising can not only increase product purchases via providing persuasive messages but also diffuse brand information via utilizing network connections (Huang et al., 2013).

However, like Auschaitrakul and Mukherjee (2017), the actual result is somewhat different. Social media advertising faces common problems in that users' product purchases do not meet the expected levels, and only a small percentage of users actively participate in online-contributing activities such as sharing brand content. According to Zaichkowsky (1994), one of the major reasons is that marketers fail to stimulate consumers' involvement with advertisements. Given users perceive no relevance to advertisements, they would ignore them, implying there would be no advertisement processing as well as the follow-up responses (Ducoffe and Curlo, 2000). Recognizing this, marketers need to find out an effective way of conducting social media advertising to make a good "first impression" of brand content.

Previous studies on advertising emphasized the hierarchy of effects in advertising, where attitude toward advertisement (A_a) is a crucial variable affecting advertising effectiveness (e.g., Ducoffe and Curlo, 2000; MacKenzie et al., 1986). These traditional advertising theories have been confirmed to be well applicable to social media advertising environments (e.g., Duffett, 2015; Huang et al., 2013). However, few prior studies clearly examined the mechanism of enhancing A_a in the context of social media advertising. We hereby have a research question: how to promote attitude toward brand content (A_c) via increasing users' involvement to enhance their

product purchase and brand information diffusion in the context of social media advertising? To answer this question, we tend to emphasize the impacts of brand content-conducting features on users' affective and cognitive involvement with it. Stimulus-organism-response (S-O-R) framework, which is more sophisticated than the input-output (I-O) model (Jacoby, 2002), can be applied to address this issue.

This article is organized as follows: the next section presents the theoretical background including the S-O-R model in social media advertising and classical advertising effectiveness models, while the third section presents several hypotheses. The subsequent sections include the methodology and results. Finally, we discuss theoretical and practical implications, research limitations and future research directions.

II. Theoretical Background

2.1. S-O-R Paradigm in Social Media Advertising

The S-O-R model assumes that environmental cues act as stimuli that influence one's internal state, which in turn shapes one's behavioral response to the stimuli (Mehrabian and Russell, 1974). The S-O-R paradigm has been widely utilized and validated in marketing or information systems (IS) research (e.g., Chang and Chen, 2015; Cui et al., 2016; Jiang et al., 2010; Turley and Milliman, 2000; Wang et al., 2011). According to Jacoby (2002), the S-O-R model is a basic consumer behavior model where "organism" primarily refers to an individual's affective/cognitive systems that process the encountered environmental stimulus inputs, and "response" means individuals' nonverbal, verbal, and behavioral responses.

In this study, we consider brand content features as stimuli, including uniqueness, vividness, and inter-

activity of brand content. These three features represent the key social media content (post) practices, which greatly contribute to increasing the brand content's popularity and effectiveness (Lin et al., 2017). On the other hand, these factors reflect social media marketing brand content strategies where marketers tend to utilize the technological features (vividness and interactivity) of brand content enabled by social media technologies and message appeal (uniqueness) to well communicate with consumers and promote their appropriate responses (Swani and Milne, 2017).

Traditional media, such as television and magazines, are demonstrated to have limitations in terms of interactivity or vividness, whereas websites have a higher level of interactivity and vividness in the context of hypermedia (Fortin and Dholakia, 2005; Hoffman and Novak, 1996). SNSs have the same technological features as websites; thus, when consumers view the brand content posted and diffused on SNSs, they encounter the same cues of vividness and interactivity as they do on websites (Belanche et al., 2017; Lin et al., 2017; Swani and Milne, 2017). Moreover, because people have a tendency to seek uniqueness, the novelty or creativity stimulation, that is, the uniqueness of advertising has been assumed to influence consumers' internal reactions (Olney et al., 1991; Tian et al., 2001). With the development of technology, the content and design elements of social media-based advertisements can be implemented in a unique way to enhance their effectiveness (Ashley and Tuten, 2015; Lee and Hong, 2016). Meanwhile, personalized advertising characterized by uniqueness on SNSs contributes to the incongruity between this unique advertisement and one's existing schema for commonly watched advertisements, which leads consumers to react more positively toward it (Lin et al., 2017; Tucker, 2014). Taken together, this study aims to investigate the effects of brand

content features on advertising effectiveness by operationalizing "stimulus" as uniqueness, vividness, and interactivity in social media advertising.

With respect to "organism" and "response," we propose that the affective and cognitive involvement with brand content and consumer attitude represent organism-related factors, whereas behavioral intentions, including brand purchase intention and content sharing intention represent response-related factors.

2.2. Advertising Effectiveness Models

In advertising effectiveness research, consumer attitude includes A_a and attitude toward brand (A_b). Most of the existing literature emphasizes the mediating role of A_a in promoting A_b and brand purchase intention (e.g., Howard, 1977; Mitchell and Olson, 1981; Moore and Hutchinson, 1983). Based on previous conceptual and empirical research, MacKenzie et al. (1986) investigated four alternative structural models for advertising effectiveness: affect transfer hypothesis (ATH), dual mediation hypothesis (DMH), reciprocal mediation hypothesis (RMH), and independent influence hypothesis (IIH) models. Among these four models, ATH, DMH, and RMH propose that A_a firstly affects the A_b , and then leads to brand purchase intention, whereas the IIH model suggests that A_a can directly influence brand purchase intention. In social media advertising, these classic advertising effectiveness models also contribute to well explaining the effects of A_c on A_b and purchase intention (e.g., Duffett, 2015; Huang et al., 2013). Specially, Huang et al. (2013) first explored social media advertising effectiveness by expanding MacKenzie et al. (1986)'s advertising effectiveness models to examine the mediating role of A_c in the relationship between brand content cognition and

each of the following: A_b , product purchase intention, and content-sharing intention.

Based on the prior studies on S-O-R paradigm and advertising effectiveness models, we further explore the mechanism of social media advertising via examining factors influencing A_c , which then promotes product purchase intention and brand content sharing intention.

III. Hypotheses

3.1. Effects of Uniqueness, Vividness, and Interactivity on Involvement

The first set of hypotheses examines the relationships between brand content stimuli (i.e., uniqueness, vividness, and interactivity) and consumers' psychological reactions (i.e., affective and cognitive involvement with brand content). The involvement construct has been well explored in consumer behavior research, in which the object can be a product, website, and advertisement (e.g., Cruz et al., 2017; Jiang et al., 2010; Liu and Shrum, 2002; Richins and Bloch, 1986; Zaichkowsky, 1994). In the advertising domain, involvement refers to the audience's perceived relevance to the advertisement, which is a specific internal state, and depends on various factors of the stimulus (Cruz et al., 2017; Park and Young, 1986; Zaichkowsky, 1986). Zaichkowsky (1985) adopted the "personal involvement inventory" (PII) to measure involvement and proposed that involvement with advertising can be divided into affective and cognitive aspects. Following Park and Young (1986) and Zaichkowsky (1994), affective involvement is the degree of audience's perceived relevance of brand content based on their hedonic motives to obtain entertainment benefits from the brand content, while cognitive in-

volvement is the degree of the audience's perceived relevance of brand content based on their utilitarian motives to gain useful information.

Based on Olney et al. (1991), brand content uniqueness refers to the degree to which the brand content is unique and different from that of other brands. Uniqueness is one of the stable factors of commercials, which can be readily manipulated by variations in pace, content, theme, and style (Olney et al., 1991). It represents the creative work of advertising agencies and enables consumers to perceive the creativity of advertisement (Stathopoulou et al., 2017). Consumers recognize this unordinary quality of an advertisement, and therefore, feel differently about it (Lee and Hong, 2016; Wells et al., 1971).

In everyday life, consumers appear to exhibit a need for uniqueness (NFU) to derive their intrinsic satisfaction from the perception that they are different from "the masses" (López et al., 2017; Snyder and Fromkin, 1977). Individuals can try to fulfill their NFU via acquiring scarce possessions including the creative brand content posted on the social media platforms (Lee and Hong, 2016). Therefore, when the brand content is unique, it is likely to awaken consumers' interests in this brand content. Batra and Ray (1986) suggested that perceived uniqueness is one of the antecedents that affect consumers' emotions toward the advertisement. For SNS users, brand content that is novel and uniquely designed can stimulate their arousal and positive emotional response to it (Wang et al., 2017). Further, Russell (1980)'s "circumplex model of affect" that suggests that one's pleasure is related to arousal can be adopted to explain relationships between perceived uniqueness and affective involvement. That is, brand content uniqueness can lead to viewers' arousal, which in turn helps them perceive the entertainment and pleasure of brand content. We posit that perceived uniqueness of brand

content has the potential to enhance SNS users' affective involvement with brand content. That is,

H1: Perceived uniqueness has a positive effect on affective involvement.

Regarding the relationship between perceived uniqueness and cognitive involvement, we propose that it has an inverted U-shape. According to Ducoffe and Curlo (2000), although uniqueness can grab more of the audience's attention and generate more extensive advertisement processing in traditional media environments, there is a boundary condition. Following Spielmann and Richard (2013), in the condition of low uniqueness, brand content may fail to attract viewers' attention, which leads them to have no motivation for evaluating the content and perceive no relevance of it. On the contrary, cognitive overload suggests that if the uniqueness is very high, it is likely to cause cognitive overload that frustrates viewers, which also impedes viewers' information process (Fox et al., 2007). Only in the case of a moderate level of perceived uniqueness, the maximum attention of the audience is paid to the stimulus, leading them to amply process the content information, namely, to increase their cognitive involvement (Berlyne, 1960; Olney et al., 1991). Thus, we propose the relationship between perceived uniqueness of brand content and user cognitive involvement as follows:

H2: Perceived uniqueness has an inverted-U relationship with cognitive involvement.

Vividness and interactivity occupy very important positions in social media communication. The basic definitions of vividness and interactivity were provided by Steuer (1992) and have been used and devel-

oped in many communication and information systems, and marketing-related studies (e.g., Coyle and Thorson, 2001; de Vries et al., 2012; Fortin and Dholakia, 2005; Jiang and Benbasat, 2007; Yim et al., 2017). Vividness refers to "the representational richness of a mediated environment as defined by its formal features; that is, the way in which an environment presents information to the senses" (Steuer, 1992, p. 81). In social media advertising, de Vries et al. (2012) defined brand content vividness as the richness of the brand content's formal features.

Vividness is a key factor that affects advertising effectiveness and online product selling. For instance, Miller and Marks (1997) confirm that an imagery-evoking advertising strategy with high vividness has a greater effect on consumers' effective responses than a strategy with low vividness. Since a high level of vividness in product presentations stimulates more of the user's senses, users can perceive more cognitive involvement and experience more joy (Jiang and Benbasat, 2007; Yim et al., 2017). Furthermore, according to Swani and Milne (2017), in the social media advertising context, vividness can be a stimulus factor because it leads to more stimulation by making content proximate in a sensory way and conveying more information. Therefore, vivid brand content is likely to attract the viewers' attention and stimulates more of the audience's senses, helping them perceive a high level of relevance regarding affective and cognitive aspects. Therefore, we posit the relationships between perceived vividness of brand content and user affective/cognitive involvement as follows:

H3: Perceived vividness has a positive effect on affective involvement.

H4: Perceived vividness has a positive effect on cognitive involvement.

Steuer (1992) defined interactivity as “the extent to which users can participate in modifying the form and content of a mediated environment in real time” (p. 84). In the context of online advertising, interactivity is defined as “the degree to which two or more communication parties can act on each other, on the communication medium, and on the message, and the degree to which such influences are synchronized” (Liu and Shrum, 2002, p. 54). Furthermore, Liu (2003) developed a scale to measure interactivity, suggesting that it comprises three sub-dimensions: active control, two-way communication, and synchronicity.

Interactivity is an antecedent of involvement with Internet-based advertising and online shopping websites (Fortin and Dholakia, 2005; Jiang et al., 2010; Johnson et al., 2006; Yim et al., 2017). Li and Meshkova (2013) proposed that rich media characterized by interactivity can provide more information and excitement to consumers. Based on Jiang and Benbasat (2007), we anticipate that interactivity of brand content will enhance the viewers’ affective involvement as a situational cue in two ways. First, it triggers a sense of fulfillment in the users; that is, because users can interact with brand content quickly and freely, they perceive autonomy. Second, consumers’ positive feelings can be elicited through their exploratory experiences of interacting with brand content. These help to enhance users’ affective involvement with brand content.

Interactivity can also elicit positive viewers’ cognitive reactions. For instance, Coyle and Thorson (2001) argued that if a website offers high interactivity, users can find more information they want; therefore, they value the site highly and consider it useful. Because interactivity is a characteristic of computer-mediated communication (CMC) that emphasizes human-message, human-media, and hu-

man-human interactions, it first builds good impressions of the media-consumer and content-consumer interfaces and then allows consumers to believe that the communication product is more useful (Yadav and Varadarajan, 2005). In the context of social media advertising, brand content interactivity is generally considered as one of the most important characteristics for effective brand post that can enhance users’ involvement with it (Chun and Lee, 2016). Thus, the interactivity cue can trigger users’ positive evaluation of brand content on the cognitive side.

Overall, brand content interactivity represents brand content quality along with brand content vividness, which has great impacts on enhancing social media users’ involvement with the brand content (Peters et al., 2013). Accordingly, we posit that perceived interactivity of brand content can make viewers perceive high affective and cognitive relevance to the brand content. That is,

H5: Perceived interactivity has a positive effect on affective involvement.

H6: Perceived interactivity has a positive effect on cognitive involvement.

3.2. Effects of Involvement on A_c

Based on the study by MacKenzie et al. (1986), A_c is defined as one’s predisposition to respond in a favorable or unfavorable manner to particular brand content during a particular occasion of exposure on social media platforms (Huang et al., 2013). Lutz (1985) pointed out that the determinants of A_a at the time of advertisement exposure are not only cognitive-based reactions but also affective-based reactions. Thus, affective and cognitive involvement can be directly related to consumers’ reaction to per-

suasive communication, namely, A_a (Park and Young, 1986). According to Zaichkowsky (1994), in the condition that social media advertising characteristics of the stimulus enhance the audience's affective and cognitive involvement, they will well process and evaluate the brand content, which then promotes A_c . Hence, we propose that affective and cognitive involvements are antecedents of A_c .

H7: Affective involvement has a positive effect on A_c .

H8: Cognitive involvement has a positive effect on A_c .

3.3. Outcomes of A_c

MacKenzie et al. (1986)'s traditional advertising effectiveness models address the relationships between A_a and A_b , as well as brand purchase intention. They demonstrate that the DMH model is superior to the other three models (ATH, RMH, and ITH) in explaining that A_a first influences A_b , which in turn leads to the brand purchase intention. In the context of social media advertising, Huang et al. (2013) suggested that the ATH model is more useful in explaining social media advertising effectiveness, implying that A_c has a direct effect on A_b , and the latter affects the brand purchase intention. Therefore, we propose that the "affect" about brand content can be directly transferred to the brand. Further, brand purchase intention can be significantly influenced by A_b , based on the theory of reasoned action (TRA) (Fishbein and Ajzen, 1975). Therefore, we set the following hypotheses:

H9: A_c has a positive effect on A_b .

H10: A_b has a positive effect on brand purchase intention.

Meanwhile, this study proposes that A_c can directly affect brand purchase intention based on the ITH

model of MacKenzie et al. (1986). According to Petty and Cacioppo (1981, 1986), consumers make purchase decisions via the central route or the peripheral route, or both. When information processing follows the peripheral route, consumers rely more on heuristics and simple inferences to make decisions. In this vein, consumers may regard favorable brand content as a signal of the brand's high quality, so they will have a greater intention to purchase this brand. Similarly, Lu et al. (2014) demonstrated that SNS users' positive attitude toward the recommended post has a direct effect on their brand purchase intention. Hence, A_c can be an independent determinant of brand purchase intention. That is,

H11: A_c has a positive effect on brand purchase intention.

Besides A_b and brand purchase intention, brand content sharing intention can be determined by users' A_c based on the TRA, according to which behavioral intent is determined by one's attitude toward this behavior (Fishbein and Ajzen, 1975). Huang et al. (2013) and Wang et al. (2017) confirm that when users have favorable attitude toward brand content and post, they are likely to forward them to their friends within social networks. Additionally, the pro-social behavior theory can also be used to explain this relationship. According to Reis et al. (2010), because people tend to build personal resources, they like to share good things or news with others. When people evaluate some brand content as "good," they will share it with other members within the social network. Therefore, we hypothesize:

H12: A_c has a positive effect on brand content sharing intention.

Finally, A_b and brand content sharing intention

are independent of each other but interrelated (Huang et al., 2013). Following categorization theory, since brand content is embedded with brand-related elements, consumers are likely to perceive that the brand content is related to a brand and classify them as one category, that is, perceive the brand and the brand content as a single entity. Consequently, the consumers' positive A_b has the potential to increase their brand content sharing intention (Huang et al., 2013; Ketelaar et al., 2016).

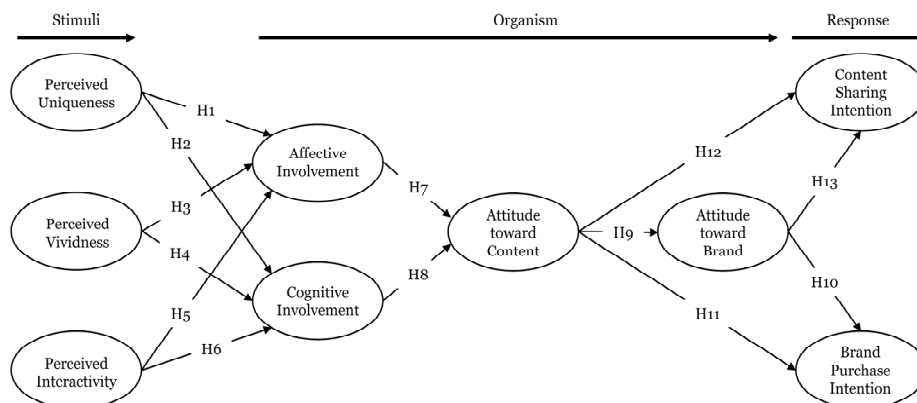
We, in this study, propose that balance theory (Heider, 1958) is also helpful in clarifying this causal relationship within social networks. Balance theory emphasizes how the degree of psychological balance in a triad influences an individual's affect and behavior. Relational balance in a triad is favored; therefore, within social networks, when a user likes some brand content and finds that many of his or her friends have shared it, the user tends to share it with other friends to achieve balance. These lead to the relationship between A_b and brand content sharing intention as follows:

H13: A_b has a positive effect on brand content sharing intention.

Based on the S-O-R paradigm in social advertising and classic advertising effectiveness models, we aim to explain how brand content characteristics influence social advertising effectiveness in regard to brand purchase intention and brand content sharing intention via enhancing brand content viewers' psychological reactions. <Figure 1> presents our research model.

IV. Method

To test the proposed research hypotheses, we used a survey for data collection. The unit of analysis is the individual social media (Facebook) users who view brand content. As one of the most successful SNSs, Facebook has a high commercial value for companies. Although display advertisements on Facebook mainly comprise four different kinds of advertisements (i.e., banner advertisements, rich media advertisements, video advertisements, and sponsorships), video advertisements are growing faster than the other three forms of display advertisements because they have strong effects on advertising performance (Laudon and Traver, 2014). Thus, this study selected video brand content for testing the hypotheses, which is consistent with Huang et al. (2013).



<Figure 1> Research Model

4.1. Measurement

This study adopted and modified previously validated measures from prior research for the research variables with multiple items based on a seven-point Likert scale (1 = strongly disagree, 7 = strongly agree). <Table 1> shows the operational definitions of all the constructs and the sources of measurements. The items for each of the constructs are shown in the <Appendix A>.

4.2. Data Collection

A number of previous online advertising studies chose university students as research respondents, who represent Internet or social media user population parameters well (e.g., Huang et al., 2013; Liu and Shrum, 2009). We selected university students as respondents to answer the questionnaire. Because the content of different brands has different levels of uniqueness, vividness, and interactivity, and it is,

therefore, likely to cause bias in the analysis, we selected a 60-second video of LG Mobile on Facebook as brand content for this study. This video brand content was recently released, which helps to eliminate any bias caused by the previous viewing experience of some respondents. However, we were not able to send this brand content to every respondent via Facebook during the survey because not all respondents wanted to become Facebook “friends” with us. Thus, we decided to show this brand content on the News Feed of one of the authors of this study through a projector instead of requesting respondents to see this brand content on their own Facebook home pages. Before showing this brand content to respondents in the class, we checked whether the respondents used Facebook and then distributed questionnaires to those respondents who did. The author logged into his Facebook account and played the selected video brand content in the News Feed for one time. Survey questionnaires were completed after the respondents viewed the brand

<Table 1> Operational Definitions and Measurement Sources of Constructs

Construct	Operational Definition	Source
Perceived Uniqueness	The extent to which viewers think the brand content is unique and different from other brand content	Lee and Hong (2016); Olney et al. (1991)
Perceived Vividness	Viewers' subjective perceptions of the brand content that stimulates their sensory organs	Jiang and Benbasat (2007)
Perceived Interactivity ^a	The degree to which viewers think the brand content is characterized by two-way communication and synchronicity	Liu (2003)
Affective Involvement	The degree to which viewers perceive the affective relevance of brand content	Zaichkowsky (1994)
Cognitive Involvement	The degree to which viewers perceive the cognitive relevance of brand content	Zaichkowsky (1994)
Attitude toward Content	The degree of users' positive feelings about the brand content	Huang et al. (2013)
Attitude toward Brand	The degree of users' positive feelings about the brand	Huang et al. (2013)
Brand Purchase Intention	The degree to which users will buy this brand (product)	Huang et al. (2013); Jiang and Benbasat (2007)
Content Sharing Intention	The degree to which users will engage in brand content sharing acts	Huang et al. (2013)

Note: ^a The first sub-dimension, active control, was not used because the brand content was displayed to the respondents. Therefore, the “active control” was excluded in our study (see the data collection section).

content once. In total, 275 individual surveys were collected; of these, eight were incomplete. As a result, a total of 267 fully answered responses were used in the final analysis. The demographic information of the sample is shown in <Table 2>.

V. Results

Partial least squares structural equation modeling (PLS-SEM) was used for data analysis. PLS-SEM has minimal demands in terms of sample size to validate the model and test the hypotheses (Chin et al., 2008). The relationship between perceived uniqueness and cognitive involvement was postulated to be curvilinear (inverted-U); therefore, a squared term of perceived uniqueness (squared perceived uniqueness) was included along with the linear term of perceived uniqueness. Moreover, owing to the relatively high correlations between perceived uniqueness and squared perceived uniqueness, we employed a residual centering method to eliminate the multicollinearity.

5.1. Reliability and Validity

Smart PLS 3.0 was used to conduct confirmatory

factor analysis (CFA) for the examination of reliability and validity. The reliability and convergent validity results are shown in <Table 3>. The values of Cronbach's α and composite reliability (CR) for all constructs were higher than the threshold value of 0.7, suggesting a highly acceptable internal consistency and scale reliability (Fornell and Larcker, 1981; Gefen et al., 2000). Regarding the convergent validity, in addition to the standardized factor loadings of indicators for each construct were statistically significant and greater than 0.7, the values of composite reliability (CR) that were higher than 0.7; the values of average variance extracted (AVE) for all the constructs exceeded the recommended minimum of 0.5, which shows a satisfactory convergent validity (Fornell and Larcker, 1981; Gefen et al., 2000).

To check the discriminant validity, based on Fornell and Larcker (1981)'s study, we compared the square root of AVE for each construct with the inter-construct correlation estimates. <Table 4> shows the square roots of AVE (the diagonal elements in bold) for constructs and construct correlation estimates. Each square root of AVE was found to be greater than its corresponding row and column elements, indicating adequate discriminant validity.

<Table 2> Demographics of Respondents ($n = 267$)

Category	Item	Frequency	Percentage
Gender	Male	121	45.3
	Female	146	54.7
Age	< 20	61	22.8
	20~29	196	73.4
	≥ 30	10	3.7
Facebook Friends (max/min/mean)	1240/2/281		
Use Frequency (average number of times/day)	7 times/day		
Average Usage Time (minutes/day)	33 minutes/day		

<Table 3> Results of Reliability and Convergent Validity Tests

Construct	Indicator	Standardized Factor Loading	Composite Reliability (CR)	Average Variance Extracted (AVE)	Cronbach's α
Perceived Uniqueness	PU1	0.869	0.926	0.757	0.893
	PU2	0.871			
	PU3	0.903			
	PU4	0.836			
Squared Perceived Uniqueness	SPU1	0.720	0.901	0.696	0.856
	SPU2	0.860			
	SPU3	0.883			
	SPU4	0.865			
Perceived Vividness	PV1	0.725	0.879	0.646	0.815
	PV2	0.838			
	PV3	0.769			
	PV4	0.874			
Perceived Interactivity	PI3	0.802	0.869	0.623	0.798
	PI4	0.804			
	PI5	0.808			
	PI6	0.742			
Affective Involvement	AInv1	0.914	0.958	0.852	0.942
	AInv2	0.929			
	AInv3	0.936			
	AInv4	0.912			
Cognitive Involvement	CInv2	0.916	0.951	0.866	0.923
	CInv3	0.937			
	CInv4	0.939			
Attitude toward Content	CAtti1	0.877	0.905	0.761	0.843
	CAtti2	0.842			
	CAtti3	0.897			
Content Sharing Intention	CSI1	0.910	0.951	0.867	0.923
	CSI2	0.962			
	CSI3	0.921			
Attitude toward Brand	BAtti1	0.958	0.955	0.876	0.929
	BAtti2	0.964			
	BAtti3	0.884			
Brand Purchase Intention	BPI1	0.918	0.950	0.825	0.929
	BPI2	0.900			
	BPI3	0.926			
	BPI4	0.888			

<Table 4> Construct Correlations and Discriminant Validity

	1	2	3	4	5	6	7	8	9	10
1. Perceived Uniqueness	0.870									
2. Squared Perceived Uniqueness	0.004	0.834								
3. Perceived Vividness	0.508	0.044	0.804							
4. Perceived Interactivity	0.193	0.051	0.345	0.790						
5. Affective Involvement	0.423	-0.071	0.571	0.431	0.923					
6. Cognitive Involvement	0.092	-0.229	0.342	0.554	0.461	0.931				
7. Attitude toward Content	0.210	-0.098	0.455	0.458	0.691	0.610	0.872			
8. Content Sharing Intention	0.201	-0.078	0.294	0.519	0.540	0.516	0.607	0.931		
9. Attitude toward Brand	0.173	0.050	0.379	0.369	0.394	0.400	0.550	0.442	0.936	
10. Brand Purchase Intention	0.148	-0.152	0.241	0.354	0.315	0.439	0.489	0.510	0.717	0.908

Note: The bold numbers in the diagonal row are the square roots of the AVE.

5.2. Common Method Bias

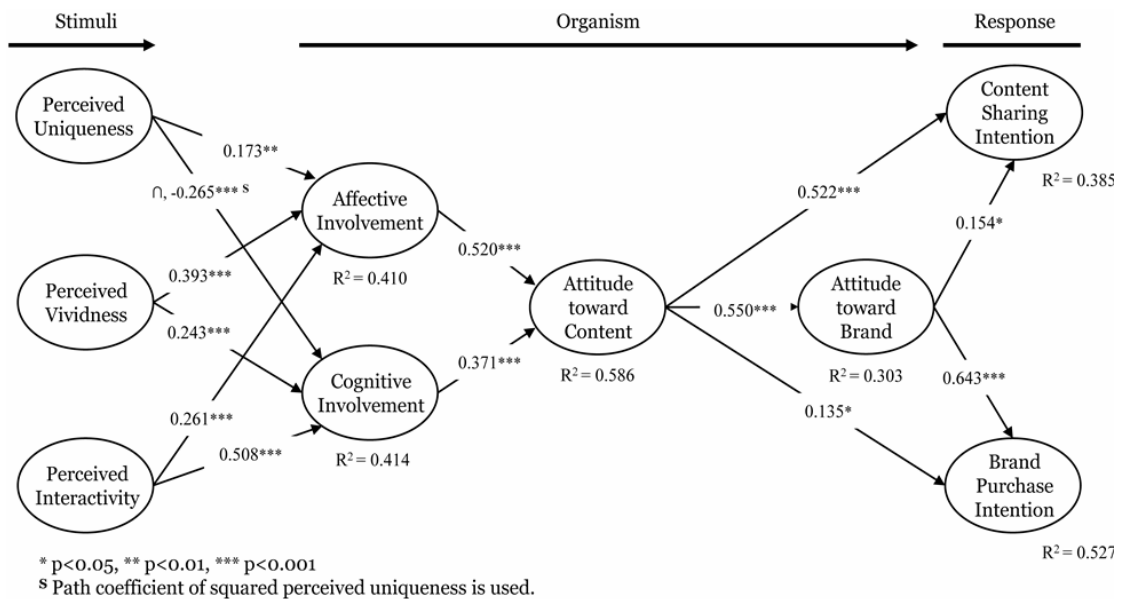
Self-reported data from a single source might have common method bias (CMB), which threatens the validity of the study. Following Liang et al. (2007)'s study, we used the unmeasured latent method construct (ULMC) approach in PLS to assess the level of CMB. We first included a common method factor that includes all the principal constructs' indicators in the PLS model. Then, we calculated each indicator's variances explained by the principal construct and the method factor. The results show that the average substantively explained variance of indicators is 0.773 whereas the average method-based variance of the indicators is 0.004. The ratio of substantive variance to method variance is very large (i.e., 193:1). Also, most of the method factor loadings are insignificant. Accordingly, CMB is not a critical problem in this study.

5.3. Hypotheses Test

Following the procedure of testing the measurement model, the structural model was assessed to

test the hypotheses. <Figure 2> depicts the structural model test results, including path coefficients, and explains endogenous variables' variances (R^2). Perceived uniqueness was found to have a positive effect on affective involvement ($\beta = 0.173, p < 0.01$), suggesting that H1 is supported. Also, perceived uniqueness was found to have a statistically significant curvilinear (inverted-U) effect on cognitive involvement ($\beta_{\text{perceived uniqueness}} = -0.129, p < 0.05$, and $\beta_{\text{squared perceived uniqueness}} = -0.265, p < 0.001$), suggesting that H2 is supported. Perceived vividness was found to have positive effects on affective and cognitive involvements ($\beta = 0.393, p < 0.001$; $\beta = 0.243, p < 0.001$, respectively), supporting H3 and H4. Perceived interactivity was also found to have positive effects on affective and cognitive involvements ($\beta = 0.261, p < 0.001$; $\beta = 0.508, p < 0.001$, respectively), supporting H5 and H6. Furthermore, it was found that the effects of affective and cognitive involvements on A_c are positive and statistically significant ($\beta = 0.520, p < 0.001$; $\beta = 0.371, p < 0.001$, respectively); therefore, H7 and H8 are supported.

The effect of A_c on A_b was found to be positive and statistically significant ($\beta = 0.550, p < 0.001$);



<Figure 2> Hypotheses Test Results

thus, H9 is supported. The influence of A_b on brand purchase intention was found to be positive and statistically significant ($\beta = 0.643$, $p < 0.001$), suggesting that H10 is supported. Further, the influence of A_c on brand purchase intention was found to be positive and statistically significant ($\beta = 0.135$, $p < 0.05$), indicating that H11 is supported. Finally, regarding the other social media advertising performance – brand content sharing intention – A_c and A_b were found to have positive effects on brand content sharing intention ($\beta = 0.522$, $p < 0.001$; $\beta = 0.154$, $p < 0.05$, respectively); both H12 and H13 are supported.

VI. Discussion

6.1. Theoretical Implications

The results of this study provide some implications

for research. First, S-O-R framework was adopted to explain SNS user's responses to social media advertising, which emphasizes the role of individuals' psychological reactions while encountering external brand content stimuli. Regarding social media advertising, brand content's effects on A_b , change and brand information diffusion depend on whether SNS users would like to process it and form a positive attitude toward it. Zaichkowsky (1994) proposed that "whether the view of advertising is primarily cognitive, primarily affective, or some combination of the two, the mental activity and investment involved in processing a given advertisement is likely to be fragile and fleeting" (p. 60). For social media advertising, as users face a huge variety of content, they would readily skip or ignore the brand content if it could not quickly catch the user's attention. Therefore, users' personal involvement with the brand content discussed in our study could be theoretically important for social media advertising.

Second, for promoting users' involvement with brand content, research findings suggest that brand content should be of high vividness, interactivity, and moderate uniqueness. Specially, although uniqueness theory suggests that consumers tend to seek uniqueness (Snyder and Fromkin, 1977), it does not mean that marketers should make brand content extremely unique. We suggest that the uniqueness element of brand content needs to be balanced, namely, maintained in the moderate level, because perceived uniqueness has an inverted-U effect on cognitive involvement. There is no doubt that brand content made of useful information and entertainment is likely to offer utilitarian and hedonic value to viewers (Zhang and Mao, 2016). However, the informative and entertained elements must be firstly transferred to viewers, in which brand content well designed in terms of uniqueness, vividness, and interactivity is precondition to it.

Third, product selling and brand information diffusion are equally important outcomes in marketing (Achrol and Kotler, 1999). Few previous studies have investigated brand purchase intention and brand content sharing intention simultaneously in the context of social media advertising. This study further contributes to the evidence that A_c can simultaneously influence brand purchase intention and content sharing intention, which is consistent with Huang et al. (2013)'s study, implying that social media advertising does have the potential to take advantage of the power of consumer participation and social connections, in addition to persuading the consumer to make a purchase.

Finally, there is an emerging trend that most brand content in firms' official web pages or other commercial search engines and portal sites is linked to SNSs (Yoon, 2016). This study finds empirical support for this phenomenon by describing how brand con-

tent works. That is, the brand content linked to SNSs is likely to be widely spread if website visitors like it. Therefore, the research model of this study reinforces the working mechanism of social media advertising in the interactive marketing research area.

6.2. Managerial Implications

The findings of this study have several managerial implications. First, although social media advertising has been highly recommended to be utilized to improve product sales and brand information diffusion (e.g., Huang et al., 2013; Park et al., 2016), firms should pay more attention to advance their social media management strategy at the company level and interaction level to promote SNS users' positive responses to brand content (Park et al., 2006; Risius and Beck, 2015). This study suggests that marketers have to take into account consumers' psychological reactions while conducting social media advertising. In other words, marketers need to not only use rich media tools to frequently post brand content to consumers at the company level but also to pay more attention to the reality that consumers usually could not have positive responses if they perceived no relevance with the brand content at the interaction level.

Second, we often see firms conduct social media advertising in Facebook, YouTube, and other social media. Brand content that is ignored or dismissed can be viewed as a failed or ineffective communication product (Ducoffe and Curlo, 2000). This study implies that when (video) brand content is exquisitely designed by advertising organizations, it helps firms improve users' brand content attitude that has the potential to increase product sales and brand advertising exposure. The three major stimulus-related factors (i.e., uniqueness, vividness, and interactivity of brand content) represent the basic requirements for

conducting interactive marketing communication. The management of these factors enables social media advertising to work well, helping social media advertising efforts make sense in the cost and effectiveness aspects.

Overall, social media platforms offer unique and undeniable advantages over other media in terms of social marketing (Ashley and Tuten, 2015). Social media advertising must break through the commercial clutter to allow people to perceive that it is useful and interesting. The more superior the characteristics of brand content, the more consumers' attention it can attract, and the less likely it is to be labeled as a commercial that makes consumers feel fatigue.

6.3. Limitations and Future Research Directions

This study has several limitations. First, Liu (2003) proposed that interactivity covers three conceptual dimensions: active control, two-way communication, and synchronicity. However, empirical studies that use surveys have problems in operationalizing interactivity in all three dimensions (van Noort et al., 2012). This study only measured the two-way communication and synchronicity dimensions. Thus, future research that uses the experiment method would be able to operationalize and measure interactivity more precisely.

Second, although behavioral intention (i.e., purchase intention and sharing intention) appears to possess predictive power (Pöyry et al., 2013), it does not necessarily imply that actual purchasing and sharing will occur. Further research is certainly required for some better indicators, such as click-through rates (CTRs), conversion rate, and the number of shares, to represent the performance of social media advertising.

Third, brand content on SNS platforms has various formats. Therefore, for good research generalization, it is recommended that future research addresses more brand content formats. In addition, comparative analysis among different social media is needed to optimize social media advertising.

Finally, this study showed a specific, 60-second video brand content to respondents, in which the effects of topic and length of video content on viewers' organism and responses could not be examined. Previous research demonstrates that the longer video brand content can impede viewers' content acceptance (Pashkevich et al., 2012). Thus, future research should consider factors such as the brand content' topic, length, and actors to corroborate the validity of the results. Meanwhile, Zhang and Mao (2016) confirmed that SNS users who have been the fan of a brand are likely to evaluate the brand and product more positively. Therefore, respondents' prior experiences on interacting with the brand need to be measured and controlled in the future study.

6.4. Conclusion

Involvement with brand content is the SNS users' psychological state that motivates them to further evaluate the brand content. Positive A_c that leads to social media advertising performances is associated with viewers' affective involvement and cognitive involvement with brand content. This study investigated the way of designing and conducting social media advertising in terms of uniqueness, vividness, and interactivity, and confirmed that these features have great impacts on SNS users' personal involvement with brand content. To promote social media advertising effectiveness, managers should make sure that the brand content can give a good first impression to SNS users.

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<Appendix A> Measurement Items for Constructs

Construct	Item	Statistics
Perceived Uniqueness	This brand content is peculiar. (PU1)	Mean = 5.266 S.D. = 1.098
	This brand content is different from any other brand content. (PU2)	
	This brand content is special. (PU3)	
	This brand content is out of ordinary. (PU4)	
	This brand content is outstanding. (PU5)*	
Perceived Vividness	This brand content is lively. (PV1)	Mean = 5.113 S.D. = 1.009
	This brand content is highly stimulating to the senses. (PV2)	
	I experience this brand content through many senses (e.g., hearing, watching). (PV3)	
	This brand content stimulates multiple senses. (PV4)	
Perceived Interactivity	I can freely choose the brand content I want to see on Facebook News Feed. (PI1) ^{a*}	Mean = 4.052 S.D. = 0.977
	I have absolutely no control over which brand content I can see. (PI2) ^{a†*}	
	The brand content facilitates two-way communication between the content receivers and senders. (PI3)	
	The brand content is effective in gathering content receivers' feedback. (PI4)	
	The brand content on Facebook News Feed can respond to a receiver's input very quickly. (PI5)	
	The receiver is able to interact with this brand content quickly by liking, commenting, and sharing. (PI6)	
Affective Involvement	This brand content is interesting. (AInv1)	Mean = 4.694 S.D. = 1.162
	This brand content is exciting. (AInv2)	
	This brand content is appealing. (AInv3)	
	This brand content is fascinating. (AInv4)	
Cognitive Involvement	This brand content is important. (CInv1) *	Mean = 3.843 S.D. = 1.202
	This brand content means a lot to me. (CInv2)	
	This brand content is valuable. (CInv3)	
	This brand content is relevant. (CInv4)	
Attitude toward Content	This brand content is good. (CAtt1)	Mean = 4.024 S.D. = 1.190
	I like this brand content. (CAtt2)	
	This brand content is favorable. (CAtt3)	
Attitude toward Brand	This brand is good. (BAtt1)	Mean = 4.458 S.D. = 1.216
	I like this brand. (BAtt2)	
	This brand is favorable. (BAtt3)	
Brand Purchase Intention	I will buy this brand. (BPI1)	Mean = 3.556 S.D. = 1.278
	It is wise to buy this brand. (BPI2)	
	I will purchase this brand the next time I need a product. (BPI3)	
	I will definitely try this brand. (BPI4)	
Content Sharing Intention	I will pass along this brand content. (CSI1)	Mean = 3.591 S.D. = 1.313
	I will tell others about this brand content. (CSI2)	
	I will talk about this brand content with others. (CSI3)	

Note: ^a Items for "active control" were excluded in this study.
[†]This item is reverse-scaled.
^{*} Items were dropped during the confirmatory factor analysis (CFA).

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