

# From Online Motivations to Ad Clicks and to Behavioral Intentions: An Empirical Study of Consumer Response to Social Media Advertising

**Jing Zhang**

San Jose State University

**En Mao**

Nicholls State University

## ABSTRACT

**Marketers increasingly use social media advertising to promote their products and services. In particular, display ads have a prominent presence accompanying various social media feeds. This study aims to develop an understanding of how consumer online motivations (connection vs. consumption) lead to ad clicks on social media, which in turn affect behavioral intentions. A research model is developed to delineate two processes: First, the effects of motivations on ad clicks via perceived entertainment and informativeness values of ads, in which the mediating role of perceived congruity between ad and media content is proposed, too; second, the effect of ad clicks on behavioral intentions to purchase and spread positive word of mouth. The model was tested and confirmed with the online survey data of 613 social media users. Practical and theoretical implications are discussed. © 2016 Wiley Periodicals, Inc.**

Social media, in the form of online social networks, social gaming, media sharing, discussion forums, reviews, blogs, and microblogs, has dominated today's online world. About 70% of Facebook users are active on a daily basis (Duggan, Ellison, Cliff Lampe, Lenhart, & Madden, 2014) and over 80% of Americans use social media in some fashion each month (Nielsen, 2011). From a marketing perspective, social media has become an important channel that strongly aligns with advertising and marketing communications (Miranda, Rubio, & Chamorro-Mera, 2014). Internet ad spending has reached \$121 billion in 2014, and is expected to experience the fastest growth in 2015 compared to other media platforms (Lunden, 2014). Since 2009, organizations have advertised on social media sites (e.g., Facebook) and plan to increase their social media ad spending. Building brand awareness on a site with 1.39 billion (2005) Facebook users is valuable, however, many marketers are uncertain if consumers will see their ads and click on the ads, and how that seeing ultimately leads to a purchase.

This project is designed to understand the factors that drive consumers to click on social media ads and ultimately affect their behavioral intentions. Research on social media, and specifically on social network sites

(SNS), is still at an embryonic stage (Michaelidou, Sia-magka, & Christodoulides, 2011). There is no existing theory developed specifically for understanding the effectiveness of advertising on social media. A review of the factors in well-established models such as the hierarchy of effects in advertising (Olney, Holbrook, & Batra, 1991), online motivations including connection, consumption, and shopping (Hoffman & Fodor, 2010; Rodgers & Sheldon, 2002), and perceived congruity between ad and media content (Zanjani, Diamond, & Chan, 2011), helps develop a new model that explains the effects of online motivations on ad clicks, which in turn affect intentions to purchase and spread positive word of mouth (WOM).

The importance of this project can be understood by examining how social media advertising (our focus) differs from traditional as well as online advertising in general. Two perspectives are discussed here. First, compared with traditional advertising, the perceived intrusiveness of advertising on social media is relatively higher. With traditional media such as television and radio, consumers expect to be exposed to advertising so that they can receive programming free or at a lower cost. This works as an implicit social contract (Gordon & Lima-Turner, 1997). However, consumers

do not perceive such a contract in cyberspace. Instead, they consider advertising to be intrusive and annoying diversions that interrupt the flow of online activities (Retie, 2001). Advertising on social media could become more intrusive or annoying to consumers because it interrupts their browsing activities and/or social conversations with friends. Second, social media have their own unique user-to-user ecosystems, which are different from the regular Internet environment, featured by organization-to-user ecosystems (Safko & Brake, 2009). Such environmental or contextual differences also influence consumers' views and acceptance of advertising. Hence, these differences in consumers' online/digital behavior, together with the increasing attention on marketing through social media, call for studies specific to social media advertising.

## CONCEPTUAL FRAMEWORK

Different forms of advertising such as *display ads*, *sponsored stories*, and *reach generator* exist on social media. This project focuses on display ads due to their popularity among marketers. An understanding of how display ads work will shed light on the effectiveness of other forms of social media advertising. This understanding will also help organizations design effective marketing messages on social media to inform and persuade their target audience. Display ads are defined as graphical advertising on the Web sites that appears next to content on web pages, IM applications, e-mails, and other forms of communications on Web sites (Anonymous, 2001). They are often referred to as banners, come in standardized ad sizes, and can include text, logos, pictures, or more recently, multimedia. Consumers can click on display ads to reach a Web site containing promotions and more detailed information of products or services.

Ad clicks is a concept that spins off from the click-through rate. While the click-through rate informs the percentage of web visitors who click on the ad after being exposed to it, ad clicks measures behavioral responses to display ads at the individual level. When an online consumer visits a webpage with a display ad, an ad impression is recorded for the advertising sponsor. However, mere impression is not enough. Advertising sponsors would also like to see how that impression or exposure may lead to behavioral responses, for example, clicking on the ad. In fact, ad clicks become a more accountable measure of online advertising, especially compared to mere exposure. Research has demonstrated the influence of ad content factors and the temporal order of the display ad in a viewing session (Chatterjee, Hoffman, & Novak, 2003) on ad clicks. For example, intrinsic appeals (as opposed to extrinsic appeals, Tuten, Bosnjak, & Bandilla, 2000) and expert and statistical evidence (opposed to causal evidence, Haans, Raassens, & van Hout, 2013) generated more ad clicks.

This project is designed to reveal how different consumer online motivations will lead to different perceptions of the ads, which in turn affect ad clicks. This process is delineated in the first part of our research model.

## From Consumer Online Motivations to Ad Clicks

**Online Motivations.** Consumer motivations—the psychological states such as needs, wants, drives, and desires—have been shown to play an important role in studies of information processing, decision making, and felt involvement (MacInnis, Moorman, & Jaworski, 1991; Wu & Lin, 2012). The importance of consumer motivations holds true in the online environment. Previous research on web users has demonstrated four different motives, including researching, shopping, surfing, and communicating (Rodgers & Sheldon, 2002; Stafford, 2008). In the context of social media, Hoffman and Fodor (2010) identified four consumer motivations that propel online behavior namely connections, creation, consumption, and control (4C's). Consumption motivations are generally believed to drive consumers to consume social media content such as reading, watching, or listening to (Hoffman & Novak, 2012). Relating to the specific social media content—advertising, consumption motivations in the current project are defined similar to shopping goals or motives, which drive consumers to “find information about products” or “find good deals” (Hoffman & Novak, 2012, p. 30), and make a purchase. In contrast, connection motivations, similar to communicating motives, drive consumers to connect with their friends, socialize, or chat with someone with similar interests on social media (Hoffman & Novak, 2012). As discussed below, it is expected that the motivations that online consumers possess at the moment when they are online will affect how they perceive advertising on social media. Consequently, the model in this project begins with consumer motivations. As Hoffman and Fodor (2010) advised, to measure return on investment (ROI) for social media marketing, rather than begin with social media applications or contents, a consideration of social media motivations will lead to a consumer-oriented framework. This approach is essential to social media because social media is largely a consumer-controlled environment.

**Hierarchy of Effects in Advertising.** The hierarchy of effect model describes the stages that consumers go through while forming or changing their brand attitudes and purchase intentions. It has also been applied to understand the advertising effectiveness since 1961 as shown in Lavdige and Steiner's (1961) seminal work. Since then, different authors added different steps (e.g., Olney et al., 1991), but essentially the model posits the cognition-affect-conation sequence (Hoyer, MacInnis, & Pieters, 2013; Smith, Chen, & Yang, 2008). Despite

that some advertising professionals as well as scholars questioned either the existence (Goodrich, 2011) or sequence (Kunda, 1990) of the hierarchy of effects, the model remains its significance in understanding the advertising effect (Barry, 2002; Smith et al., 2008) and other promotional activities (e.g., product placements, Balasubramanian, Karrh, & Patwardhan, 2006). This project focuses on the basic components of the hierarchy of effects, rather than the sequencing of the components. Specifically, it is expected that whether an ad is effective depends on its ability to make consumers engage in *thinking* and *feeling* about the product in the ad before they take an action, to buy or not to buy. If consumers perceive the informativeness values of the ad, this implies that the consumers are going through the thinking step in the ad processing. Similarly, perceived entertainment values of the advertising will make consumers go through the feeling step in the ad processing. Evidence has shown that entertainment values affect or strongly affect consumers' attitude toward online ads (Jung, Min, & Kellaris, 2011) and ads on SNS (Taylor, Lewin, & Strutton, 2011). These values largely depend on the executional styles of the ad (e.g., interactivity, message appeals, and virtual direct experience), which are popular on social media sites.

**Hypothesis Development.** Driven by their consumption or shopping motivations, consumers are in an active shopping mode, purposefully seeking assistance so they can make the best purchase decisions. When they are on social media, their consumption motivation can also be intensified by content, such as social media feeds and advertising. A survey with over 2,000 online users showed that 21% of respondents believed that social media provided information that helped them decide what to buy, and 18% of them believed that social media could introduce them to a brand or product they did not know about before (Powers, Advincula, Austin, Graiko, & Snyder, 2012). Hence, it is expected that consumption motivations will prompt online users to be ready for exposure to ads on social media and facilitate their positive responses to the ads. This leads to the following hypotheses.

**H1a:** Consumption motivations will positively affect perceived informativeness values of the ad.

**H1b:** Consumption motivations will positively affect perceived entertainment values of the ad.

Different from consumption motivations, connection motivations may negatively affect consumers' reactions to the ads. When consumers spend time on social media, they want to connect with their friends, post photos, or play games. The last thing they expect is to see ads next to their activities on social media. If they perceive that ads are interruptive to their social conversations, they will develop negative reactions to the ads. However, the ad-media content congruity (Osgood & Tanenbaum, 1955; Zanjani et al., 2011) may alter that effect direction, changing them from passive to active

shoppers (Powers et al., 2012). Ad-context congruity is defined as the degree to which the advertising material is thematically similar to the adjacent editorial content (Zanjani et al., 2011) and in our case, similar to social media feeds. Shamdasani, Stanaland, and Tan (2001) experiment with web users showed that the locations of web ads (next to media content) are as important as in traditional media. They found that consumers are relevance driven and suggested that it is important to put the ad on sites with relevant content to the product, especially for high involvement products. Research has also shown that ad-context congruity increased ad recognition especially for information seekers (Zanjani et al., 2011), or consumers with connection motivations in our case. If they perceive higher congruity between the ad and media content surrounding the ad, consumers would be more likely to pay attention to the ad and consequently generate favorable responses. The discussion above leads to three hypotheses, which helps reveal the mediating role of perceived congruity.

**H2:** Connection motivations will positively affect perceived congruity between the ad and social media content.

**H3a:** Perceived congruity will positively affect perceived informativeness values of the ad.

**H3b:** Perceived congruity will positively affect perceived entertainment values of the ad.

In light of the hierarchy of effects and the effects of perceived values on online consumer behavior (Gupta & Kim, 2010), two hypotheses are formulated as follows.

**H4a:** Perceived informativeness values of display ads will positively predict ad clicks.

**H4b:** Perceived entertainment values of display ads will positively predict ad clicks.

Ad clicks are not only driven by consumers' responses to a specific ad, but also their general attitudes toward social media advertising or advertising on SNS in particular (Taylor et al., 2011). That is, consumers' general likes or dislikes of social media advertising will be transferred to their attitudes and behavior toward a specific form of advertising—display ads. Hence,

**H4c:** General attitudes toward SNS advertising will positively predict ad clicks.

As of now, the first part of the research model—how consumers' online motivations affect ad clicks via perceived informativeness and entertainment values of the ad—has been delineated. Specifically, consumption motivations directly affect the perceived informativeness and entertainment values of the ad, which in turn affect ad clicks. However, the effect of connection motivations on the perceived values of the ad is mediated by perceived congruity. The second part of the model is discussed next.

## From Ad Clicks to Behavioral Intentions

In this project, effectiveness is defined as both traditional and online specific outcome measures: product evaluation, purchase intention, ad clicks, and WOM. Although the online click rates are low in general, display ads were found to effectively lift retail sales both online and offline (Fulgoni & Lipsman, 2014). For example, the absolute dollar increase in offline sales is about five times higher than the increase in online sales. Hence, it is important to measure consumers' product evaluations and behavioral intentions as well. First, it is speculated that the higher intention and/or frequency to click on an ad will have a direct impact on their evaluations of the product in the ad. That is, the clicking behavior signifies the positive responses to the product compared to no clicks. To explain, if users click on a display ad, this suggests that they have spent a little more time and/or more attention on the ad compared to no clicking. According to McGuire's (1968) information processing model, longer attention will move information to the next psychological steps, which may result in more comprehension and favorable attitudes compared to no click or less attention. Hence,

**H5a:** Ad clicks will positively predict product evaluations.

Besides ad clicks, consumers' existing and continuous attitudes toward a certain brand may also affect their product evaluations. Specifically, this project focuses on the fan of the brand (Patterson, 2012). The effect of being a fan of a brand on consumer behavior has been evidenced (Stokburger-Sauer, 2010). For example, a ComScore's study showed that being a fan of a brand on Facebook causes people to purchase that brand 38% more frequently than nonfans (Raice, 2012). This leads to our hypothesis that

**H5b:** The fan of the brand will positively predict product evaluations.

Product evaluations and behavioral intentions have long been studied in consumer behavior. Both concepts help scholars as well as marketers understand important factors that may eventually lead to actual purchase behavior. Studies on attitude-behavior relation (e.g., theory of reasoned action) propose that consumers' product evaluations, likes or dislikes of a product, affect the likelihood of their product purchase. This leads to the following hypothesis.

**H6a:** Product evaluation will positively predict purchase intentions.

In addition, WOM has become an increasingly popular measure due to the fact that more and more customers share their experience about a product or service in person or online (e.g., Ferguson, 2008; Ferguson, Paulin, & Bergeron, 2010). As marketers are increasingly focused on social marketing, they encourage consumers to share content as well as

recommendations, seeking more emphasis on consumer "expressions" about their products or services rather than just "impressions" or exposure to the products or services (Keller & Fay, 2012). Meanwhile, more and more consumers rely on WOM to make their final purchase decision (e.g., Walsh, Gwinner, & Swanson, 2004). For example, on average, across 15 different product and service categories, 58% of consumers ascribed high credibility to information they hear from others during a WOM conversation; and 50% said that they are very likely to buy as a result of that conversation (Keller & Fay, 2012). Different from behavioral intention to purchase, WOM is an intention that emphasizes consumers' willingness to spread positive or negative words about the product or service online or offline (Turel, Serenko, & Bontis, 2010). Hence, this project studies WOM, in particular positive WOM, as another dependent variable.

**H6b:** Product evaluation will positively predict intentions to spread positive WOM.

A model consisting of the 12 hypotheses is presented in Figure 1.

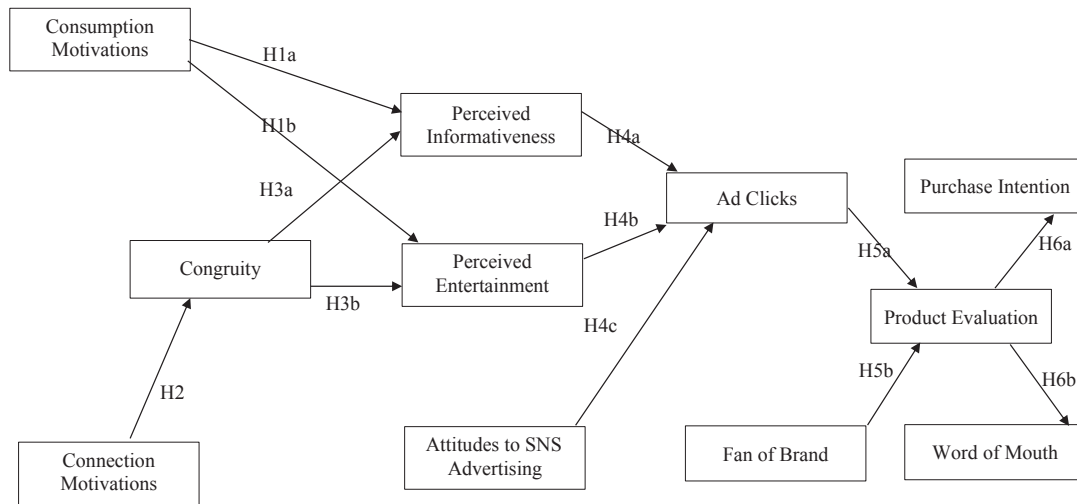
## METHODOLOGY

### Measurement Instrument

Data were collected using a large-scale survey. The scale of ad clicks was developed specifically for this research. Likert scale statements were used to capture the ad clicking behavior on social media, for example, "I click on the display ads on SNS to get more information about the products" and "I click on the display ads on SNS to understand more about the products." The remaining constructs of our instrument were developed based on existing scales. The research instrument and the sources are presented in Table 1. Each construct was measured with multiple items using 7-point Likert scales, ranging from "1" (strongly disagree) to "7" (strongly agree).

### Data Collection

Professors at two universities, one in the southeast and the other on the west coast, in the United States were contacted about recruiting their students to participate in the research survey. The professors were given instructions and they sent the survey out to their students via e-mail. A total of 1071 students were invited to complete the survey in exchange for extra credit for the classes they were taking. A total of 625 students participated in the survey yielding a 58% response rate. The survey screened the participants by asking whether they have used social media before. The majority, 613 participants, identified themselves as social media users. The average age of the social media users in this sample was 22 and 55% of them were female. The



**Figure 1.** Research model.

majority of the participants were Caucasian (71.1%). The second largest ethnic group was African American, followed by Hispanic American, Asian, and multicultural participants. The participants were asked to list their most frequently visited SNS sites. The most popular one was Facebook, listed by over 60% of participants; Instagram and Twitter were second and third most frequently visited sites. Other sites indicated were Snapchat, Pinterest, Tumblr, Linked-in, and Vine. The responses from the 613 social media users were used to test the research model and hypotheses. Descriptive statistics of the sample are shown in Table 2.

### Data Analysis

The research model was tested using the two-step approach. First, the measurement model was tested. The reliability of the research constructs was shown in Table 3. All of the average variance extracted (AVE) exceeded 0.743 with the exception of attitude toward SNS ads (0.602), all the composite reliabilities were above 0.896, and all the Cronbach's alphas were above 0.828. The discriminant validity of the constructs was assessed using the interconstruct correlation matrix shown in Table 4. The square root of the AVE for each construct was greater than the interconstruct correlations. The lowest square root of AVE of a construct in our data is 0.776, which is slightly higher than 0.768, the highest correlation between WOM and purchase intention. Hence, the discriminant validity of our research constructs was established. Taken together, these test results confirmed the measurement validity of the model.

Second, SmartPLS 2.0.M3 (Ringle, Wende, & Will, 2005), a software using the partial least square analysis technique was used to test the model and the 12 hypotheses. Bootstrapping was also conducted to

obtain *t*-values, which are typically used to indicate the significance level of the paths in the model. The path coefficients and their significance levels are shown in Figure 2. Table 5 summarizes the hypothesis testing results.

### RESULTS

A significant amount of variance was explained by the model for ad click, product evaluation, purchase intentions, and WOM, respectively:  $R^2_{\text{CLICK}} = 0.443$ ,  $R^2_{\text{PE}} = 0.470$ ,  $R^2_{\text{PURINT}} = 0.468$ , and  $R^2_{\text{WOM}} = 0.532$ . All the hypotheses in the model were supported. Specifically, consumption motivations significantly affected perceived informativeness and perceived entertainment values of the ads. Thus, Hypotheses 1a and 1b were supported. As hypothesized, connection motivations affected perceived ad-media congruity, which in turn influenced perceived informativeness and perceived entertainment values of ads, lending support to Hypotheses 2, 3a, and 3b. As expected also, perceived informativeness, perceived entertainment, and attitudes toward SNS ads all had significant impacts on ad clicks. Hence, Hypotheses 4a, 4b, and 4c were supported. In addition, our results showed that both ad clicks and fan of brand significantly influenced product evaluations, lending support to Hypotheses 5a and 5b. And finally, the effect of product evaluations on both purchase intentions and positive WOM was significant, respectively, supporting Hypotheses 6a and 6b.

### CONCLUSIONS AND DISCUSSION

The purpose of this research is to examine the determinants (first part of our model) and consequences (second



**Table 1. Research Constructs and Instruments.**

Construct	Items
Attitude towards SNS ads (Taylor et al., 2011)	<ol style="list-style-type: none"> <li>1. I like banner product and brand advertising on SNS profiles.</li> <li>2. I like SNS profiles created by the sponsor company of the product or brand.</li> <li>3. I like SNS profiles created by customer/fans of the product or brand.</li> <li>4. I like YouTube videos created by the sponsor company of the product or brand.</li> <li>5. I like YouTube videos created by customers/fans of the product or brand.</li> <li>6. I like Twitter feeds for the product or brand.</li> </ol>
Ad clicks (self-created scale)	<ol style="list-style-type: none"> <li>1. I click on the display ads on SNS to understand more about the products.</li> <li>2. I click on the display ads on SNS to make a purchase.</li> <li>3. I click on the display ads on SNS to get more information about the products.</li> </ol>
Congruity (Furnham & Price, 2006; Gunter, Baluch, Duffy, & Furnham, 2002)	<p>While I browse SNS, I usually pay attention to the display ad that:</p> <ol style="list-style-type: none"> <li>1. matches the content I am browsing.</li> <li>2. relates to the content I am browsing.</li> <li>3. fits well with the content I am browsing.</li> </ol>
Connection motivations(Hoffman & Novak, 2012; Rodgers & Sheldon, 2002)	<ol style="list-style-type: none"> <li>1. I use SNS to message other people.</li> <li>2. I use SNS to connect with my friends.</li> <li>3. I use SNS to communicate with others.</li> </ol>
Consumption motivations(Rodgers & Sheldon, 2002)	<ol style="list-style-type: none"> <li>1. I sometimes use SNS to make a purchase.</li> <li>2. I sometimes use SNS to buy things.</li> <li>3. I sometimes use SNS to purchase a product I have heard about.</li> </ol>
Fan of brand(Jahn & Kunz, 2012)	<p>The display ads on my SNS show:</p> <ol style="list-style-type: none"> <li>1. my favorite brands.</li> <li>2. the brands I like.</li> <li>3. the brands I am interested in.</li> <li>4. the brands I am loyal to.</li> </ol>
Perceived entertainment>Lastovicka, 1983; Taylor et al., 2011)	<ol style="list-style-type: none"> <li>1. Display ads on SNS are fun to watch or read.</li> <li>2. Display ads on SNS are clever and quite entertaining.</li> <li>3. Display ads on SNS do not just sell—they also entertain me.</li> <li>4. Display ads on SNS are often amusing.</li> </ol>
Perceived informativeness(Cheng, Blankson, Wang, & Chen, 2009)	<ol style="list-style-type: none"> <li>1. Display ads on SNS are a valuable source of product/service information.</li> <li>2. Display ads on SNS are a convenient source of product/service information.</li> <li>3. Display ads on SNS help keep me up to date.</li> </ol>
Product evaluation(Zhang & Mao, 2012)	<ol style="list-style-type: none"> <li>1. In my opinion, the brands shown in the display ads on SNS are good.</li> <li>2. In my opinion, the brands shown in the display ads on SNS are positive.</li> <li>3. I like the brands shown in the display ads on SNS.</li> <li>4. I think favorably about the brands shown in the display ads on SNS.</li> </ol>
Purchase intentions(Zhang & Mao, 2012)	<ol style="list-style-type: none"> <li>1. I intend to remain loyal to the brands shown in the display ads on SNS in the future</li> <li>2. I will not stop buying/supporting the brands shown in the display ads on SNS.</li> <li>3. I think of myself as a loyal consumer/supporter of the brands shown in the display ads on SNS.</li> </ol>
Word of mouth (Ferguson, 2008; Turel et al., 2010)	<ol style="list-style-type: none"> <li>1. I recommend the brands shown in the display ads on SNS to other people</li> <li>2. I introduce the brands shown in the display ads on SNS to other people.</li> <li>3. I say positive things about the brands shown in the display ads on SNS to other people.</li> </ol>

**Table 2. Descriptive Statistics.**

	<i>N</i> (%)
Gender	
Male	277 (45)
Female	336 (55)
Age	
Mean	22
Under 29	573 (93)
30–49	37 (6)
50+	3 (1)
Ethnicity	
Caucasian	436 (71.1)
Hispanic American	19 (3)
Asian or Pacific	43 (7)
African American	77 (12.6)
Multicultural	22 (3.6)
Did not report	16 (2.6)
Most frequently visited social media sites	
Facebook	394 (64.2)
Instagram	190 (31)
Twitter	167 (5.5)
Snapchat	22 (3.6)
Pinterest	20 (3.3)
Tumblr	17 (2.8)
Linked-in	15 (2.4)
Vine	9 (1.5)

part of our model) of ad clicks in the context of social media. The results show that our research model explains 44.3% of the variance in ad clicking behavior. Ad clicks then affects consumers' product evaluations, explaining 47.0% of the variance in product evaluations. And finally, product evaluations influence purchase intention and intention to spread positive WOM, explaining 46.8% of the variance in purchase intention and 53.2% in WOM. These results validate the explanatory power of the model in studying social media advertising.

In addition, the first part of the model showed that consumers' ad clicking behavior is driven by two primary social media motivations or through two different routes. First, consumption or shopping motivations "prepare" consumers to see ads on social media, thus enhancing their perceived informativeness and

entertainment values of ads they view on social media. Both perceived informativeness and entertainment values then lead to ad clicks. Second, the effect of connection motivations on perceived informativeness and entertainment is mediated through ad-media congruity. This implies that for online users who browse social media for communication purposes, the relevance of the ad to media contents affects their responses to the ad. The mediating role of congruity points out important differences between studying social media advertising and traditional advertising as well as online advertising in general. As discussed earlier in this paper, social media is an inherently user-driven media. If users' consumption motivations are salient, their responses to social media ads may be similar to their responses to traditional or online ads. However, when their connection motivations are at work, their positive responses to social media ads hinge upon their perceived ad-media congruity. Consistent with existing research on congruity (Zanjani et al., 2011), the more they believe that ads are relevant or compatible with the social media content they attend to, the more they will generate positive responses. Hence, the role of ad-media congruity in the current model represents the first contribution of our project to studies of social media advertising.

Second, as delineated in the model, our project provides an in-depth look into how different consumer social media motivations affect consumers to click on social media ads and ultimately generate intentions to make a purchase and spread positive WOM. The model is built upon existing concepts/models such as, hierarchy of effects in advertising (Olney et al., 1991) with a focus on its thinking and feeling processes, and congruity (Zanjani et al., 2011). The supporting evidence for the model implies the generalization of existing knowledge on traditional advertising to a new research area—advertising and consumer behavior on social media. By revealing the effects of perceived entertainment and informativeness values of the ad on ad clicks, this study also contributes to an understanding of factors that affect online users' clicks. Previous studies have shown the effects of different ads appeals (e.g., Tuten et al., 2000) and ad contents (e.g., Haans et al., 2013) on ad clicks, this study focuses on

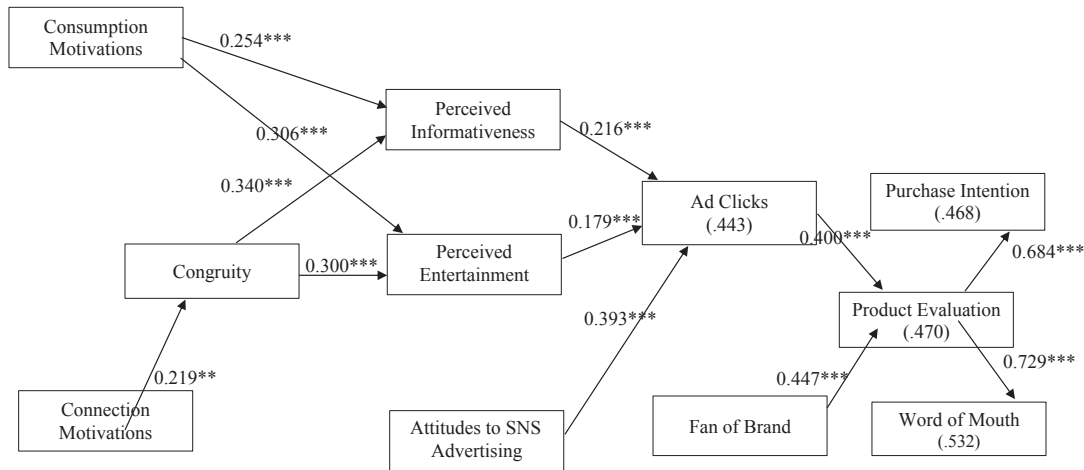
**Table 3. Constructs Reliability.**

Construct	Abbreviation	Average Variance Extracted	Composite Reliability	Cronbach's $\alpha$	$R^2$
Attitude towards SNS ads	ATT	0.602	0.901	0.870	
Ad clicks	CLICK	0.839	0.940	0.903	0.443
Congruity	CONG	0.935	0.978	0.965	0.048
Connection motivations	CONNMOT	0.912	0.969	0.952	
Consumption motivations	CONSMOT	0.915	0.970	0.953	
Fan of brand	FoB	0.834	0.953	0.933	
Perceived entertainment	PE	0.803	0.942	0.918	0.234
Perceived informativeness	PI	0.783	0.915	0.862	0.227
Product evaluation	PRODEVL	0.767	0.929	0.899	0.470
Purchase intentions	PURINT	0.743	0.896	0.828	0.468
Word of mouth	WOM	0.845	0.943	0.909	0.532

**Table 4. Interconstruct Correlations and Square Roots of AVE.**

	ATT	CLICK	CONG	CONNMOT	CONSMOT	FoB	PE	PI	PRODEVL	PURINT	WOM
ATT	0.776										
CLICK	0.593	0.916									
CONG	0.483	0.425	0.967								
CONNMOT	0.263	0.056	0.219	0.955							
CONSMOT	0.459	0.529	0.270	0.175	0.957						
FoB	0.330	0.306	0.395	0.129	0.263	0.913					
PE	0.538	0.539	0.383	0.087	0.387	0.299	0.896				
PI	0.476	0.526	0.409	0.120	0.346	0.354	0.685	0.885			
PRODEVL	0.580	0.537	0.524	0.158	0.337	0.570	0.553	0.618	0.876		
PURINT	0.540	0.582	0.409	0.077	0.390	0.489	0.526	0.497	0.684	0.862	
WOM	0.541	0.641	0.411	0.026	0.412	0.442	0.557	0.539	0.729	0.768	0.919

Note: Shaded diagonal elements represent square root of average variance extracted (AVE).



**Figure 2.** Analysis results.

Note: \* $p < 0.05$ , \*\* $p < 0.01$ , \*\*\* $p < 0.001$ ; path coefficients are provided along the paths; variance extracted are in the parentheses under construct names.

perceived values elicited by a particular ad as well as consumers' general attitudes toward social media advertising. Third, the significant role of the social media motivations (Hoffman & Fodor, 2010) is worthy of mentioning. As evidenced in the current study, a model beginning with consumer motivations resonates with the consumer-controlled social media environment, and provides insights into consumer behavior from exposure to forming behavioral intentions on social media. There is a need for more research on social media motivations, not only connection and consumption but also two other motivations—creation and control. For example, branding is often viewed as an ongoing social process and brand value is co-created by both marketers and consumers (Merz, Yi, & Vargo, 2009). It would be interesting to study how creation motivations affect consumers' engagement with brands on social media (e.g., brand pages or fan pages), leading to a new brand value.

In practice, the findings of this research can assist businesses in developing marketing promotions on social media, and importantly, what factors they should consider in designing and placing promotions on so-

**Table 5. Hypothesis Testing.**

Hypotheses	Path	Path Coefficient	Support
H1a	CONSMOT→PI	0.254***	S
H1b	CONSMOT→PE	0.306***	S
H2	CONNMOT→CONG	0.219**	S
H3a	CONG→PI	0.340***	S
H3b	CONG→PE	0.300***	S
H4a	PI→CLICK	0.216***	S
H4b	PE→CLICK	0.179***	S
H4c	ATT→CLICK	0.393***	S
H5a	CLICK→PRODEVL	0.400***	S
H5b	FoB→PRODEVL	0.447***	S
H6a	PRODEVL→PURINT	0.684***	S
H6b	PRODEVL→WOM	0.729***	S

Notes: S = supported at minimum 0.05 level.

cial media. For example, while it may not be easy to manipulate consumers' social media motivations, it would be beneficial to make an effort to enhance the congruity of the ads placed on social media. By detecting consumers' social media posts, marketers can place ads relating to their posts. For example, if a Facebook



user is having a discussion with her friends about buying shoes, advertisers can monitor the newsfeed for the discussion. Is it for running a marathon or for a high school reunion? If it is for the latter, it would be more effective for advertisers to display trendy ladies' attires. Such relevance will help to capture consumers' attention and lead to ad clicks, which would then lead to intentions to purchase and spread positive WOM.

Another way to capture social media users' attention is to carefully select the type of display ads to increase congruity. When Facebook launched video ads in 2014, users were not receptive to it with 83% of those surveyed indicated that they felt the ads to be intrusive and would not pay attention to them (Melton, 2014). Currently, the majority of social media sites keep track of their user activities outside of social media sites. If users are mainly interested in connecting with their friends based on their posts and outside activities, social media sites will benefit from displaying ads that promote connection, relationships, and belonging. Instead of displaying an ad that sells a product, the ad can be about social events, movies, and books. By considering the congruity factor, social media marketers can make their ads more effective to attract more clicks, which will eventually lead to improved profitability for them.

### Limitations and Future Research

First, future research may measure other outcome measures that are specific to social media, for example, the conversion rate. Although ad clicks is an accountable measure for most social media marketers (Chatterjee et al., 2003), and such clicks can also lift sales in stores (Fulgoni & Lipsman, 2014), it would also be beneficial to know how ad clicks have direct effects on online sales. Future research may study real-time data to reveal the effect of ad clicks on the conversion rate. This will help marketers understand the influencing factors in that process. Second, the current model explains 46.8% and 53.2% of the variance in behavioral intention measures. This implies that other antecedents should be included in the model to increase the explanatory power of the model, for example, peer influence on social media activities and perceived invasiveness of social media ads (Taylor et al., 2011). Third and lastly, this project focuses on one form of social media advertising, display ads. Future research may explore and build a model studying other forms of social media advertising, such as sponsored stories and reach generator. Taken together, those models will help develop a comprehensive understanding of social media advertising.

**Concluding Remarks.** This research project focuses on social media, a relatively new marketing channel, and unpacks the factors that affect marketing practices on social media. For those who are still skeptical of the significance and impact of social media, consider some basic facts: There are more than one billion active users on Facebook, 140 million unique visitors to the site each

month, over 200 million registered Twitter users, and more than 300 million professionals on LinkedIn (Paine & Bastone, 2011). The question central to businesses is how to utilize these sites to effectively target current and potential customers. Central to consumer behavior and marketing scholars is what affects the effectiveness of advertising on social media. More research is needed in this ever-evolving area.

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Both the authors contributed equally to the research.

Correspondence regarding this article should be sent to: Jing Zhang, Department of Marketing and Decision Sciences, Lucas College of Business, San Jose State University, One Washington Square, San Jose, CA 95192 ([jing.zhang@sjsu.edu](mailto:jing.zhang@sjsu.edu)).