

Pertanyaan Variabel Sikap terhadap Iklan

Keterangan Skala:

- 1 : Sangat Tidak Setuju
- 2 : Tidak Setuju
- 3 : Netral
- 4 : Setuju
- 5 : Sangat Setuju

STS (Sangat Tidak Setuju)

SS (Sangat Setuju)

Sikap saya terhadap cuplikan C-drama postif *

STS 1 2 3 4 5 SS

☐ ☐ ☐ ☐ ☐

Secara keseluruhan, saya suka cuplikan C-drama di TikTok *

STS 1 2 3 4 5 SS

☐ ☐ ☐ ☐ ☐

Pertanyaan Variabel Niat Berlangganan

Keterangan Skala:

- 1 : Sangat Tidak Setuju
- 2 : Tidak Setuju
- 3 : Netral
- 4 : Setuju
- 5 : Sangat Setuju

STS (Sangat Tidak Setuju)

SS (Sangat Setuju)

Setelah melihat cuplikan di TikTok, saya bersedia membayar untuk berlangganan aplikasi streaming C-drama tersebut *

	1	2	3	4	5	
STS	☐	☐	☐	☐	☐	SS

Saya akan berlangganan aplikasi streaming C-drama saat saya ingin menonton C-drama *

	1	2	3	4	5	
STS	☐	☐	☐	☐	☐	SS

Lampiran 3 Hasil Pengisian Kuesioner

	INF1	INF4	ENT1	ENT3	IRR1	IRR2	IRR3	EAP3	EAP4	EAP5	CRE4	CRE5	ATT3	ATT5	PDN3	PDN4
1																
2	5	4	3	4	4	4	4	5	3	4	4	5	3	5	4	4
3	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
4	4	5	4	5	4	5	5	4	3	5	4	5	4	5	4	5
5	3	4	3	4	4	5	5	3	3	5	4	4	3	3	3	3
6	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
7	5	5	5	4	4	5	5	5	4	5	4	4	5	4	4	4
8	5	4	5	5	3	5	5	2	3	5	5	5	5	5	5	5
9	4	3	4	3	4	3	4	3	4	3	4	4	4	4	4	4
10	3	4	3	5	4	4	5	5	5	5	5	5	5	5	3	3
11	5	4	5	5	4	5	5	2	5	4	5	5	3	3	4	4
12	3	3	4	4	4	5	5	4	2	4	4	5	5	5	4	5
13	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	3
14	4	5	5	4	4	5	5	4	4	5	4	5	4	4	5	4
15	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
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25	5	4	4	5	4	5	5	5	5	5	5	4	4	5	5	5
26	3	4	4	5	5	5	5	5	5	3	3	3	2	2	2	4
27	4	4	4	4	5	4	4	4	4	4	4	5	4	5	4	5
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29	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
30	5	4	4	5	5	5	5	5	5	4	3	4	2	4	3	4
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36	5	5	5	5	5	5	5	5	5	5	5	5	4	4	4	5
37	4	3	4	4	3	4	4	3	3	4	4	5	5	4	3	3
38	4	2	2	2	4	5	4	4	4	5	5	4	2	1	2	5
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40	4	4	2	4	4	5	5	4	4	4	4	4	4	3	3	3
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59	3	4	5	5	5	5	5	5	4	4	4	4	4	3	5	4
60	5	5	3	4	4	4	4	4	3	4	4	5	4	4	3	4
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62	5	4	5	5	5	5	5	4	4	5	5	5	5	5	5	4
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106	4	4	5	5	5	5	5	4	5	4	5	5	5	5	5	4
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108	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4
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122	1	1	1	1	1	1	1	1	1	1	1	5	5	5	5	5
123	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5
124	5	4	3	4	5	5	5	3	3	5	5	5	2	3	3	3
125	4	3	4	4	2	4	4	4	2	5	4	4	2	3	2	3
126	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
127	3	4	4	4	4	3	3	3	4	3	3	5	3	3	5	3
128	3	5	3	5	4	5	5	5	5	5	5	4	5	5	5	3
129	4	4	5	5	4	4	5	5	5	5	5	5	5	4	5	4
130	4	4	4	4	3	4	4	4	3	4	4	4	3	4	3	3
131	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4
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134	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
135	3	3	4	3	3	3	4	4	3	4	4	4	3	3	3	3
136	3	3	1	1	3	5	5	4	1	5	4	4	2	2	3	3
137	3	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
138	3	3	3	3	3	5	5	5	5	5	4	4	4	4	4	3
139	3	3	3	4	4	5	5	3	3	5	4	3	3	3	3	3
140	5	5	5	5	5	5	5	5	5	5	4	5	3	3	4	4
141	5	5	5	5	5	5	5	5	5	5	5	5	4	5	4	5
142	4	5	4	5	4	5	4	5	4	4	4	5	4	5	5	4
143	5	4	4	5	4	4	4	4	4	5	5	5	5	5	5	5
144	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
145	5	4	5	4	5	5	5	4	5	5	5	4	1	4	5	2
146	4	5	4	4	5	5	5	4	5	4	4	4	5	5	4	5
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148	3	3	3	3	3	3	3	3	3	3	4	3	3	3	3	3
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161	3	3	3	4	4	4	4	4	3	4	3	3	3	3	4	3

Lampiran 4 Hasil Olah Data

(Pilot Test)

Outer Loadings

Matrix		Copy to Clipboard: Excel Format						
		Daya Tarik Emosional	Gangguan Iklan	Hiburan	Keinformatifan Iklan	Kredibilitas Iklan	Niat Berlangganan	Sikap Terhadap Iklan
ATT1								0.940
ATT2								0.936
ATT3								0.946
ATT4								0.926
ATT5								0.881
EAP1		0.918						
EAP2		0.932						
EAP3		0.902						
EAP4		0.896						
EAP5		0.911						
ENT1				0.926				
ENT2				0.932				
ENT3				0.915				
ENT4				0.920				
ENT5				0.936				
INF 1						0.915		
INF 2						0.962		
INF 3						0.957		
INF 4						0.889		
IRR1			0.951					
IRR2			0.946					
IRR3			0.925					
PIN1							0.941	
PIN2							0.915	
PIN3							0.907	
PIN4							0.917	
PIN5							0.924	
CRE4						0.922		
CRE5						0.924		
CRE2						0.931		
CRE3						0.935		
CRE1						0.941		

Construct Reliability and Validity

Matrix	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extract...	Copy
	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)	
Daya Tarik Emosional	0.949	0.950	0.961	0.831	
Gangguan Iklan	0.935	0.935	0.959	0.885	
Hiburan	0.958	0.958	0.968	0.857	
Keinformatifan Iklan	0.948	0.952	0.963	0.867	
Kredibilitas Iklan	0.961	0.961	0.970	0.866	
Niat Berlangganan	0.955	0.955	0.965	0.848	
Sikap Terhadap Iklan	0.958	0.959	0.968	0.858	

Discriminant Validity

Fornell-Larcker Criter...		Cross Loadings	Heterotrait-Monotrait ...		Heterotrait-Monotrait ...		Copy to Clipboard:	Excel Format	R Format
	Daya Tarik Emosional	Gangguan Iklan	Hiburan	Keinformatifan Iklan	Kredibilitas Iklan	Niat Berlangganan	Sikap Terhadap Iklan		
Daya Tarik Emosional	0.912								
Gangguan Iklan	0.970	0.941							
Hiburan	0.963	0.934	0.926						
Keinformatifan Iklan	0.959	0.943	0.970	0.931					
Kredibilitas Iklan	0.975	0.942	0.956	0.963	0.931				
Niat Berlangganan	0.956	0.933	0.944	0.944	0.949	0.921			
Sikap Terhadap Iklan	0.975	0.940	0.969	0.958	0.970	0.965	0.926		

Collinearity Statistics (VIF)

Outer VIF Values	Inner VIF
VIF	
ATT1	6.104
ATT2	5.549
ATT3	6.244
ATT4	5.167
ATT5	3.146
CRE1	5.782
CRE2	5.352
CRE3	5.475
CRE4	4.698
CRE5	4.535
EAP1	4.140
EAP2	5.471
EAP3	4.172
EAP4	3.967
EAP5	3.777
ENT1	5.148
ENT2	5.200
ENT3	4.740
ENT4	5.262
ENT5	5.913
INF 1	3.643
INF 2	8.416
INF 3	7.871
INF 4	3.060
IRR1	4.884
IRR2	4.594
IRR3	3.295
PIN1	7.466
PIN2	7.031
PIN3	4.843
PIN4	4.882
PIN5	5.412

(Full Test)

Outer Loadings

Matrix	Daya Tarik Emosional	Gangguan Iklan	Hiburan	Keinformatifan Iklan	Kredibilitas Iklan	Niat Berlangganan	Sikap Terhadap Iklan
ATT3							0.942
ATT5							0.945
CRE4					0.840		
CRE5					0.921		
EAP3	0.825						
EAP4	0.882						
EAP5	0.794						
ENT1			0.915				
ENT3			0.866				
INF1					0.919		
INF4					0.914		
IRR1		0.844					
IRR2		0.802					
IRR3		0.880					
PIN3						0.904	
PIN4						0.877	

Construct Reliability and Validity

Matrix	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extract...
	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Daya Tarik Emosional	0.784	0.809	0.873	0.697
Gangguan Iklan	0.805	0.851	0.880	0.710
Hiburan	0.742	0.766	0.885	0.793
Keinformatifan Iklan	0.809	0.809	0.913	0.840
Kredibilitas Iklan	0.720	0.775	0.874	0.777
Niat Berlangganan	0.740	0.746	0.884	0.793
Sikap Terhadap Iklan	0.877	0.878	0.942	0.891

Discriminant Validity

Fornell-Larcker Criter...	Cross Loadings	Heterotrait-Monotrait ...	Heterotrait-Monotrait ...	Copy to Clipboard:	Excel Format	R Format	
	Daya Tarik Emosional	Gangguan Iklan	Hiburan	Keinformatifan Iklan	Kredibilitas Iklan	Niat Berlangganan	Sikap Terhadap Iklan
Daya Tarik Emosional	0.835						
Gangguan Iklan	0.788	0.843					
Hiburan	0.680	0.697	0.891				
Keinformatifan Iklan	0.673	0.662	0.709	0.916			
Kredibilitas Iklan	0.651	0.593	0.547	0.540	0.882		
Niat Berlangganan	0.613	0.529	0.581	0.562	0.667	0.890	
Sikap Terhadap Iklan	0.511	0.326	0.403	0.399	0.620	0.698	0.944

Collinearity Statistics (VIF)

Outer VIF Values		Inner VII	
			VIF
ATT3			2.569
ATT5			2.569
CRE4			1.463
CRE5			1.463
EAP3			1.731
EAP4			1.776
EAP5			1.491
ENT1			1.534
ENT3			1.534
INF1			1.857
INF4			1.857
IRR1			1.448
IRR2			2.465
IRR3			2.963
PIN3			1.525
PIN4			1.525

R Square

Matrix	R Square	R Square Adjusted
	R Square	R Square Adjusted
Niat Berlangganan	0.638	0.624
Sikap Terhadap Iklan	0.448	0.430

Construct Crossvalidated Redundancy

Total	Case1	Case2	Case3	Case4
	SSO	SSE	Q ² (=1-SSE/SSO)	
Daya Tarik Emosional	480.000	480.000		
Gangguan Iklan	480.000	480.000		
Hiburan	320.000	320.000		
Keinformatifan Iklan	320.000	320.000		
Kredibilitas Iklan	320.000	320.000		
Niat Berlangganan	320.000	163.726		0.488
Sikap Terhadap Iklan	320.000	196.916		0.385

Path Coefficients

Mean, STDEV, T-Values, P-Values	Confidence Intervals	Confidence Intervals Bias Corrected	Samples	Copy to Clipboard	
	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O /STDEV)	P Values
Sikap Terhadap Iklan -> Niat Berlangganan	0.432	0.429	0.092	4.717	0.000
Kredibilitas Iklan -> Sikap Terhadap Iklan	0.525	0.520	0.106	4.967	0.000
Kredibilitas Iklan -> Niat Berlangganan	0.193	0.183	0.098	1.976	0.049
Keinformatifan Iklan -> Sikap Terhadap Iklan	0.049	0.060	0.094	0.526	0.599
Keinformatifan Iklan -> Niat Berlangganan	0.108	0.110	0.075	1.431	0.153
Hiburan -> Sikap Terhadap Iklan	0.088	0.072	0.112	0.787	0.432
Hiburan -> Niat Berlangganan	0.153	0.163	0.090	1.695	0.091
Gangguan Iklan -> Sikap Terhadap Iklan	-0.369	-0.343	0.120	3.070	0.002
Gangguan Iklan -> Niat Berlangganan	0.064	0.076	0.097	0.658	0.511
Daya Tarik Emosional -> Sikap Terhadap Iklan	0.367	0.362	0.115	3.190	0.002
Daya Tarik Emosional -> Niat Berlangganan	0.040	0.034	0.107	0.375	0.708

Specific Indirect Effects

Mean, STDEV, T-Values, P-Values	Confidence Intervals	Confidence Intervals Bias Corrected	Samples	Copy to Clipboard:	Excel Format
Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O /STDEV)	P Values	
Daya Tarik Emosional -> Sikap Terhadap Iklan -> Niat Berlangganan	0.159	0.157	0.065	2.455	0.014
Gangguan Iklan -> Sikap Terhadap Iklan -> Niat Berlangganan	-0.159	-0.149	0.068	2.348	0.019
Hiburan -> Sikap Terhadap Iklan -> Niat Berlangganan	0.038	0.030	0.051	0.754	0.451
Keinformatifan Iklan -> Sikap Terhadap Iklan -> Niat Berlangganan	0.021	0.026	0.042	0.504	0.615
Kredibilitas Iklan -> Sikap Terhadap Iklan -> Niat Berlangganan	0.227	0.225	0.072	3.160	0.002

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What affects users to click social media ads and purchase intention? The roles of advertising value, emotional appeal and credibility

Click social media ads and purchase intention

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Abstract

Purpose – This study is based on a web-based advertising value model, adding emotional appeal, advertising credibility, advertising clicks, product evaluation and incentive to examine the impact on consumers' product evaluation and purchase intention.

Design/methodology/approach – In total, 313 valid online questionnaires were collected from those who had browsed the social media advertisement.

Findings – The results show that advertising credibility and emotional appeal have a higher impact on advertising attitude than informativeness and irritation in the original web-based advertising value model.

Research limitations/implications – The findings strengthen the literature on the antecedents of advertising attitude in social media context, confirming advertising clicks as a predictor of product evaluation, and determining that advertising attitude, product evaluation and incentive play key roles as predictors of consumer purchase intention.

Practical implications – The findings are particularly relevant to advertising marketing managers. In the context of social media advertising, the advertising credibility of consumers is the key to increasing consumers' willingness to purchase. Advertisers must establish a good advertising reputation to consumers in the social media context.

Originality/value – This study combines the web-based advertising value model, advertising clicks, product evaluation and incentive to investigate the factors that influence customers' purchase decisions in the context of social media.

Keywords Advertising value model, Ad clicks, Product evaluation, Incentive, Purchase intention

Paper type Research paper

1. Introduction

The rapid development of Internet technology has led to an increase in the popularity of e-commerce. The growing use of e-commerce worldwide indicates that e-commerce and retail sales are predicted to reach \$7,385 trillion by 2025 (eMarketer, 2021). About 53% of the global population is on social media; 70% of people have bought goods as a result of online advertising (We Are Social and Hootsuite, 2021). This indicates that consumers have a higher level of trustworthy and acceptance of mobile advertising, which drives businesses to spend more on mobile advertising each year (Business Next, 2017). According to Research and Markets (2021), the mobile advertising market was valued at US\$180.610 billion in 2019 and is projected to grow to US\$724.460 billion in 2026. Moreover, taking US mobile advertising as an example, it was US\$117.35 billion in 2021 and is expected to reach US\$174.14 billion in



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2024 (eMarketer, 2020). About half of adult US Internet users said that when brands use their data in advertising, it helps them discover (50%) and find (49%) products and services that interest them, but 44% said this often feels invasive (eMarketer, 2021). In Taiwan, 73.4% of online consumers reported clicking on social media advertisements via their smartphones (Insightxplorer, 2021); however, according to an eMarketer survey (2017), as many as 47% of smartphone users worldwide notice and interact with mobile advertising. However, advertising click behavior and product evaluation are ignored in previous studies. Most enterprises have delivered targeted advertising in social media based on consumer preference of mobile devices to attract consumers' attention to their products. However, when are consumers willing to click on advertisements on social media? These interesting research issues attract much attention from both enterprises and researchers (Yu *et al.*, 2020).

Ducoffe (1996) developed an approach to investigate the effectiveness of website advertising attitudes, focusing on advertising value; that is, the advertising value model. This model has been extensively used, which can usefully explain the formation of attitude towards advertising. The advertising value model indicated that informativeness, entertainment and irritation are the three antecedents of the perception of consumers' advertising attitude. Informativeness and entertainment play important roles in forming consumers' advertising attitudes (Lee and Cho, 2019), and consumers will want to avoid being disturbed by interfering advertisements. Hence, if the number of advertisements is too frequent to make consumers think that they are disturbed, it may irritate users and hurt advertising attitudes (Hausman and Siekpe, 2009). Ahmadi *et al.* (2013) pointed out in the mobile advertisement that credibility emphasizes the trust of advertisers (Okazaki *et al.*, 2007). Consumers will judge the credibility of the mobile information before focusing on the information content and subsequent consumption decision-making behavior (Liu *et al.*, 2012). In addition, Aslam *et al.* (2016) believe that emotional appeal is an effective factor in advertising effectiveness, and good advertising appeal will deepen the consumer's impression of the product. Compared with prior studies which emphasize that advertising value affects the formation of advertising attitude (Zha *et al.*, 2015), this study extends the original web-type advertising value model to explore the formation of advertising attitude in the social media context as well as its facilitating role in consumers' advertising clicks and purchase intention behavior, which is largely overlooked.

Fishbein and Ajzen (1975) believe that attitude is the positive or negative feeling of individuals towards people or things, and the concept of advertising attitude refers to the consumer's preference for mobile advertising. Tsang *et al.* (2004) pointed out that advertising attitude not only affects consumers' willingness to receive information but also further affects their purchase intentions. Yu *et al.* (2020) and Zhang and Mao (2016) pointed out that advertising click is not only driven by consumers' reactions to specific advertisements but also influenced by their attitudes toward social media advertising. As for advertising, consumers can only obtain some cues such as informativeness, entertainment and advertising attitude (Zhang and Mao, 2016) before they click the advertisements; so we used these three constructs as measurement indicators to predict the ad clicks of consumers. After clicking advertisements, consumers will evaluate brands and products before deciding whether to promote purchase intention (Zhang and Mao, 2016). In addition, Varnali *et al.* (2012) pointed out that incentives are often used to attract consumers to accept or pay attention to advertisements. Customers are interested in tangible benefits and give more attention to an advertising message for financial advantage; when customers see free coupons or discounted prices in the message through their smartphone, they search for ways how to obtain these incentives (Kim and Han, 2014). Gao and Zang (2016) and Wang and Genç (2019) found in mobile advertising research that advertising with financial benefits (e.g. discounts) can better guide consumers to generate purchase intentions.

Based on the mentioned-above statement, this study draws on the advertising value model, emotional appeal, advertising credibility, advertising clicks, product evaluation and

incentive to explore consumer purchase intention. This study applied a structural equation model (SEM) to assess the empirical strength of the relationships in the proposed model. This work contributes to the literature on social media advertising theory in four ways: (1) we extend the original web-based advertising value model proposed by [Ducoffe \(1996\)](#) to add emotional appeal and advertising credibility to exploring the impacts on social media advertising attitude; (2) by identifying informativeness, entertainment and advertising attitude as antecedents of advertising clicks; (3) by taking advertising clicks as a predictor of product evaluation in social media advertising context and (4) by determining that advertising attitude, product evaluation and incentive play key roles as predictors of consumers' purchase intention. This study also contributes to developing guidelines for marketers to use when performing social media advertising. Marketers can use the research model proposed in this study to carry out marketing activities to get attention and understand consumers' online behavior because social media has a unique user-to-user ecosystem. As a result, as investigated in this study, marketers can implement an advertising model that encourages consumers to make purchases through ad clicks.

The rest of the paper is organized as follows: we present brief literature of the major study constructs and hypothesis development following the introduction. Thereafter, the study methodology and major findings are presented, the discussions, the managerial implications and limitations and scope for future research in the following subsections.

2. Theoretical background and hypotheses

2.1 Advertising value model

Previous studies have indicated that web-based advertising value model is concerned with three factors-informativeness, entertainment and irritation, which in turn influence advertising attitude ([Ducoffe, 1996](#)). Furthermore, informativeness and entertainment are evaluated from the positive aspect of web advertising, while irritation reflects consumers' negative reactions to improperly delivered web advertising. Informativeness means that advertisements provide consumers with real-time, convenient and, relevant information ([Lee et al., 2011](#)) and its main purpose is to provide consumers with good information about new products or services ([Kotler and Keller, 2006](#)), including accuracy, convenience and relevance. In other words, advertising needs to provide consumers with the most correct and relevant information in the shortest possible time. Entertainment aims to make consumers feel interested and pleasant in advertisements ([Ducoffe, 1996](#)), good mobile advertising needs to be entertaining ([Liu et al., 2012](#)). Irritation refers to the fact that advertisements make people feel harassed, offended or manipulated excessively, such as the excessive number of messages ([Liu et al., 2012](#)). [Kim and Han \(2014\)](#) found that when advertisements intrude on consumers, they produce negative attitudes towards mobile advertising ([Zha et al., 2015](#)). In addition, advertising attitude refers to the degree of likes and dislikes expressed by consumers towards advertising content. [Zabadi et al. \(2012\)](#) argued that mobile advertising attitude refers to the degree to which mobile advertising is liked and accepted by people. When studying mobile advertising, [Drossos et al. \(2013\)](#) pointed out that when consumers have a positive attitude towards advertising, they think that mobile advertising is helpful to them, thus affecting their subsequent purchase intention.

2.1.1 Informativeness, entertainment and advertising attitude. [Lee and Hong \(2016\)](#), [Chang et al. \(2020\)](#) and [Ozcelik and Varnali \(2019\)](#) found that informativeness has a positive impact on consumer's attitude toward mobile advertising. [Gao and Zang \(2016\)](#) pointed out that interesting and informative advertisements can increase consumers' favorable impression of advertisements. Entertainment is considered to be an emotional factor contributing to the formation of consumers' attitudes towards advertising ([Martí Pareo et al., 2013](#)). In the mobile advertising study, [Cho et al. \(2016\)](#), [Wang and Genç \(2019\)](#) and [Ozcelik and Varnali \(2019\)](#)

found that there is a positive relationship between entertainment and consumers' attitudes. Therefore, this study proposes the following hypothesis:

H1. Perceived informativeness positively affects advertising attitude.

H2. Perceived entertainment positively affects advertising attitude.

2.1.2 Relationship between irritation and advertising attitude. Irritation of advertisements has a negative impact on the attitude of advertisements, thus reducing the effect of advertisements (Ducoffe, 1996). Ozcelik and Varnali (2019) pointed out that if advertisements appear at inappropriate times, they will generate a negative attitude toward advertisements. Wang and Genç (2019) suggested that mobile advertising irritation hurts advertising attitudes. Therefore, this study proposes the following hypotheses:

H3. Perceived irritation negatively affects advertising attitude.

2.2 Relationship between emotional appeal, advertising credibility and advertising attitude

Emotional appeal refers to clearly expressing certain interests or reasons, attracting consumers' attention to advertising products or services and trying to persuade consumers to pay attention to or purchase such products or services (Kotler, 2000). The emotional appeal aims at arousing consumers' emotions, and mainly uses persuasive methods to persuade consumers to agree with their advertisements. Advertising credibility refers to consumers' perception of the believability and truthfulness of advertising content (MacKenzie and Lutz, 1989). Aslam *et al.* (2016) and Lee and Hong (2016) suggested that effective emotional appeal has a positive impact on consumers' advertising attitudes. Drossos *et al.* (2013) pointed out that advertising appeal has an impact on consumers' positive attitudes. In addition, Choi *et al.* (2008) indicated that credibility is an important factor in forming a positive attitude toward advertising. Gao and Zang (2016), and Wang and Genç (2019) found from the research on mobile advertising that credible advertising makes consumers feel safe and will improve the positive impact on advertising attitude. Therefore, this study proposes the following hypothesis:

H4. Perceived emotional appeal positively affects advertising attitude.

H5. Perceived credibility positively affects advertising attitude.

2.3 Relationship between informativeness, entertainment and advertising click

Ad click refers to the user's behavior of clicking on the advertisement after seeing the advertisement, which can be used as a measure of the individual's behavioral response after seeing the advertisement (Zhang and Mao, 2016). If advertisers provide more complete information about advertisements, consumers may click on advertisements just to meet their own needs. Cochrane and Quester (2005) proposed that if advertisements can make customers feel involved and enjoy entertainment, there will be a higher click rate. If consumers feel the informativeness and entertainment in the advertisement and accept it, they also improve the click on the advertisement (Zhang and Mao, 2016). Therefore, this study proposes the following hypothesis:

H6. Perceived informativeness positively affects advertising clicks.

H7. Perceived entertainment positively affects advertising clicks.

2.4 Relationship between advertising attitude and advertising clicks

Zhang and Mao (2016) pointed out that consumers' preference for social media advertisements will be transferred to their attitudes and behaviors towards specific forms

of advertisements. The research of Chatterjee *et al.* (2003) found that consumers have a positive advertising attitude and then click more on mobile advertising. According to Mao and Zhang (2017) and Hamouda (2018) research, advertising attitudes positively affect advertising clicks. Therefore, this study proposes the following hypotheses:

H8. Advertising attitude positively affects advertising clicks.

2.5 Relationship between ad click and product evaluation

Zhang and Mao (2016) argued that the studies on mobile advertising that rich content and interesting advertisements meet the needs of consumers generate positive advertising attitudes, help to attract the number of clicks of consumers, obtain sufficient product information through advertising descriptions and consumers form purchase decisions by relying on product evaluation. Compared to unclicke, the clicking behavior represents a positive response to the product; when the intention or frequency of ad clicks is higher, it will affect the evaluation of the advertised product (Mao and Zhang, 2017). Therefore, this study proposes the following hypotheses:

H9. Ad clicks positively affect product evaluation.

2.6 Relationship between advertising attitude and purchase intention

Purchase intention indicates the possibility that consumers will purchase a certain product or service in the future (Martins *et al.*, 2019). Past research has demonstrated that an increase in purchase intention reflects an increase in the chance of purchasing. Tsang *et al.* (2004) found that the advertising attitude not only affects the consumer's willingness to receive information but also further affects their purchase intention. Liu *et al.* (2012) argued that if the advertising attitude tends to be positive, consumers will feel that advertising is helpful to their own lives and will naturally be more receptive to mobile advertising. Lee *et al.* (2017) and Chang *et al.* (2020) also confirmed that a positive advertising attitude will affect consumers' purchase intention. Therefore, this study proposes the following hypotheses:

H10. Advertising attitude positively affects purchase intention.

2.7 Relationship between product evaluation and purchase intention

Product evaluation and purchase intention have been studied in consumer behavior for a long time, helping scholars and businesses understand the important factors that finally induce consumers to purchase (Zhang and Mao, 2016). Product evaluation is defined as the consumer's attitude towards the product. Lam and Mukherjee (2005) pointed out that positive evaluation of products by consumers will positively affect their purchase intention. When consumers realize the value of products, they have a positive impact on consumers' purchase intention (Grewal *et al.*, 1998). Therefore, this study proposes the following hypotheses:

H11. Product evaluation positively affects purchase intention.

2.8 Relationship between incentives and purchase intention

Incentives are major predictors of consumers' responses and entail monetary benefits such as discounts, coupons, gifts and non-monetary benefits (Varnali *et al.*, 2012). Incentives are considered to have an impact on consumer intentions to receive mobile advertising and provide specific financial rewards to consumers who agree to receive an advertisement (Martins *et al.*, 2019). Gao and Zang (2016) and Wang and Genç (2019) indicated that incentive advertising information containing monetary benefits can better ensure consumers to accept

advertisements and guide consumers to purchase. Therefore, this study proposes the following hypotheses:

H12. Incentives positively affect purchase intention.

3. Research methodology

3.1 Measurement development

The study developed a questionnaire to collect the data through an online survey. The measurement scales of the research model constructs were adopted from previous, related studies. A group of four experts (with information management professionals) reviewed the methodology and the measurement scales to ensure content validity and the appropriateness of the wording of the questions. A preliminary list of measurement items was prepared through a review of the previous literature (see [Appendix 1](#)). The respondents were requested to answer each questionnaire item using a seven-point Likert scale to measure the construct items. The Likert scale is widely used to allow the individual to express how much they agree or disagree (1 = strongly disagree; 7 = strongly agree) with a questionnaire item.

3.2 Data collection

Before conducting the main survey, the instrument was validated using both a pre-test and pilot test. The pre-test involved three professors in the information management field who were familiar with social media advertising. They were asked to provide comments on a list of items related to the constructs, including the wording of the scales, the length of the instrument and the questionnaire format. In the pilot test, we invited 50 respondents from the population of the social media to participate. Several minor modifications of the content and structure of the items were solicited before the formal survey. The survey period lasted for four weeks, and participants with prior experience browsing social media advertising were invited to complete an online questionnaire at their convenience. In the questionnaire, we described the meaning of social media advertising and listed several examples on social networking websites. To encourage participation, this study offered respondents who completed the questionnaire a chance to enter into a drawing to receive one of twenty NT\$280 (US\$ 10) convenience store gift certificates. By the time the survey was concluded, 313 valid questionnaires were collected for further analysis. From among the 313 valid questionnaires, females comprised 175 of the respondents (55.9%), and 138 were males (44.1%). Most respondents are less than 25 years old (147 of the respondents, 47.0%), followed by 26–35 years old (100 of the respondents, 31.9%). The majority of respondents have a bachelor's degree (195 of the respondents, 62.3%), followed by a graduate school degree (95 of the respondents, 30.7%). A total of 59.5% (186 of the respondents) of the respondents spend 2–4 h per day using social media, whereas 19.8% (62 of the respondents) spend more than 5 hours per day using social media. The first four social media platforms frequently used by participants include: Facebook (273 of the respondents, 22.1%), YouTube (276 of the respondents, 22.3%), Line (281 of the respondents, 22.7%) and Instagram (234 of the respondents, 18.9%) etc.

The data used for this study was gathered based on the self-reported perceptions of the respondents, common method variance (CMV) was deemed a potential concern in this study ([Podsakoff and Organ, 1986](#)). For Harman's single-factor test, all the variables' data in our model were entered into an unrotated exploratory factor analysis. The exploratory analysis shows that five factors (with eigenvalue greater than one) can be derived, the first factor explaining 27.61% of variance (<50%), which explained 68.16% of total variance. Second, consistent with [Liang et al. \(2007\)](#), we included a common method factor in our hypothesized

model and allowed the constructs' indicators to reflectively associate with this factor. As shown in [Appendix 2](#), the average substantively explained variance for the indicator was 0.634, while the average common method based variance was 0.008. The ratio of substantive variance to method variance was approximately 79.2:1. Third, as indicated by [Bagozzi et al. \(1991\)](#), CMV is likely to be an issue if the correlations among the constructs are found to be above 0.9. As presented in [Table 1](#), all the correlations between variables are below the threshold of 0.9. Thus, given the above assurance and analysis, CMV is not a serious problem in our research.

3.3 Measurement model

This study utilized SmartPLS, a two-step approach recommended by [Anderson and Gerbing \(1988\)](#), to verify the research hypotheses. In the first step, we measured reliability and construct validity by using confirmatory factor analysis (CFA), followed by examining the structural model. The measurement model was assessed to ensure reliability, convergent validity and discriminant validity. The reliability of the constructs was evaluated using Cronbach's alpha and composite reliability (CR). The Cronbach's alphas for the constructs were between 0.819 and 0.938; and the CR values were above 0.851 (as shown in [Table 1](#)), all exceeding the 0.70 thresholds proposed by [Hair et al. \(2014\)](#). Therefore, the constructs used in this study represented acceptable reliability.

Next, convergent validity and discriminant validity were tested. First, convergent validity was assessed by examining factor loadings of each observed variable. All factor loadings were significant and exceeded the recommended 0.70 thresholds (between 0.749 and 0.928) ([Hair et al., 2014](#)). Convergent validity was further assessed by examining the average variances extracted (AVE) values. In [Table 1](#), AVE values were above 0.50, indicating that AVE values exceeded the corresponding cutoff criteria ([Hair et al., 2014](#)). AVE values ranged from 0.603 to 0.803. This demonstrated fair convergent validity. Moreover, we examined this using a criterion suggested by [Fornell and Larcker \(1981\)](#): the square roots of the AVE on the diagonal are greater than the corresponding off-diagonal inter-construct correlations. [Table 1](#) shows that the correlation between the pair of constructs was less than the corresponding square root of AVEs (diagonal values). Therefore, the constructs used in this study represented acceptable validity.

3.4 Structural model

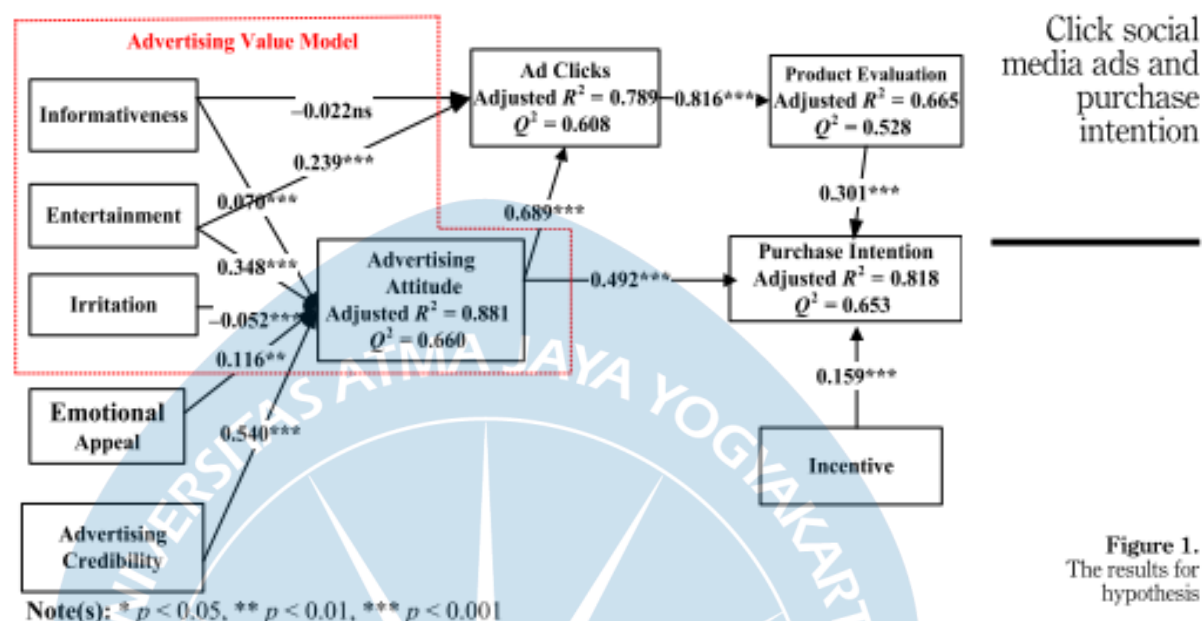
We tested the research model with a bootstrapping procedure in SmartPLS. As illustrated in [Figure 1](#) and [Table 2](#), informativeness, entertainment, irritation, emotional appeal and advertising credibility affected advertising attitude ($\beta = 0.070, t = 4.096$; $\beta = 0.343, t = 15.311$; $\beta = -0.052, t = 4.704$; $\beta = 0.116, t = 4.963$; $\beta = 0.540, t = 3.2931$ respectively). Thus, [H1](#), [H2](#), [H3](#), [H4](#) and [H5](#) were all supported. Entertainment ($\beta = 0.239, t = 9.587$) and advertising attitude ($\beta = 0.689, t = 31.477$) were both found to have a significant positive effect on attitude to empathy expression. However, the effect of informativeness on advertising clicks proved insignificant ($\beta = -0.022, t = 1.437$). Thus, [H7](#) and [H9](#) were supported while [H6](#) was not. As expected, advertising clicks had a significant positive impact on product evaluation ($\beta = 0.816, t = 106.533$), supporting [H10](#). In addition, advertising attitude, product evaluation and incentive affected positively purchase intention ($\beta = 0.492, t = 20.278$; $\beta = 0.301, t = 13.246$; $\beta = 0.159, t = 9.997$ respectively). Thus, [H8](#), [H11](#) and [H12](#) were all supported.

Furthermore, we have examined of the variance inflation factor (VIF) scores. The highest VIF values is 3.782 (range from 1.841 to 3.782), which is well below the threshold value of 5 and indicates that there are no instances of multicollinearity among any of the constructs ([Hair et al., 2014](#)).

Table 1.
Reliability and validity

	CR	AVE	APL	ATT	CLK	CRE	ENT	INC	INF	IRR	PEV	PIN
APL	0.918	0.692	0.832									
ATT	0.940	0.758	0.432	0.871								
CLK	0.947	0.780	0.705	0.520	0.883							
CRE	0.931	0.731	0.411	0.497	0.402	0.855						
ENT	0.922	0.704	0.684	0.547	0.578	0.588	0.839					
INC	0.880	0.648	0.709	0.655	0.556	0.539	0.620	0.805				
INF	0.851	0.690	0.639	0.684	0.629	0.692	0.575	0.629	0.837			
IRR	0.918	0.790	-0.600	-0.653	-0.658	-0.646	-0.616	-0.535	-0.448	0.889		
PEV	0.942	0.802	0.484	0.586	0.572	0.573	0.570	0.517	0.671	-0.563	0.896	
PIN	0.953	0.803	0.583	0.536	0.470	0.631	0.602	0.633	0.602	-0.629	0.636	0.896

Note(s): APL = emotional appeal; ATT = advertising attitude; CLK = advertising clicks; CRE = advertising credibility; ENT = entertainment; INC = incentive; INF = informativeness; IRR = irritation; PEV = product evaluation; PIN = purchase intention



Click social media ads and purchase intention

Figure 1.
The results for hypothesis

Hypothesis	Path coefficient	t-value	Decision
Informativeness → Advertising attitude	0.070	4.096***	H1 (supported)
Entertainment → Advertising attitude	0.348	15.311***	H2 (supported)
Irritation → Advertising attitude	-0.052	4.704***	H3 (supported)
Emotional appeal → Advertising attitude	0.116	4.963***	H4 (supported)
Credibility → Advertising attitude	0.540	32.931***	H5 (supported)
Informativeness → advertising clicks	-0.022	1.437	H6 (non-supported)
Entertainment → advertising clicks	0.239	9.587***	H7 (supported)
Advertising attitude → Purchase intention	0.492	20.278***	H8 (supported)
Advertising attitude → advertising clicks	0.689	31.477***	H9 (supported)
Ad clicks → Product evaluation	0.816	106.533***	H10 (supported)
Product evaluation → Purchase intention	0.301	13.246***	H11 (supported)
Incentive → Purchase intention	0.159	9.997***	H12 (supported)

Note(s): *** $p < 0.001$, ** $p < 0.01$, * $p < 0.05$

Table 2.
Tests of hypothesized relationships

In addition, R^2 value refers to the percentage with which the exogenous variables explain the variation in the endogenous variable; it is used as an indicator of the overall predictive power of the model. However, for a multiple regression model, R^2 increases or remains the same as we add new predictors to the model, even if the newly added predictors are independent of the target variable and do not add any value to the predicting power of the model. Adjusted R^2 eliminates this drawback of R^2 . It only increases if the newly added predictor improves the model's predicting power. Adding independent and irrelevant predictors to a regression model results in a decrease in the adjusted R^2 . As shown in Figure 1, the adjusted R^2 values for advertising attitude, advertising clicks, product evaluation and purchase intention were 0.881, 0.789, 0.665 and 0.818, respectively. The adjusted R^2 value exceeds the recommended level of 0.20 advocated by Chen et al. (2019). This study indicates that the goodness of fit of the

model is satisfactory and that the model is statistically viable. Moreover, we also adopted Q^2 to evaluate the cross validated redundancy of the structural model. The Q^2 of advertising attitude, Ad clicks, production evaluation and purchase intention are 0.660, 0.608, 0.528 and 0.653 respectively, which are all above 0 and indicate the predictive relevance of factors (Fornell and Cha, 1994).

4. Discussion and implications

4.1 Research findings

An extension of the original web-based advertising value model is used to examine customers' responses (advertising clicks, product evaluation and purchase intention) to social media websites in this study. The following conclusions were drawn based on empirical analysis:

First, emotional appeal and credibility are added to the model to further explore how consumer attitude toward social media advertisements are influenced by emotional aspects and consider the credibility of ads. In turn, we will gain a greater understanding of how these two factors influence advertising attitudes. According to the empirical results, advertising credibility is the most important predictor of consumers' attitude toward advertising. Therefore, consumers are more likely to have favorable advertising attitudes when they perceive social media advertising and sources to be trustworthy. The result is consistent with previous research that has found that credibility has a positive influence on attitudes toward advertising (e.g. Gao and Zang, 2016; Wang and Genç, 2019).

Second, entertaining is the second largest predictor factor of advertising attitude and advertising clicks. This indicates that entertaining advertising could satisfy consumer desires for enjoyment, thus positively impacting consumers' advertising attitude and their willingness to engage in advertising (Zhang and Mao, 2016). Consumers prefer to use social media to satisfy their needs and prefer a more entertainment-oriented approach to their leisure time in the era of advanced information.

Third, advertising credibility and emotional appeal have a higher impact on advertising attitude than informativeness and irritation. This means that the addition of these two constructs can effectively explain consumers' attitudes towards social media advertising, which is different from the original web-based advertising value model, which is just suitable for discussing web-based advertising.

Fourth, informativeness does not have a significant effect on advertising clicks, this is inconsistent with Zhang and Mao (2016). When consumers browse social media advertisements, even if they are attracted to the product's information, they may not generate the intention to click the advertisement until they have a positive attitude toward advertisements; when consumers feel a positive attitude toward advertisements, they should generate a desire to click the advertisement. Even though informativeness does not appear to have a significant impact on ad clicks, our study confirms that entertainment is a significant influence on the behavior of ad clicks in social media context. In other words, if advertisements provide customers with entertainment, a higher click-through rate will be achieved.

Fifth, ad clicks have a significant effect on product evaluation, this result is consistent with Zhang and Mao (2016). Zhang and Mao (2016) proposed that product evaluations, likes or dislikes of a product, affect the likelihood of their product purchase. In other words, consumers must go through the stage of product evaluation after clicking the advertisement before they do a decision to purchase a product. For consumers who purchase a product immediately after clicking an advertisement, it is another research issue, i.e. impulse buying.

Finally, advertising attitude was found to be a significant predictor of purchase intention, the result is consistent with Lee *et al.* (2017). This study confirms that consumers are likely to

respond positively to social media ads, increasing the likelihood of a purchase. Additionally, consumers have realized the value of the product in advertisements, resulting in a positive impact on their purchasing decisions. In contrast, incentives played a significant role in increasing purchase intentions. It appears that consumers are motivated to click ads on social media when they see monetary benefits, such as discounts, coupons and gifts that can be used to support their purchases (Varnali *et al.*, 2012).

4.2 Managerial implications

We extended the web-based Advertising Value Model to investigate customer advertising attitude and subsequent ad clicks, product evaluation, incentive and purchase intention to synthesize the discussion of social media user behaviors and hoping to have better understanding of customer decision process toward social media advertisement. The findings serve as a reference for marketing strategy development by managers of social media advertisement. On the basis of our results, several practical suggestions for the design and operational policies of social media advertisement are presented as follows.

First, the evaluation of advertising credibility is based on the information provided by other consumers' comments on their shopping experience, so the advertisers provide trustworthy product review content to improve consumers' attitudes toward social media advertising. If advertisers provide advertising with a high error rate, then low advertising credibility will be obtained. Therefore, the advertisers must establish a good advertising reputation to consumers to produce a favorable advertising attitude. When consumers believe that advertisements are trustworthy, they will have positive advertising attitude, and subsequently, increase their purchase intention.

Second, the temptation to offer monetary benefits (e.g. e-coupon and raffle) on behalf of social media advertising helps to improve the purchase intention. Therefore, advertisers should attach the latest preferential activities to social media advertising and highlight the information about preferential activities as much as possible. When consumers browse social media advertisements, discount messages and preferential schemes will automatically jump out to promote consumers knowing the marketing to increase consumers' purchase intention.

Finally, since the strongest predictor of advertising clicks was the advertising attitude which is mainly driven by the credibility of the advertisement, if the social media advertisers can offer credible advertisements on social media, then the consumer should be a positive advertising attitude to promote the willingness to click advertisement.

4.3 Limitations and future research

This study had limitations. First, in this study, the young people (age 16–25) are major subjects may limit the generalizability of the findings. Young people may be inherently more technology-friendly, and hence more eager to accept new information technology efforts than the average population. Future research may recommend collecting the respondents across different age groups. For example, according to CREDIT SUCESS (2017) research on the economic activity behavior of global silver-haired people, it is found that people over 65 spend more money on online shopping than those aged 25–64. For the elderly over 65 years old in the United States, online shopping consumption is 37% more than that of young people. It is suggested that future research can be conducted on the elderly population.

Second, according to the research results of Mao and Zhang (2017), informativeness, entertainment, involvement and security can all lead to ad clicks. This research only explored the impact of informativeness and entertainment on advertising clicks. The results of the research show that entertaining advertisement could fulfill consumer need for enjoyment, thus make consumers curious and click on the ads. Consumers' involvement with the display ads signifies their personal interest in the ads. The more they are involved in the ads, the more

likely they will have a favorable reaction to the ads (e.g. clicking the ads). Therefore, further investigations are advised to utilize involvement and security as additional variables to impact ad clicks.

Finally, gender has been regarded as an important research topic in different research fields, such as psychology, marketing and behavioral studies. Male shoppers may have purchase intentions influenced by online advertising information, while female shoppers may be influenced by text, images and emotional appeal advertisements (Shaouf *et al.*, 2016). For advertisers, it is necessary to understand gender differences and needs as much as possible to design different advertisements that meet consumers (Shaouf *et al.*, 2016). Therefore, understanding these differences is a big challenge for advertisers and marketers. They can adjust strategies between genders and make social media advertisements that meet the needs of men and women according to gender differences. It is suggested that gender can be included in research related to social media advertising in the future.

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Appendix 1

Construct	Measure
<i>INF = Informativeness (Kim and Han, 2014; Lee and Hong, 2016)</i>	
INF1	Social media ad provides the information I need
INF2	I think the information obtained from the social media ad would be helpful
INF3	Social media ad always can help me keep up to date about products
INF4	I can get new advertising information from the social media
<i>ENT = Entertainment (Kim and Han, 2014; Lee and Hong, 2016)</i>	
ENT1	Social media ad is fun
ENT2	Social media ad is entertaining
ENT3	When I'm bored, I see social media ad
ENT4	I enjoy seeing different social media ad
ENT5	I feel that seeing social media ad is enjoyable
<i>IRR = Irritation (Kim and Han, 2014; Lee and Hong, 2016)</i>	
IRR1	Social media ad is annoying
IRR2	I feel that social media ads are almost everywhere
IRR3	Social media ad is confusing
<i>APL = Emotional Appeal (Aslam et al., 2016; Lee and Hong, 2016)</i>	
APL1	Social media ad pleasantly stimulates my senses
APL2	I was emotionally attracted by the key message of this social media ad
APL3	The emotional aspect of this ad leads me to like the ad
APL4	Social media shows me ads which are visually pleasing
APL5	After seeing this social media ad, I had intense feelings
<i>CRE = Credibility (Drossos et al., 2013; Zha et al., 2015)</i>	
CRE1	I trust social media ads
CRE2	Social media ads are convincing
CRE3	Social media ads are credible
CRE4	Social media ads are believable
CRE5	I use social media ad as a reference for purchasing
<i>ATT = Advertising attitude (Zha et al., 2015; Shaouf et al., 2016)</i>	
ATT1	Social media ads can provide pleasant experience for me
ATT2	I am favorable toward social media ad
ATT3	My overall attitude toward this ad is positive
ATT4	Using social media ad is a good idea
ATT5	Overall, I like social media ad
<i>CLK = Ad clicks (Zhang and Mao, 2016)</i>	
CLK1	I often click on social media ads
CLK2	I am likely to click through social media ads again

(continued) **Table A1.**
Measurement scales

Construct	Measure
CLK3	I click on the display ads on social media to make a purchase
CLK4	I click on the display ads on social media to get more information about the products
CLK5	I click on the display ads on social media to understand more about the products
<i>PEV = Product evaluation (Zhang and Mao, 2016)</i>	
PEV1	I like the brands shown in the display ads on social media
PEV2	In my opinion, the brands shown in the display ads on social media are good
PEV3	In my opinion, the brands shown in the display ads on social media are positive
PEV4	I think favorably about the brands shown in the display ads on social media
<i>INC = Incentive (Huang and Ge, 2019; Wang and Genç, 2019)</i>	
INC1	I like to receive social media ad which gives me a chance to take part in raffle for receiving message
INC2	If the social media ads contain mobile coupons, I would like to receive them
INC3	If the social media ads do not induce any charges, I would like to receive them
INC4	I like to receive social media ad which is informative about raffles and discounts
<i>PIN = purchase intention (Lee and Hong, 2016; Shaouf et al., 2016)</i>	
PIN1	After viewing the social media ad, I became interested in making a purchase
PIN2	After viewing the social media ad, I will probably purchase the product being advertised
PIN3	After viewing the social media ad, I am willing to purchase the product being advertised
PIN4	I will purchase the product next time I need a product
PIN5	I intend to continue using social media ad for purchasing in the future

Table A1.

Appendix 2

Indicator	Substantive loading (R_1)	Substantive variance (R_1^2)	Method loading (R_2)	Method variance (R_2^2)
<i>INF = Informativeness</i>				
INF1	0.686**	0.471	0.075	0.006
INF2	0.799**	0.638	0.031	0.001
INF3	0.882**	0.778	0.071	0.005
INF4	0.810**	0.656	0.087	0.008
<i>ENT = Entertainment</i>				
ENT1	0.721**	0.519	0.093	0.009
ENT2	0.815**	0.664	0.023	0.001
ENT3	0.754**	0.568	0.101	0.010
ENT4	0.764**	0.584	0.031	0.001
ENT5	0.849**	0.722	0.156*	0.024
<i>IRR = Irritation</i>				
IRR1	-0.658**	0.432	-0.067	0.004
IRR2	-0.081	0.007	-0.089	0.008
IRR3	-0.716**	0.513	-0.308	0.095
<i>APL = Emotional Appeal</i>				
APL1	0.720**	0.518	0.153*	0.023
APL2	0.872**	0.760	0.029	0.001
APL3	0.804**	0.646	0.054	0.003
APL4	0.773**	0.598	0.094	0.009
APL5	0.836**	0.699	0.015	0.000

Table A2.
Common method
variance analysis

(continued)

Indicator	Substantive loading (R_1)	Substantive variance (R_1^2)	Method loading (R_2)	Method variance (R_2^2)
<i>CRE = Credibility</i>				
CRE1	0.742**	0.551	0.101	0.010
CRE2	0.775**	0.600	0.075	0.006
CRE3	0.809**	0.655	0.044	0.002
CRE4	0.852**	0.725	0.047	0.002
CRE5	0.823**	0.677	0.064	0.004
<i>ATT = Advertising attitude</i>				
ATT1	0.836**	0.698	0.081	0.007
ATT2	0.884**	0.781	0.071	0.005
ATT3	0.821**	0.674	0.091	0.008
ATT4	0.735**	0.541	0.036	0.001
ATT5	0.895**	0.801	0.027	0.001
<i>CLK = Ad clicks</i>				
CLK1	0.806**	0.650	0.041	0.002
CLK2	0.813**	0.660	0.045	0.002
CLK3	0.816**	0.665	0.048	0.002
CLK4	0.837**	0.701	0.087	0.008
CLK5	0.816**	0.666	0.099	0.010
<i>PEV = Product evaluation</i>				
PEV1	0.794**	0.630	0.085	0.007
PEV2	0.855**	0.730	0.096	0.009
PEV3	0.841**	0.707	0.067	0.004
PEV4	0.780**	0.609	0.074	0.005
<i>INC = Incentive</i>				
INC1	0.826**	0.682	0.062	0.004
INC2	0.725**	0.526	0.031	0.001
INC3	0.862**	0.743	0.052	0.003
INC4	0.686**	0.471	0.071	0.005
<i>PIN = Purchase intention</i>				
PIN1	0.818**	0.668	0.028	0.001
PIN2	0.851**	0.724	0.182*	0.033
PIN3	0.864**	0.746	0.024	0.001
PIN4	0.852**	0.726	0.084	0.007
PIN5	0.864**	0.746	0.067	0.004
Average variance	0.818**	0.668	0.028	0.001
Average variance		0.634		0.008

Note(s): ** $p < 0.001$, * $p < 0.01$

Table A2.

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