2.1 Attitude towards advertisement:

The study of consumer attitudes is related to consumer purchasing behavior research. Rokeach (1968) points out that attitude change happens because a person reconstructs his or her beliefs about an object or an idea.

Bartos and Dunn (1974) define attitudes towards advertising as how consumers react to the motivation of advertising. Consumer attitudes towards advertising would affect their attitudes towards a specific advertisement. Moreover, how much consumers involve themselves with media and attention paid to advertisement are important factors, affecting their attitudes towards advertisements (James & Kover, 1992).

According to Fishbein and Ajzen (1975), consumer attitude is an effect behavior. According to Fishbein and Ajzen (1975), consumer attitude is affected by behavior. The study of consumer attitudes is related to consumer purchasing behavior research. Rokeach (1968) points out that attitude change happens because a person reconstructs his or her beliefs about an object or an idea.

Attitudes may be described as a person's internal evaluations of an object, such as an advertisement, and may be favorable or unfavorable (Mitchell and Olson 1981).
In addition, Brackett and Carr also found that their college students’ responses were less favorable than those of Ducoffe’s nonstudent sample with respect to ratings of informativeness, entertainment, and irritation in advertising value, while students rated the Internet more favorably as a source of valuable information than Ducoffe’s sample. Specifically, compared with the responses of Ducoffe’s nonstudent sample, students rated Internet advertising relatively low in informativeness and entertainment, and high in the irritation dimension of advertising value, which affects directly and positively the attitudes toward Internet advertising. This result is consistent with previous research reporting that college students have less positive attitudes toward advertising than businessmen in nonstudent samples (Haller, 1974).

Researchers interested in the study of advertising have studied extensively attitudes of consumers who listen, read, or watch advertising as one form of persuasive communication under the assumption that attitude toward the advertisement (Aad) has an effect on attitude toward the brand (Ab) that the advertisement promotes (e.g., Lutz, 1985; MacKenzie & Lutz, 1989; MacKenzie, Lutz, & Belch, 1986; Muehling & McCann, 1993; Shimp, 1981).

Lutz (1985) further identified that the antecedents of the Aad can be affected by a consumer’s level of involvement. Therefore, it follows that an increase in the level of advertising interactivity is likely to increase a
consumer’s level of involvement during the advertising exposure. Consequently, the Aad is likely to be enhanced.

Lutz (1985) and MacKenzie and Lutz (1989) advanced the concept of Aad and developed a structural model that suggests that various antecedents can determine the Aad through both peripheral and central processing mechanisms.

Traditional advertising models relate information processing to advertising effectiveness, using attitudes and purchase intentions as measures of effectiveness (MacKenzie, Lutz, and Belch 1986).

(MacKenzie, Lutz, and Belch 1986; Stevenson, Bruner, and Kumar 2000). Researchers have focused on the role of attitude toward the advertisement in the process through which advertising influences brand attitudes and purchase intention.

Researchers have suggested that viewers’ affective reactions to an advertisement will be generalized to the advertised products (Bartos, 1989; Light, 1980, cited in Percy and Lautman, 1986). MacKenzie and Lutz (1989) found that brand attitude is strongly influenced by the attitude towards an advertisement. Therefore, MacKenzie and Lutz (1989) proposed that the attitude towards an advertisement is a stronger predictor of brand attitude than advertisement credibility. Since the Aad was found to be a mediator of advertising effects on brand attitude and purchase intention (Mitchell and
Olson, 1981; MacKenzie and Lutz, 1989), it is thus inferred that interactivity can also influence a consumer’s attitude towards an advertised product.

MacKenzie and Lutz (1989) define attitude toward advertising (Aad) as the tendency to reply in either a favorable or unfavorable manner towards a specific advertising during the exposure.

MacKenzie and Lutz (1989) defined Aad as ‘a predisposition to respond in a favorable or unfavorable manner to a particular advertising stimulus during a particular exposure occasion’ (p. 49). Therefore, Aad is a situation-bound construct and ‘an attitudinal reaction to the advertisement generated at the time of exposure’ (MacKenzie and Lutz, 1989, p. 49).

Researchers have suggested that viewers’ affective reactions to an advertisement will be generalized to the advertised products (Bartos, 1989; Light, 1980, cited in Percy and Lautman, 1986).

MacKenzie and Lutz (1989) found that brand attitude is strongly influenced by the attitude towards an advertisement. Therefore, MacKenzie and Lutz (1989) proposed that the attitude towards an advertisement is a stronger predictor of brand attitude than advertisement credibility. Since the Aad was found to be a mediator of advertising effects on brand attitude and purchase intention (Mitchell and Olson, 1981; MacKenzie and Lutz, 1989), it is thus inferred that interactivity can also influence a consumer’s attitude towards an advertised product.
Yi (1990) further identified that positive advertising exposure context as induced by the interactivity of the advertising messages can induce feelings among advertising recipients and affect the Aad.

Furthermore, previous attitude function research focusing on advertising (DeBono & Packer, 1991; Ennis & Zanna, 1993, 2000; Johar & Sirgy, 1991; Shavitt, 1990) provided considerable empirical evidence that attitude function-based advertising appeals have positive effects on consumers’ responses including attitude toward the ad, attitude toward the brand, and purchase intention when ad appeals are matched to specific attitude functions measured indirectly or directly.

Alwitt and Prabhaker 1992; Mackenzie and Lutz 1989). The study of attitude toward advertising in general may be especially significant because it influences attitudes toward a specific ad, an important antecedent of brand attitudes.

Attitude-related variables also may influence Facebook group participation. Attitude is "a psychological tendency that is expressed by evaluating a particular entity with some degree of favor or disfavor" (Eagly and Chaiken 1993, p. 1).

Furthermore, Lord et al. (1995) also found that peripheral cues (such as message executional elements) can affect the formation of the Aad. MacKenzie and Lutz (1989) echoed this and argued that the attitude towards
an advertisement is related to executional elements of advertisements, audience attitudes toward advertising in general and the contextual impact on advertisements.

Ducoffe (1995) observed that value of advertising could be assessed by four factors which include informativeness, deceptiveness, irritation and entertainment. Each of these factors has been found cardinal in past research on consumer reactions to individual advertising. Advocating in the same line, Aaker et al. (1990) concluded that informative, entertaining, and dislikeable are the key factors that explain attitude towards advertising. Over the last few decades, Aad has always been studied whenever it links to advertising as it has been considered as an efficient indicator for measuring the effectiveness of advertising (Yoo, Kim & Stout, 2004) and the impact of Aad on the advertising effectiveness is significant (Mehta & Purvis, 1995).

Wells and Prensky (1996) believe that attitude is a type of feeling and the outcome of a judgment. It has a significant influence upon a person’s thoughts and behavior, which might have either positive or negative reactions.

Using an intercept survey conducted in public spaces in New York City, Ducoffe (1996) tested a hypothesized model in which advertising value perceived by consumers through three dimensions (informativeness,
irritation, and entertainment) affects consumers’ attitudes toward Internet advertising.

Ducoffe (1996) defined advertising value as “a cognitive assessment of the extent to which advertising gives consumers what they want” (p. 24). Based on the data collected through the survey, the researcher reported that the relationships hypothesized in the model were observed in the data. Ducoffe concluded that if Internet advertising is perceived to be more informative, less irritating, and more entertaining, then consumers would rate Internet advertising high in value and thus they would hold “favorable general attitudes” toward Internet advertising (p. 30).

A high degree of pleasure and involvement during interaction with computer based media leads to concurrent subjective perceptions of positive affect and mood of the consumer (Hoffman and Novak, 1996). In contrary, when advertising resorts to techniques that leads to annoyance, offence, insult or exceedingly manipulative, there is greater possibility that customers will find it irritating (Ducoffe, 1996).

Wells and Prensky (1996) believe that attitude is learning, which is a type of feeling and the outcome of a judgment. It is a significant influence to a person’s thoughts and behavior, which might lead to either a positive or negative reaction.
Customers' feeling of enjoyment associated with advertisements play the greatest role in accounting for their overall attitudes toward them (Shavitt et al., 1998).

Shavitt et al. (1998) informed that the tendency to dislike advertising could change as consumers feel more entertained by such advertisements. Mehta (2000) explained that reactions towards advertising and the degree of persuasiveness of advertisements are directly related to how much consumers pay attention to the advertisement, such as entertainment or enjoyment value and its informational value, as well as perceptions of reliability.

Based on the model tested by Ducoffe (1996), Brackett and Carr (2001) extended Ducoffe’s original model by adding two additional variables (i.e., credibility and relevant demographic variables). The researchers found that informativeness, entertainment, and credibility had a direct, positive effect on both advertising value and attitudes toward Internet advertising. However, it was found that the relevant demographic variables such as gender and the major discipline of students did not affect advertising value, but they had only a direct effect on attitudes toward Internet advertising, while irritation, which had a direct, negative effect on advertising value, had no direct effect on attitude toward Internet advertising.
Fernandez (2000) further validated the importance of "informativeness" for evaluating the attitude towards advertising which more likely result in a purchase situation. Moreover, users need quick access to the information in the content they are accessing (Kaasinen, 2003). In order to study Internet advertising as persuasive communication, an understanding of the antecedents of consumers' attitudes toward Internet advertising is of importance in identifying factors affecting attitudes.

Recently, a number of researchers have studied various antecedents of consumers’ attitudes toward Internet advertising (e.g., Brackett & Carr, 2001; Cho, 1999; Cho, Lee, & Tharp, 2001; Choi, Miracle, & Biocca, 2001; Ducoffe, 1996; Karson & Korgaonkar, 2001; Korgaonkar & Wolin, 2002; Raney, Arpan, Pashupati, & Brill, 2003; Rossiter & Bellman, 1999; Schlosser et al., 1999; Yoo, Kim, & Stout, 2004). Studies conducted by some of these researchers are discussed below.

Bruner and Kumar (2000) suggested that the positive emotional response to advertising indicates how effective the advertising is, because its goal is to form a positive attitude towards the advertising, brand, and to encourage purchasing.

Wang (2011) mentions that interactive advertisements are more likely to produce a stronger attitude towards advertising when compared to traditional advertisements, but Yang (1996) also mentions that a person’s
attitude towards advertising is not contributed by the interaction one gets from advertising. If that person is lacking in interest about online stores, then he or she would not spend time on the internet searching for information. Therefore, respondents would react either positively or negatively to the particular advertisement which appears in front of them.

Cho and colleagues (2001) found that consumers who viewed a banner ad in the format of the highest forced exposure (i.e., forced exposure to a banner ad with no skip option) had the most favorable attitude toward the banner ad as well as the most favorable attitude toward brand and the highest purchase intention.

Korgaonkar and Wolin (2002) argue that heavier Internet users holding stronger positive beliefs about honesty, entertainment value, and informativeness of Internet advertising (cognition) are likely to have more favorable attitudes toward Internet advertising (affect) leading to more frequent Internet purchasing (conation).

Another point of possible annoyance is unwanted messages, commonly known as spam (Dickinger et al., 2004). Spam introdes into consumers’ privacy and stifle consumer acceptance.

Social media advertising literature is very limited, with most research to date focusing broadly on online or interactive advertising. Of relevance to this study, interactive advertising research has addressed motivations,
perceived interactivity, and advertising outcomes (Ko, Cho and Roberts, 2005; Zeng, Huang and Dou, 2009), gender differences and interactivity (McMahan, Hovland and McMillan, 2009), consumer attitudes towards interactive advertising within online and mobile contexts (Cheng, Blankson, Wang and Chen, 2009), and the relationship between online engagement and advertising effectiveness (Calder, Malthouse and Schaedel, 2009).

Kotler and Keller (2006) describe an attitude as a person that endures the favourability evaluations, emotional feelings, and action tendencies toward some objects or ideas. The positive Aad is referred to the favourable evaluation and the consumer willingness towards the advertisement, or in another word, the consumer is more likely to be persuaded by the advertisement (Saadeghvaziri & Seyedjavadain, 2011; Hwang, Yoon & Park, 2011).

Daugherty, Eastin, and Bright (2008) also find that a positive attitude toward user-generated online content generally increases a person's creation and consumption of such content. Similarly, consumers' attitudes toward social media should relate positively to their use of the information available on these sites, which in turn could enhance their tendency to join groups and engage in viral messages. When a consumer maintains a favorable attitude toward social media, he or she should be more willing to participate actively in Facebook groups to provide or pass on product-related information.
Consequently, three variables were selected to measure advertising effectiveness: the attitude towards the advertisements (Aad), the attitude towards the advertised products (Ab) and the total amount of time spent on watching the advertisements.

Lastly, an interesting study by Zeng et al. (2009) focused specifically on social factors relating to user perceptions and responses to advertising via social networks, finding that responses to advertising in this context depended on perceptions of advertising relevance and value, as well as being influenced by social identity and group norms. Given the significant potential for growth of the online advertising industry in Australia, these types of issues pose considerable challenges and demand for further research in the area of advertising perceptions, relevance and value. Online advertising expenditure in Australia totalled $512.5 million in the first quarter of 2010, a growth rate of 17 percent year on year allowing for predictions of reaching $2 billion for the 2010 financial year (PricewaterhouseCoopers, 2010).

Saadeghvaziri and Seyedjavadain (2011) mention that the respondents’ Aad will be different due to different cultural background. There are studies show that the respondents from Eastern (Chinese) and the Middle Eastern (Iranians) held positive attitudes toward interactive advertising, whereas the Western (Americans) is in an opposite way (Ferle & Lee, 2008; Saadeghvaziri & Seyedjavadain, 2011).

Wang (2011) mentions that interactive ads tend to generate stronger Aad as comparing to the traditional ads but Yang (1996) mentions that one’s Aad is not contributed by the interactive advertising. If that person is lack of interest in shopping the virtual stores, he/she would not spend time on Internet and search for the information.

A positive attitude towards advertising is referred to as favorable evaluation and consumer willingness towards the advertisement, or that the consumer is more likely to be persuaded by the advertisement (Saadeghvaziri and Seyedjavadain, 2011; Hwang, Yoon and Park, 2011).

2.2 Attitude toward Advertised Brand (Ab)

Consumers’ attitudes toward the brand or products can be formed or changed (affect) while or after they use the products (Krugman, 1965). So, under the low-involvement condition with products, consumers’ cognition, which is elicited through the exposure to advertising messages, is likely to
influence behaviors or conation, which in turn has an effect on the affect dimension of consumers (cognition → conation → affect).

Researchers have suggested that viewers’ affective reactions to an advertisement will be generalized to the advertised products (Bartos, 1989; Light, 1980, cited in Percy and Lautman, 1986).

Lee (1995) states that there is a significant influence between consumers’ response and brand advertising. Furthermore, a positive Ab will not only lead to the brand itself, but also for future brand extension (Lee, 1995).

Attitude toward advertised brand (Ab) is defined as a tendency to reply in either a favourable or unfavourable manner towards the specific brand after the exposure of advertising on that person (Phelps & Hoy, 1996).

MacKenzie and Lutz (1989) found that brand attitude is strongly influenced by the attitude towards an advertisement. Therefore, MacKenzie and Lutz (1989) proposed that the attitude towards an advertisement is a stronger predictor of brand attitude than advertisement credibility. Since the Aad was found to be a mediator of advertising effects on brand attitude and purchase intention (Mitchell and Olson, 1981; MacKenzie and Lutz, 1989), it is thus inferred that interactivity can also influence a consumer’s attitude towards an advertised product.
Keller came up with the concept “customer-based brand equity (CBBE)” in 1993, which refers to the various reactions to the branding campaign from consumers who have knowledge of the brand in varying degrees. In other words, brand image and brand awareness are the basis and sources of brand equity. According to Keller (1993), positive brand image could be established by connecting the unique and strong brand association with consumers’ memories about the brand through marketing campaigns [16]. In this regard, the brand knowledge should be built and understood before the consumers could respond positively to the branding campaign. If consumers have knowledge of a brand, the company could spend less on brand extension while achieve higher sales [17].

Furthermore, other researchers (Janiszewski, 1993; Zajonc, 1968; Zajonc & Marcus, 1982) have found evidence that mere incidental, repeated exposures to the stimulus such as a brand name in the advertisement could influence consumers to hold favorable attitudes toward the brand (affect) even without prior attentive processing (cognition). This line of research also suggests an alternative sequence of advertising influence starting with affect.

Advertisement plays an important role in building positive brand advertisement, because consumers would first get in touch with the advertisement, and then build up emotional feelings of favorable or unfavorable attitudes towards the advertised brand, which then leads to
further behavior such as purchasing. With interactive advertising, graphics, sound and animation engage readers and create a favorable advertised brand. Lee and Staelin (1994) stated that there is a significant influence between consumer responses and brand advertising.

Following Keller (1993), Lassar et al. (1995) held the opinion that brand equity came from the customers’ confidence in a brand. The greater the confidence they place in the brand, the more likely they are willing to pay a high price for it [18]. Specifically, this confidence stems from five important considerations: first, the brand performs its functions as designed; second, the social image is associated with purchasing or owning the brand; third, consumers’ recognition and sentimental attachment with brand; fourth, the balance between the brand’s value and its functionalities; fifth, consumers trust in the brand.

Phelps and Hoy (1996) stated that attitude towards brand advertising is defined as the tendency of a person to reply in either a favorable or unfavorable way towards a specific brand.

Stevenson and colleagues (2000) found that the complexity of webpage backgrounds had negative effects on viewers’ responses including attitudes toward the site, and there were positive correlations between attitudes toward the site and traditional advertising hierarchy of effects such as attitude toward the ad, attitude toward the brand, and purchase intention.
According to Baker (2001), consumer’s attitude toward advertised brand would change in three circumstances: (1) changes in the information environment - it depends on the accessibility of positive brand information and the time of advertising exposure; (2) changes in consumer’s motivation, opportunity, or ability - consumer would have judgment on the brand at a first judgment occasion and based on global prior judgement; and (3) changes in the evaluation process - this involve when there are undergoing choice process. Therefore, the study of Jeon and Beatty (2002) indicates that different countries and ads type would have a significant impact on Ab.

According to Baker (2001), consumer attitudes towards advertised brands would change depending upon three circumstances. First, a change in information environment; this depends upon the accessibility of positive brand information and time length of advertising exposure. Second, a change in consumer motivation opportunity or ability. This change might occur by consumers making decisions about a brand. Third, a change in the evaluation process. This change is involved when consumers are undergoing choice processes. As a result, a study of Jung and Beatty (2002) indicates that different countries and advertising types involved have a significant impact upon the advertised brand.

Advertisement plays an important role in building positive Ab because consumer would first get-in-touch with the advertisement, and then
build up emotional feeling of favourable or unfavourable manner towards the advertised brand which leads to further purchase. With interactive ads, the motion graphics, sound, and animation would engage readers and create favourable Ab.

Netemeyer et al. (2004) also approved the dominant impact of brand equity on customer response toward the branding campaign [19].

With the proliferation of brands in the market, consumers make their purchase decisions largely depending on the brand image rather than the product itself. Moreover, when the brand image is consistent with the consumers’ self-concept, the consumers would give a preference to it [9]. According to the self-concept theory, one’s self concept is a collection of perception about him that includes elements such as capabilities, characteristics, shortcomings, appearance and personality [20]. For marketers, examining the consistency between the brand image and consumers’ self-concept is very important, because consumers might display various self-concepts in different social context. But whatever the context is, consumers would think better of the brand as long as the brand image is in line with the their self-concept [21]

While numerous Internet advertising scholars have concentrated on studying the antecedents of consumers’ attitudes toward the website, some researchers have drawn academic attention to the consequences of attitudes
toward the website (e.g., Lee, Hong, & Lee, 2004). Lee and colleagues (2004) examined the relationship between consumers’ attitudes toward the website and their confidence in brand choice, and the moderating role of their product knowledge in the relationship between attitude toward the site and confidence in brand choice. The researchers found that participants holding more favorable attitudes toward the site of the specific brand were more likely to choose the specific brand than other brands.

2.3 Purchase Intention:

Fodness & Murray, 1977 found that people are not ready to try travel-related products. They can use only once they search and satisfy from various in formations which they got positive, then they only proceed.

Online shops also makes people to decide to buy a product i.e., it also affects one’s purchase intention. Yang (1996) argues that consumer’s high interest in virtual stores is the base for their purchase intention too.

Moreover Yang (1996) also argues that consumer’s intention towards purchase is more likely depends on their wellbeing to purchase online. He also states that Online shopping makes a person to feel that they are more comfortable, time consuming and also those they can purchase depends on their convenience. These benefits play a vital role in affecting consumer’s purchase intention. He also refer that environmental factors such as society, family, circumstances and also the availability of alternative products, their
lifestyle, attitude also plays an important role in affecting consumer’s purchase intention.

The social media influence on a consumer’s purchase behavior can be in any type of products or services. Consumer’s decision making can be affected by various factors such as product’s brand, price of product, advertisement of a product and quality of a product.

Olney et al., as cited in Yang, 1996; PWC, 2012, purchase intention is also created moreover by the way which the ad is presented and also depends upon the type of website which it is being used.

Watson (2000) pointed out that for all advertisements including online ads customer’s first impression towards it makes them grabbing towards attention and interest to view them further. It will create both positive and negative relationship with the particular advertisers. Web pages which contain eye-catching graphics and variety of information’s regarding product/ services will develop a positive consumer attention, their attitude and also finally their purchase intention.

Venkatesh, Speir, and Morris (2002) showed the theory a person’s decision-making is affected by social influence. Mostly social media users are in various communities. Thus the social media users are widely influence by the group member’s of a particular community in which they belongs to.
He also reveals that social media act as a key or playing a vital role in a person’s decision making process.

(Bagozzi & Dholakia 2002; Ridings & Gefen 2004), reveals that to attract or to pull new customers, the next generation of virtual business will mainly based on communities.

Wolin, Korgaonkar and Lund (2002) web advertising is a medium to consumer behavior. They conclude that positive attitude of consumers towards the advertisement results in positive effects nothing but their purchase intention. So positive web advertisement makes positive attitude towards consumer’s results in positive purchase intention.

They also mention that consumers whose attitude toward ad are more favorable they are likely to keep a brand in mind and recall it easily, and it also affect their interest towards it and make them to seek more information. A more informative, entertaining as well as an acceptable advertisement results in higher purchase intention.

Li, Daughtery and Biocca (2002), Scholsser (2003) states that virtual interactivity on web advertisements which is mainly designed for consumers to interact with online stores has a positive impact on purchase intention.
(Ridings & Gefen 2004) conclude that to improve the performance of online business, online communities play a vital role and also as an opportunity to maintain a good and better relationship management system.

Grigorovici and Constantin (2004) reveal that a consumer’s purchase intention will be differ for a person to person, product type which has been advertised and also the attachment of a person towards the product.

(Haugtvedi, Machleit & Yalch, 2005) states that purchase intention is nothing as an aim to make a consumer either to purchase or to not to purchase a product. It is considered as one of important criteria to measure a consumer’s reaction and also to measure the advertising effectiveness.

Haugtvedi and Yalch, 2005, Purchase intention is referred to the intention of a consumer to decide whether to purchase a product or not to purchase a product and is considered as one of the major criteria which is mainly helpful to find out the advertising effectiveness and to predict the response of consumer.

From the survey conducted by e.marketer, 2007, it shows that nearly 58% of U.S. online travel used rating method for their travel information: 49% travels used social network sites to view friends and photos: 12% of consumers read blogs and 5% of them watched videos.
(Mangold & Faulds, 2009), social media plays a key role on not only consumers’ involvement on purchasing a product, getting information about a product. It will also states the post purchase behavior of consumers even their satisfaction points or dissatisfaction responses.

Lu, et al. (2010). These online communities develop a belief and trust among customers. This is also considering as a good platform for the consumers to share with other online consumers. This will also influence highly the user’s involvement to buy or purchase an online product (Gefen 2002).

Wang (2011) find out that consumers based on Y generation are more interested and act together with an ad and thus will results in a higher level of purchase intention. This will be discovered through the study that tested by using Adobe Content Viewer (static ads) and iPad (interactive ads)

Heinonen, 2011 reveals that a consumer sees that internet gives them more information; act as a entertainment medium and also a social aspect. These are also considered as motives for consumer’s internet usage. These motives further narrow down to two groups under which sharing of knowledge, advocacy, social attachment, self expression medium. (Krishnamurthy & Dou, 2008).

People can easily find out that how consumer’s actively participate in social media depends upon their involvement in social media. In recent days
consumers used internet as a medium to pull off their motivations. Their motivations is nothing but decision making for a purchase of product or services thus they attain it by asking suggestions or ideas from their close relatives, friends, business or from the product/service reviews.

Reviews are nowadays consider as a secondary preference on decision making even it is playing a huge role on purchase even for both expensive as well as inexpensive products. Most probably people checking reviews for products such as for booking hotels, purchasing cosmetic items by comparing different type of brand reviews, booking cars, for purchasing electronic items etc. These reviews are playing a main role on making people to decide whether it is worth/ reasonable to buy or not.

(Chen et al. 2011a), Content creation has emerged as a new trend in social media nowadays, where it is a platform for user’s so can easily share about their experiences, satisfaction related, informations related a product/brand with their social media contacts.

Taining 2012 explains about the relationship between social media and consumer decision making. He reveals that social media will affect attitude towards advertising, attitude towards brand and consumer purchasing intention and it also act as a mediator in consumers decision making process.
Social media will affect both brand attitude as well as customers buying behavior. Product’s brand image either it may be good or bad will finalize the consumers decision making process. Information regarding products and services which are shared by social media friends and contacts will directly influence consumer’s decision making process. (Yang, 2012).

Themba and Mulala (2012) look into an investigation with university students of Botswana. He wants to find out that which type of students involve in electronic word of mouth about a brand rather than a product via social media sites and its effect on their decision making towards purchase. He finally submitted that word of mouth is not that much influence a person’s decision making process but opinion seeking is highly and positively influence purchase decisions.

Sharma and Rehman (2012) studied that customers in social media used word of mouth even positive or negative about a product or brand. This good or bad information about a product/ services/ a brand which are in a social media platform will definitely influence a person\’s purchase behavior.

Pietro and Eleonora Pantano (2012) examine how extreme social networking sites influence a person’s purchasing decision. He finally conclude that pleasure plays a key determinant on supporting decision making for a product/ service purchase via social networks.
He also suggests that the following reasons act as a supporting tool in a consumer’s decision making process against a product/service.

- Perceived ease of use of provided tools
- Consumer’s convenience and helpfulness of getting information’s from suggestions and recommendations from their friends regarding a product/brand.
- Consumer’s pleasure on using social networking sites regarding collecting informations about a product

Naylor, Lamberton, and West (2012) results that making a decision of hiding or disclose the demographic characteristics of a online brand’s supporters influences a consumer’s brand valuations and purchase intentions.

Naylor, Lamberton, and West (2012) find that the decision to hide or reveal the demographic characteristics of a brand's online supporters influences consumers' brand valuations and purchase intentions.

Mardjo(2013) and Mardjo(2013) observe and find out a list of factors which influence a consumer online purchase decision through online social networking sites particularly Facebook.

The various factors which is listed by Mardio (2013) are relative advantage, trust, perceived risk, compatibility. The factors either directly or
indirectly encourage or discourage a person to purchase a product via facebook.

Forbes & Vespoli, 2013 comes to a conclusion based on a study conducted by Western Kentucky University in 2003 that consumers purchase either costly or cheap products based on the references and recommendations from their friends and contacts from social media sites. Marketers too could believe that social media influence customer to purchase a product. From the recommendations and suggestions given by social media friends it concludes that 59% of respondents replied that they purchase a product based on face book friend’s recommendation and 37% of users replied that they purchase based on references given by a twitter contact. This result clearly shows that social media definitely influence people’s purchase intention.

Marketers’ plan their strategies depends upon information shared by the Face book users about their products.

Many marketers believe that social media platform is an easy and cheapest way to communicate or advertise their product to the end customer.

Many studies in social media marketing found that many consumers who are regular travelers using social media as an important guideline for their trip. Before decide to travel the traveler collecting various
information’s regarding trip such as availability of good hotels, transportation, food or restaurants from hotel reviews on social media.

Even nowadays many travel agencies and organizations using various sites as well as social media platform as a good platform to advertise or to communicate about their status to increase their business and reputation. They post information’s about travel information; even they upload various site photos, trip advices etc. These informations will definitely helpful to decide about their present and future trip.

Social media is a easiest way for customer to deal directly with the marketer regarding product or purchase. It is giving a globalized level of segmentation cross-culturally (Vinerean, Cetina & Tichindelean, 2013). Social media responses can automatically build the brand image of a product as well as company. Each and every single information in social media pages will directly influence consumers purchase intention as well as buying behavior.

Funde Yogesh and Mehta Yesha (2014) find out from their studies that social media users are ready and happily purchase only after they read a positive reviews from the official sites. So, creating a positive word of mouth on social media sites will definitely increase person’s positive purchase decision.
Funde Yogesh and Mehta Yesha (2014) concluded that the tendency to share positive or negative reviews is moderate among the users. They also suggest that marketers should be aware of not posting their opinion freely. It will also definitely influence a person’s negative decision making because of wrong opinions from the sites makes them to switch over easily to another product/brand.

2.4 Brand image:

Martineau, P. (1957), with the proliferation of brands in the market, consumers makes their purchase decisions largely depending on the brand image rather than the product itself. Moreover, when the brand image is consistent with the consumers’ self-concept, the consumers would give a preference to it.

Reynolds (1965) noted that "an image is the mental construct developed by the consumer on the basis of a few selected impressions among the flood of the total impressions; it comes into being through a creative process in which the selected impressions are elaborated, embellished, and ordered" (p. 69).

Dolich (1969) considers brand image as an important factor because it reflects the consumer decision process, and also has a great effect upon the consumer’s next behavior, either to buy the brand or not (Fishbein, 1967).
Rosenberg, M. (1979), According to the self-concept theory, one’s self concept is a collection of perception about him that includes elements such as capabilities, characteristics, shortcomings, appearance and personality.

An established brand image position is important in order to protect against competitors, and enhance long-term market performance (Shocker and Srinivasan, 1979).

Frazer (1983) and Pohlman and Mudd (1973) debated that brand image is related strongly to Incorporeal features such as social meanings and symbolic value than physical features of products.

Frazer (1983) and Pohlman and Mudd (1973) argued that brand image is more strongly related to intangible aspects, such as social meanings and symbolic value than physical features of products.

Bullmore (1984) and Gardner and Levy (1955) referred to brand image as beliefs, perceptions, feelings, and attitudes towards a brand.

Brand image has been conceptualized and operationalized in several ways (Reynolds & Gutman, 1984; Faircloth et al., 2001).

Specifically, Dichter (1985) and Newman (1957) defined brand image as the total set of impressions shaped by consumer interactions (e.g., observation and consumption) with a brand.
Bullmore (1984) and Gardner and Levy (1955) bring up brand image as trust, insights, feelings and attitude towards a particular brand.

Dichter (1985) and Newman (1957) state that brand image is nothing but a group of impressions grouped from consumer communications with a brand.

According to Park et al. (1986), the construction and maintenance of the brand image is prerequisite to the brand management.

A company or its product/services which constantly holds a favorable image by the public would definitely gain a better position in the market, sustainable competitive advantage, and increase market share or performance (Park, Jaworski, & MacInnis, 1986).

Park, Jaworski and MacInnis (1986) proposed a normative framework called “Brand Concept Management” (BCM). It was formally defined as the planning, implementation and control of a brand concept throughout the life of the brand and that the identification and management of a brand concept represent the means for developing, maintaining and controlling the brand image.

Dobni, D. and Zinkhan, G.M. (1990) states that theoretically, all products and services could be demonstrated by functional, symbolic or experimental elements, through which brand image is established. Up to
now, scholars haven’t come to an agreement on the definition of brand image. Throughout prior literature, researchers define brand image mainly from four perspectives: blanket definitions, meanings and messages, personification, cognitive or psychological elements.

A similar definition to Keller's was proposed by Aaker (1991), whereby brand image is referred to as "a set of associations, usually organized in some meaningful way" (p. 109). Biel (1992) however defined brand image as "a cluster of attributes and associations that Consumers connect to the brand name" (p. 8).

Overall, image can generate value in terms of helping customer to process information, differentiating the brand, generating reasons to buy, give positive feelings, and providing a basis for extensions (Aaker, 1991).

Brand image has been studied extensively since the 20th century due to its importance in building brand equity. In the increasingly competitive world marketplace, companies need to have a deeper insight into consumer behavior and educate consumers about the brand in order to develop effective marketing strategies. In the following paragraph, we will discuss the relationship between consumers’ cognition of brand image and consumer behavior.
Marketing studies argue that brand image is an important factor affecting brand equity (Biel, 1992, 1993; Villareji-Ramos and Sanchez-Franco, 2005).

Besides, (Biel, 1992) has argued that brand association could also arise from corporate image, product image and user image. Most of the corporate association theory has been developed from corporate image (Power et al., 2008).

Smith, D.C. and Whan Park, C. (1992), In this regard, the brand knowledge should be built and understood before the consumers could respond positively to the branding campaign. If consumers have knowledge of a brand, the company could spend less on brand extension while achieve higher sales.

(Keller, 1993) has argued that if a brand’s image is related to association (e.g. attribute and attitude), the brand’s association gains, favorable strength and uniqueness in the mind of the consumer. A positive brand image is created by marketing programs that link powerful and unique associations to a consumer’s memory of the brand (Keller, 1998). That is, brand image can create associations that elicit positive feelings and attitudes towards the brand (Porter and Claycomb, 1997).

Keller came up with the concept “customer-based brand equity (CBBE)” in 1993, which refers to the various reactions to the branding
campaign from consumers who have knowledge of the brand in varying degrees. In other words, brand image and brand awareness are the basis and sources of brand equity.

According to Keller (1993), positive brand image could be established by connecting the unique and strong brand association with consumers’ memories about the brand through marketing campaigns.

Following Keller (1993), Lassar et al. (1995) held the opinion that brand equity came from the customers’ confidence in a brand. The greater the confidence they place in the brand, the more likely they are willing to pay a high price for it.

On the other hand, Keller (1993) considered brand image as "a set of perceptions about a brand as reflected by brand associations in consumer's memory" (p. 3).

(Keller, 1993) explained that “what consumer think about a brand and what actually fixed about a brand in consumer’s memory is termed as brand image”

Zooming into Keller's (1993) conceptualization of brand image, it is considered a perception about a brand as reflected by the brand associations held in consumers' memory. He suggested that "brand associations" comprise of brand attributes, brand benefits, and overall brand attitudes.
To Keller (1993), attributes are "descriptive features that characterized a product or service – what a consumer thought the product or service is or has and what is involved with its purchase or consumption". Attributes can be classified into product-related attributes and non-product-related attributes (i.e. price, packaging or product appearance information, user and usage imagery). Product-related attributes refer to the ingredients necessary for performing the product or service function sought by consumers while non product-related attributes refer to the external aspects of the product or services that relate to its purchase or consumption. As for benefits, these are considered "the personal value consumers attach to the product or service attributes – that is, what consumers think the product or service can do for them" (p. 4).

Keller (1993) described that this image benefits can be classified into functional, experiential and symbolic benefits, which was originally derived from the work of Park et al. (1986). Here, the functional benefits are related to the intrinsic advantages of product or services consumption and usually correspond to the product related attributes. For example, experiential benefits refer to "what it felt like to use the product or services and usually correspond to the product related attributes", while symbolic benefits were associated with the underlying needs for social approval or personal expression and outer-directed self-esteem and basically corresponded to non-product related attributes.
For brand attitude, Keller (1993) referred to Wilkie's (1986) definition of brand attitudes which was "consumers' overall evaluations of a brand" (p. 4).

In today's competitive market, marketers try to establish images for their products by symbolizing their brand, in order to be unique from their competitors. Keller (1993) defined brand image as perceptions towards a brand which are stored in consumer's memory. Brand image consists of three components of image: 1) the image of the provider of the product/service, or corporate image, 2) the image of the user, and 3) the image of the product/service itself.

Van Reil, 1995 and Blomback, 2005, Brand image termed as a specific brands in which consumer attaches to and their reasoned or emotional perception. It is the first consumer brand perception that was identified in marketing literature. Brand image involves not only functional but also symbolic brand beliefs. Brand image, is overall percentage of consumer insights about the brand, or how they realize it. Brand image may not coincide with the brand identity.

Creating and maintaining image of the brand is an important part of a firm's marketing program (Roth, 1995) and branding strategy (Keller, 1993; Aaker, 1991). Therefore, it is very important to understand the development of image formation and its consequences such as satisfaction and loyalty.
Aaker, 1996 refer brand associations refer to any brand aspect within the memory of consumer.

A slightly different conceptualization suggests that brand image is an overall perception, as indicated by informational associations stored in consumer memory (Aaker, 1996; Keller, 1993; Schultz and Barnes, 1999).

Informational brand associations, link to a brand symbol in memory, are what consumers think about when characterizing a brand’s image (Batra et al., 1996; Keller, 1993).

Mudambi et al., 1997 brand image playing a vital role in business to business market. It is very difficult to classify and differentiate between products and services based on their physical feature.

Graeff, T.R. (1997), for marketers, examining the consistency between the brand image and consumers’ self-concept is very important, because consumers might display various self-concepts indifferent social context. But whatever the context is, consumers would think better of the brand as long as the brand image is in line with the their self-concept.

(Keller, 1998) Brand image comes under brand attitude. Brand attitude always associated with brand image, brand equity etc. Brand associated with brand image, brand perception, brand knowledge and brand awareness.
Kotler 2001 state that brand image is studied in two perspectives one is from company’s view and the other one is from consumer’s side. Company’s perspective is mainly aimed to develop its marketing. Its main goal is to improve and develop marketing of a product, with the help of various strategies such as penetrating, product positioning and maintaining product in market and also to retain positive brand image.

Consumer side of perspective is mainly depends on their attitude towards particular brand, its image and also brand equity.

Importance of a brand in market is not an easy one. It is highly influenced by both company’s strategy as well as consumer’s positive thought towards brand. That is company’s capacity to find out how and what actually consumers think about the brand and their intelligence of maintain the brand in market by means of positioning strategy and to reveal brand’s equity to a consumer.

Kotler (2001) defined image as "the set of beliefs, ideas, and impression that a person holds regarding an object" (p. 273).

It has been measured based on attributes (i.e. Koo, 2003; Kandampully & Suhartanto, 2000); brand benefits/values (i.e. Hsieh et al., 2004; Roth, 1995; Bhat & Reddy, 1998); or using Malhotra's (1981) brand image scale (i.e. Faircloth et al., 2001). Measuring image based on the above definition would help marketers to identify the strengths and weaknesses of
their brand as well as consumers’ perceptions toward their products or services.

Similarly, Keller (2001, 2008) defined brand image as a consumer’s perceptions and feelings associated with a brand, its offerings, and imagery attributes, such as user profiles, purchase/usage situations, brand personality, values, history, heritage, and experiences.

(Faircloth et al., 2001) also found that the more positive the brand image, the more consumers are willing to pay and thus the greater the brand equity. A brand image can be an association set and is usually organized in some meaningful way (Aaker, 1991).

Keller (2001, 2008) explained that a feeling or consumer’s awareness towards a brand is defined as brand image. The feeling and attributes not only towards the particular brand, its contributions, user’s profiles, purchase situations, brand personality, values, history, tradition and experiences.

Johansson (2003) emphasized that brand image benefits status and recognition of its customers, and also proves a product’s function. Brand image is a subjective perception of functional and nonfunctional information regarding the product or service (Patterson, 1999; Sutherland et al., 2004).

Specifically, this confidence stems from five important considerations: first, the brand performs its functions as designed; second,
the social image is associated with purchasing or owning the brand; third, consumers’ recognition and sentimental attachment with brand; fourth, the balance between the brand’s value and its functionalities; fifth, consumers trust in the brand. Netemeyer et al. (2004) also approved the dominant impact of brand equity on customer response toward the branding campaign.

According to Hsieh, Pan, and Setiono (2004), "a successful brand image enables consumers to identify the needs that the brand satisfies and to differentiate the brand from its competitors, and consequently increases the likelihood that consumers will purchase the brand" (p. 252).

Faircloth, 2005 conclude that brand image is an image about a brand in a consumer mind and its distinctiveness in comparison with the other brands.

Roy and Banerjee, 2007 reveals that brand image is nothing but it relates to consumers aspect towards a particular brand in his memory.

Martenson, 2007 single most important role or outcome of a brand is its end consumers. Because end consumers who are obscuring in the over powering plenty of brands and brand communication. An encouraging brand image may have consumer’s positive influence towards the brand in terms growing loyalty, imposing a premium price and generating positive word-of-mouth.
Iversen and Hem, 2008 refers that brand image is a component of a consumer’s knowledge and trust about the brand’s diverse products and its non-product feature. Brand image represents the personal representation that consumers accommodate with a brand. That brand itself contains all descriptive and evaluate information related to brand.

Hsieh and Li, 2008 if consumer is having a favorable and pleasant brand image, then automatically image of a brand is having stronger influence over the brand when compare with other brand messages.

Burmann et al., 2008 refers that brand image messages is having a stronger influence over other brand only when consumer is having positive influence towards a particular brand. So, brand image is a main and vital factor for a buyer’s decision towards purchasing a brand.

In addition, several empirical findings have confirmed that a favorable image (i.e. brand, store/retail) will lead to loyalty (e.g. Koo, 2003; Kandampully & Suhartanto, 2000; Nguyen & LeBlanc, 1998), brand equity (Faircloth, Capella, & Alford, 2001; Biel, 1992; Aaker, 1991; Keller, 1993), purchase behavior (Hsiehet al., 2004) and brand performance (Roth, 1995).

Salinas and Pina (2009) finds that extensions that seem successful in terms of consumer acceptance can produce brand image dilution. A brand image is established in the consumer’s mind via many kind sources of information regarding the brand or product. In particular, various forms of
communication could either be dependent or not, depending upon the marketing involved, such as: word of mouth, advertising, packaging, and even via the comments or reviews of people who have used a particular brand before.

2.5 Credibility:

According to MacKenzie and Lutz (1989), advertiser credibility is defined “the perceived truthfulness or honesty of the sponsor of the ad” (p. 51). In their structural model of attitude toward the ad (Aad) formation, advertiser credibility leads to advertising credibility, which, in turn, affects attitude toward the ad.


The term "ad source" is used to refer to traits of the communicator (whether an individual or a company), and includes expertise, trustworthiness, attractiveness, and power. Mackenzie and Lutz (1989) found that credibility strongly influences attitude toward the advertiser, which in turn is an important predictor of attitude toward the ad.

Based on the model tested by Ducoffe (1996), Brackett and Carr (2001) extended Ducoffe’s original model by adding two additional
variables (i.e., credibility and relevant demographic variables). The researchers found that informativeness, entertainment, and credibility had a direct, positive effect on both advertising value and attitudes toward Internet advertising.

Furthermore, it would be of theoretical importance to consider the influence of corporate credibility on “the overall consumer reaction to advertising” (Goldsmith, et al., 2000a, p. 53).

Corporate credibility is defined as “consumer or other stackholder perceptions of a company’s trustworthiness and expertise” (Goldsmith, Lafferty, & Newell, 2000b, p. 304). Several researchers have provided empirical evidence on the positive effect of corporate credibility (as the special case of source credibility) on attitudes toward the ad, attitudes toward the brand, and purchase intentions (Goldsmith, et al., 2000a, 2000b; Lafferty & Goldsmith, 1999, 2004).

Advertiser credibility can be virtually interchangeable with the construct of corporate credibility as “a type of source credibility focused on a specific corporation as the maker of a product and/or the source of advertising and of other marketing communications” (Newell & Goldsmith, 2001, p. 235), because most of modern advertisements are paid for by companies unless they are classified ads used by individuals.
Specifically, several characteristics of the Internet as an information source affecting credibility have been identified (Flanagin & Metzger, 2000; Metzger, Flanagin, & Zwarun, 2003). They include lack of any structural or centrally controlled information filters, which existed in the traditional media, the ease of online content alteration using digital publishing technologies, and the hard distinction between advertising and informational content in the websites.

Recently, the investigation of perceived (source) credibility on the Internet has increased with the explosive use of the Internet as the new information source in our society (e.g., Eastin, 2001; Flanagin & Metzger, 2000; Greer, 2003) because questions concerning source credibility of the information available on the Internet have been continuously raised.

Corporate credibility is defined as "the extent to which consumers believe that a firm can design and deliver products and services that satisfy customer needs and wants" and has been found to have direct positive effects on attitude toward the ad, the brand, and purchase intent (Choi and Rifon 2002).

Advertisement credibility reflects the extent to which customers believe that the products or services are really featured as said in the advertisement. Credibility towards the advertisement can affect the decision making process of potential buyer. Buyer decides to buy a product might be

Therefore, trust plays an important role in the proposed model of this research. The relationship between trust and perceived usefulness is also positive, and trust increases certain features of PU (Gefen et al. 2003). Previous research shows that trust will positively affect PU (Gefen et al. 2003).

Moreover, trust plays a key role in determining both a consumer’s behavioural intentions and actual behaviour (Gefen et al. 2003; Ming-Hsien et al. 2009; Shin 2010). Social media and the emergence of Web 2.0 can help customers to reduce their risk and increase social trust. Applications on Web 2.0 and social media, such as customer ratings and reviews, as well as participation in SNSs, would be a good solution to overcome this barrier.

In addition, based on a comprehensive review of the previous five-decades of empirical studies. Pornpitakpan (2004) concluded that sources with high credibility influence product and company attitudes more positively than low credibility sources and that corporate credibility as a
type of source credibility positively influences consumers’ attitudes toward
the ad and the brand.

Apparently, interactions among the connected users in SNSs increase
trust (Swamynathan et al. 2008) and trust is an important determinant in
considering a consumer’s intention to buy (Gefen 2002; Roca et al. 2009). In
fact, the more trust perceived by consumers, the more likely their intention
to buy (Han & Windsor 2011). Therefore, trust is likely to affect intention to
transact (Pavlou 2003).

Trust and perceived security in SNSs play an important role in
attitudes towards shopping (Jiyoung 2009).

Trust in the transaction and the network influences the online
purchaser (McCole et al. 2010), and enhances intention to buy (Lu et al.
2010; Shin 2010).

Research shows members of SNSs can assure each other through
their information exchange and experience, thus increasing trust and,
consequently, willingness to buy (Han & Windsor 2011).

2.6 Informativeness :

Informativeness refers to the degree to which a SNS advertisement
provides consumers with resourceful and helpful information [Aaker, D. A.,
& Norris, D, 1982].
Advertising plays an important and legitimate role in delivering information (Rotzoll, Haefner and Sandage, 1989).

Ducoffe confirmed that perceived informativeness is the indispensable predicators of advertisement value [Ducoffe, R.H, 1996].

Based on the model tested by Ducoffe (1996), Brackett and Carr (2001) extended Ducoffe’s original model by adding two additional variables (i.e., credibility and relevant demographic variables). The researchers found that informativeness, entertainment, and credibility had a direct, positive effect on both advertising value and attitudes toward Internet advertising.

Using an intercept survey conducted in public spaces in New York City, Ducoffe (1996) tested a hypothesized model in which advertising value perceived by consumers through three dimensions (informativeness, irritation, and entertainment) affects consumers’ attitudes toward Internet advertising.

Consumers will know that the data and information in social networking are reliable if the information they get is helpful and makes them satisfied. If consumers read advertising details and get enough detail to make a decision, then they will respond to the ad by clicking the advertisement. From the research of Ducoffe (1996) and Muehling and McCann (1993), this shows that when consumers see that the advertisement provides helpful
information, then it will be a positive attitude toward advertising and they tend to respond to the advertisement.

Studies such as Ramaprasad and Thurwanger (1998); Haghirian and Madlberger (2005); and Ducoffe (1996), lend support that there is a strong and positive relationship between informative and consumers’ attitude towards advertising.

Besides that, Schlosser, Shavitt and Kanfer (1999) affirm that consumers’ attitude towards Internet advertising is influenced by informative and the advertisement’s utility for building purchasing behavioural decisions.

Modifying the traditional construct such as attitude toward the ad, Chen and Wells (1999) suggested a new construct named attitude toward the site (Ast) in order to measure “general favorability toward the website” (p. 28). In relation to the new construct, the researchers identified three website content dimensions that affect attitudes toward the site: entertainment, informativeness, and organization. They found that the three content dimensions accounted for most of the variance in the evaluation of the websites. Based on their study results, Chen and Wells concluded that “a good website” that generates positive attitudes toward the website “is one that delivers relevant and well-organized information in an engaging manner” (p. 36). In their follow-up study (Chen et al., 2002) using a
nonstudent sample, Chen and colleagues confirmed that three website content scales accounted for attitudes toward the site. Fernandez (2000) further validated the importance of "informativeness" for evaluating the attitude towards advertising which more likely result in a purchase situation. Moreover, users need quick access to the information in the content they are accessing (Kaasinen, 2003).

In other words, the Internet can be also considered a pull medium “where potential customers are pulled by the information on Web storefronts and advertisements” (Shim, Qureshi, Siegel, & Siegel, 2000, p. 37).

Consumers searching for auto information online prior to purchase can be considered a possible target audience of automotive advertising on the Internet. Thus, the growing number of car information seekers on the Internet increases the need to study automotive advertising on the Internet, which is projected to grow gradually (Elkin, 2002, December 18).

Rubin (2002) states that one of the most vital functions of advertising is to provide information.

According to Edwards, Li, and Lee (2002), advertising intrusiveness is based on consumers’ perceptions about the gap between their goals and information or entertainment features of the ads and is defined by “the degree to which a person deems the presentation of information as contrary to his or her goals (either functional or hedonic)” (p. 85).
Timely and accurate information leads to informed consumer decision making and increases the likelihood of post-purchase satisfaction (Ducoffe, 1996; Blackwell, Miniard & Engel, 2006). This informational role is what justifies the very existence of advertising and, according to Wang, Sun, Lei and Toncar (2009), fulfilling this informational role constitutes the primary function of Web advertising. In this role, Web advertising offers several advantages over traditional media. The Web provides fast and convenient access to information on an increasing range of local and global products and services (Ducoffe, 1996). Web keyword advertising ensures that marketing messages are targeted at users when they are searching for information on particular products or services, thereby enhancing the relevance of the advertising information (Ducoffe, 1996; Wu, Lin & Lin, 2011). Furthermore, the flexibility of Web advertising enables fast and frequent updating of information contained therein (Ducoffe, 1996).

Little knowledge about Internet advertising related to online consumer information search has been accumulated in the Internet advertising research area, mainly because it is a fairly new field even within the developing Internet advertising research. Consumers’ search for information on the Internet will become the most popular activity associated with commerce on the Internet, because information searches are “an essential tool in navigating the virtual marketplace” (Choi, Stahl, & Whinston, 2003, p. 32).
Petrovici and Marinov reported that informativeness is an immense factor in which influences on Bulgarian customers and marketers [Petrovic, D., & Paliwoda, S, 2007].

Wang, Sun, Lei, and Toncar (2009) argue that the information-seeking factor acts as a positive predictor for the formation of consumers’ attitude towards online advertising.

Daugherty, Eastin, and Bright (2008) also find that a positive attitude toward user-generated online content generally increases a person's creation and consumption of such content. Similarly, consumers' attitudes toward social media should relate positively to their use of the information available on these sites, which in turn could enhance their tendency to join groups and engage in viral messages. When a consumer maintains a favorable attitude toward social media, he or she should be more willing to participate actively in Facebook groups to provide or pass on product-related information.

2.8 Entertainment:

Consumers like and prefer to see advertisements that have more entertainment and pleasurable elements, the more the pleasure the better it is (Alwitt and Prabhaker 1992; Pollay and Mittal, 1993).

Using an intercept survey conducted in public spaces in New York City, Ducoffe (1996) tested a hypothesized model in which advertising value
perceived by consumers through three dimensions (informativeness, irritation, and entertainment) affects consumers’ attitudes toward Internet advertising.

Based on the model tested by Ducoffe (1996), Brackett and Carr (2001) extended Ducoffe’s original model by adding two additional variables (i.e., credibility and relevant demographic variables). The researchers found that informativeness, entertainment, and credibility had a direct, positive effect on both advertising value and attitudes toward Internet advertising.

Raman and Leekenby (1998) further describe that hedonic can serve as an evaluation of entertainment value of an advertisement while the interest is viewed as an evaluation of curiosity.

Schlosser’s (1999) research stated that to support that entertainment is the most important factor towards consumer attitudes about advertising. Moreover, in Ducoffe’s (1996) research about uses and gratifications theory, entertainment can make the audiences respond to their feelings and reactions. Thus, entertainment does lead to positive attitudes affecting advertising.

Modifying the traditional construct such as attitude toward the ad, Chen and Wells (1999) suggested a new construct named attitude toward the site (Ast) in order to measure “general favorability toward the website” (p. 28). In relation to the new construct, the researchers identified three website
content dimensions that affect attitudes toward the site: entertainment, informativeness, and organization. They found that the three content dimensions accounted for most of the variance in the evaluation of the websites. Based on their study results, Chen and Wells concluded that “a good website” that generates positive attitudes toward the website “is one that delivers relevant and well-organized information in an engaging manner” (p. 36). In their follow-up study (Chen et al., 2002) using a nonstudent sample, Chen and colleagues confirmed that three website content scales accounted for attitudes toward the site.

The entertainment value of advertising involves the hedonic pleasure consumers experience when exposed to an advertisement (Korgaonkar, Silverblatt & O’Leary, 2001; Wang & Sun, 2010) and is a salient element in emotionally involving consumers with marketing messages thereby influencing the effectiveness of the advertisement (Wang & Sun, 2010). The multimedia, interactive capabilities of Web advertising serve to increase the potential enjoyment experienced, which, in turn, contributes to the formulation of a positive attitude (Korgaonkar et al., 2001; Carlson & O’Cass, 2011).

Liebowitz (2002) stated that lack of entertainment is a disadvantage to e-commerce. Some other research also said entertainment is the most important factor to attract online users.
Entertainment is also a crucial factor for internet marketing. It is essential that the message is concise and funny, and thus immediately captures consumers’ attention (Katterbach, 2002).

According to Edwards, Li, and Lee (2002), advertising intrusiveness is based on consumers’ perceptions about the gap between their goals and information or entertainment features of the ads and is defined by “the degree to which a person deems the presentation of information as contrary to his or her goals (either functional or hedonic)” (p. 85).

Conducting an online experiment, Raney and colleagues (2003) investigated the effects of interactive and/or entertaining content of four automotive sites on the evaluations of the sites including participants’ attitudes toward ads. These researchers found that participants were likely to express the most positive site evaluations when they navigated the website containing highly entertaining content (i.e., the BMW film ad) as compared to other sites as Internet advertising with different modes of presentation.

Entertainment services can increase customer loyalty and add value for the customer. As most people have a natural playfulness, providing games and prizes via internet yields high participation. Delivering games and prizes to the customer's through internet ads is successful way to attract and keep customers. Interactive games for example can also be played via Internet. These features can be used to involve customers more deeply and
make them more familiar with the advertised service or product (Lehmkuhl, 2003).

Entertainment signifies the ability to fulfill consumers’ needs for enjoyment or emotional release [McQuail, D, 2005]. Aziz and Ariffin found that the creativity of online advertisement increases the value of product or service which is being promoted by the online advertisement [Aziz, N. A., and A. A. Ariffin, 2010]. In addition, Ducoffe demonstrated that entertainment of advertisement is positively related to the value of Web advertisement [Ducoffe, 1995].

Abd Aziz, Mohd Yasin, and Syed A. Kadir (2008) state that advertisement can be enjoyable and entertaining in attracting and maintaining attention given to customers’ needs and wants.

2.9 Attention:

Kadir (2008) state that advertisement can be enjoyable and entertaining in attracting and maintaining attention given to customers’ needs and wants.

2.10 Relevant News:

Mehta (2000) explained that reactions towards advertising and the degree of persuasiveness of advertisements are directly related to how much consumers pay attention to the advertisement, such as entertainment or
enjoyment value and its informational value, as well as perceptions of reliability.

2.11 Likes:

(MacMillan, 2009), Facebook Connect also shows Facebook profile pictures of the Facebook users who have already visited the site and whom are your friends. Facebook Connect makes e-commerce more like traditional means of shopping. This social plug-in makes consumers feel like they’re still going to the mall with their friends, as they can comment, like, and share their thoughts on the product.

MacMillan (2009) Smaller businesses post photos of items for sale which require the potential buyer to post a ‘SOLD’ message in the comment line and then to ‘private mail’ the store to complete the purchase. This process enables buyers to review consumer feedback and see how many people are interested in the items. Customers are also able to post feedback and ‘like’ the item. To finalize the transaction the seller returns an email stating the exact price and where to deposit the money.

2.12 Share:

Social networking can be defined as allowing individuals to construct a public or semi-public profile within a bounded system, articulate a list of other users with whom they share a connection, and view and traverse their list of connections and those made by others within the system (Boyd and Ellison, 2007).

Twitter and Facebook became popular in a range of different countries all varying in degrees of information and communication tools incorporated such as mobile connectivity, blogging and photo/video sharing (Boyd and Ellison, 2007; Singh et al., 2012; Boyd, 2007).

Facebook users have acknowledged they trust the site and are more willing to share information than on other social networking sites such as MySpace (Dwyer et al., 2007).

The pitfalls of Facebook have been identified by Jain (2009), Dwyer et al. (2007) and Boyd (2008). These articles emphasise the lack of privacy on Facebook. Users are able to send ‘friend requests’ to people they have no prior association with and employers can ‘stalk’ potential employees before they are hired.

(MacMillan, 2009). Facebook Connect allows shoppers who are logged into Facebook to see an item they want to buy and by simply clicking a ‘share to Facebook’ button send a photo and product details to their profiles and newsfeeds for their friends to see. Friends can share their
opinion about the product or give recommendations. These comments and photos can pop up months later when friends are looking for similar information and consequently this Facebook feedback continues to influence friends in their purchasing environment.

Facebook Connect also shows Facebook profile pictures of the Facebook users who have already visited the site and whom are your friends. Facebook Connect makes e-commerce more like traditional means of shopping. This social plug-in makes consumers feel like they’re still going to the mall with their friends, as they can comment, like, and share their thoughts on the product.

Mitchell & Page, 2014b). Additionally, due to their convenient and easy-to-use tools for posting content, social media also simplify and facilitate news sharing—both for media organizations and individuals. For the average social media user, this can be done, for example, using the share buttons provided on news sites or by “reposting” or “re tweeting” links to news found on a Facebook fan page or a friend’s Twitter feed.

Lampinen (2015), the term “news sharing” is somewhat more precise because it only focuses on the act of distributing a specific kind of content instead of describing a general social media activity that can involve posting personal pictures, anecdotes, or simply talking about one’s feelings.