Forecasting productive user responsiveness to social media advertisement: The importance of sentimental appeal, informativeness, and ingenuity

Sathapath Kilaso[1], Kathaleeya Chanda[2], Yananda Siraphatthada[3], Premkamon Jankaweekool[4]

Abstract---As social networks utilities are nowadays more prevalent, social media advertisement rises as an appealing means for amplifying advertisement performance. To take advantage with this latest medium of marketing, everyone should know what deals with social networking sites users in their favorite web-based conduct which is openly pointing out personal, or in favor for, the open note by clicking the Like or Post button in Facebook, which in turn result in an efficient advertisement drive. The current study conceptualized social networking sites advertisement performance as an idea enclosing sentimental appeal, informativeness, and ingenuity that comprises a tendency to collaborate to productive web-based conduct. It experimentally evaluates the precedence of productive user conduct for social networking sites advertisements based on the theory of reasoned action, the social influence theory, and persuasion theory. It suggests and examines a conceptual paradigm of the establishment of web-based users conduct responsiveness by following social network sites advertisement. The outcomes of our experimental estimation of the paradigm uncover that informativeness and advertisement ingenuity were main determinants of prosperous conduct responsiveness to social networking sites advertisement and that target to involve in prosperous user responsiveness was productively related with buying intention. Based on these consequences, current research recommends future study directions and provides implementations for governing the complete tendency of the latest social networking sites advertisement forum.

Keywords---SNS, affinity, social impact, viral conduct.

I. Introduction

In the past few decades, the growing broad utilization of SNS has slowly diverted the advertisement forum utilized by business companies from conventional media to social media. An enhanced rise in a mobile advertisement is hoping to enlarge the utilization of electronic advertisement, which reported that about 19.69 billion Thai Baht expenditure spends in a digital advertisement (statista.com, 2019). Social media marketing makes WOM capable to carry out advertisement drive, comprising awareness about a brand and improving selling earnings and also highlights a company's association with expectations, which enables feasibility to appropriately point customers. The social media market has attained higher concentration from business findings to produce enhanced utilization of their commercial providing 08.

[1]*College of Innovation and Management, Suan Sunandha Rajabhat University, Thailand*
E-mail: sathapath.ki@ssru.ac.th
[2]*Suan Sunandha Rajabhat University, Thailand*
E-mail: kathaleeya.ch@ssru.ac.th
[3]*Suan Sunandha Rajabhat University, Thailand*
E-mail: yananda.si@ssru.ac.th
[4]*Suan Sunandha Rajabhat University, Thailand*
E-mail: premkamon.ja@ssru.ac.th

One dispute confronting by marketing experts focusing drives on social networking sites making sure that the SNS advertisement in queries assists its targets efficiently. Many experts found it complicated to evaluate social media drives because keeping records of their consequences is difficult. Although, the potential to which social media advertisement is generating the intended advantages could be estimated by evaluating the communications such as the amount of 'likes' or 'post' through SN utilizers to evaluate their assumption of the advertisement Burg

Utilizer's productive feedback over SN is normally beneficial to disperse the ad's message through the utilizers, adding to the enhanced understanding of the noted brand. Supposedly, an advertisement that could prompt productive assumption and react through SN utilizers can most probably establish the Word of Mouth impact, and therefore lead in higher selling submissive, increased revenues over-investment in social network sites advertisement drives.

In this way, the current study has been appreciated by two study queries (SQ): what are the efficiencies of a social networking sites advertisement that support in generating productive utilizer responsiveness (SQ1), and its productive utilizer conduct by following social networking sites advertisement a forecaster of productive buying attitude (SQ2)? Past study has not methodically reported these concerns. The study determines the required abilities of a social networking site advertisement that will facilitate beneficial implementations for generating productive utilizer responsiveness, and therefore aimed business consequences of advertisement. Some researches, for example, Logan, have evaluated the forecasters of utilizer conduct to social networking sites advertisement, but they provide minor support in forecasting conduct to the productive utilizer responsiveness that supports enhancing the brand knowledge over SN. In the current study, we consider the term 'productive utilizer conduct' to relate to utilizer's conduct responsiveness related to uncovering and dispersing utilizer's confidential interest in, and or assistance for, a social networking site advertisement.

The major objective of current research is to determine the precedence of conduct intentions to involve in productive utilizer's conduct for social networking sites advertisement and produce a conceptual paradigm of how productive utilizer responsiveness to ads are establishes over social networking sites. The theoretical paradigm is proposed based on the theory of reasoned action, the social influence theory, and the persuasion theory. We, therefore, get understanding into the forecasters of viral conduct intention following social networking sites ads and the influence of these forecasters such as behavior, objective model, confidentiality issues and many more over customer's conduct responsiveness comprising buying intention.

Forecasters consider performing a substantial performance in establishing utilizer's conduct responsiveness will be taken out from relevant literary work. The outcome of current research will provide significant implementations for companies looking for a prosperous return on investment from their social networking sites drives. The remaining study is managed as follows. First, we focused on past research work to get a primary awareness of basic ideas that will be utilized to establish a hypothetical paradigm and hypothetical statements. The literary work on affinity demonstrations, advertisement performance, social impacts, and confidentiality issues will give insight into considerable precedence to the viral conduct intention. Further, we describe the data gathering procedure, sample, and measuring items consider evaluating the paradigm. After that, we introduce the outcomes and discuss the major outcomes of current research. In the end, we give implementations and also the limitations and directions for future study.

Theoretical background and hypothetical statement

A theoretical background that provides the basis for the current study is the theory of reasoned action Fishbein. The theory of reasoned action (TRA) proposed that an individual's attitude is inferred as an outcome of conduct intention that is influenced by two things, first, a person's conduct regarding the attitude and subjective pattern regarding it. By considering the last few years, many kinds of research have designed utilizer conduct on social networking sites based on the theory of

reasoned action. Although, these researches have considered wither social networking sites utilization or persistent social networking sites utilization **Error! Reference source not found.** with some importance give to utilizer conduct regarding social networking sites advertisement. In the current study, we utilize the theory of reasoned action to design the utilizer's web-based conduct related to social networking sites advertisement. The theory of reasoned action assists a potential paradigm to forecast customer's deliberate conduct and intentions based on prominent information and opinions regarding showing a specific attitude will direct to a particular result. Utilizer's web-based conduct comprising disclosing individual reaction towards social networking sites advertising is considered as a kind of contravention attitude that could be sufficiently designed and forecasted utilizing information and opinions regarding the utilization of social networking sites. Particularly, productive utilizer responsiveness to social networking sites advertising seems as a conduct consequence collectively established by utilizer's conduct towards the utilizer responsiveness and the subjective pattern regarding that utilizer responsiveness. It is assumed more than the utilizer's conduct is identified by opinions a customer might have as to the importance of a social networking site advertisement, for example, sentimental appeal.

At the same time, utilizer conduct related to social networking sites advertisement might also be described from the aspect of the theory of social influence. Social networking sites advertisement is different from a traditional advertisement from appointing of view the content of the ad disperse between the peoples whom the advertisement is pointing at. EWOM activated by social networking sites step up the diffusion of the ads messages through SN.
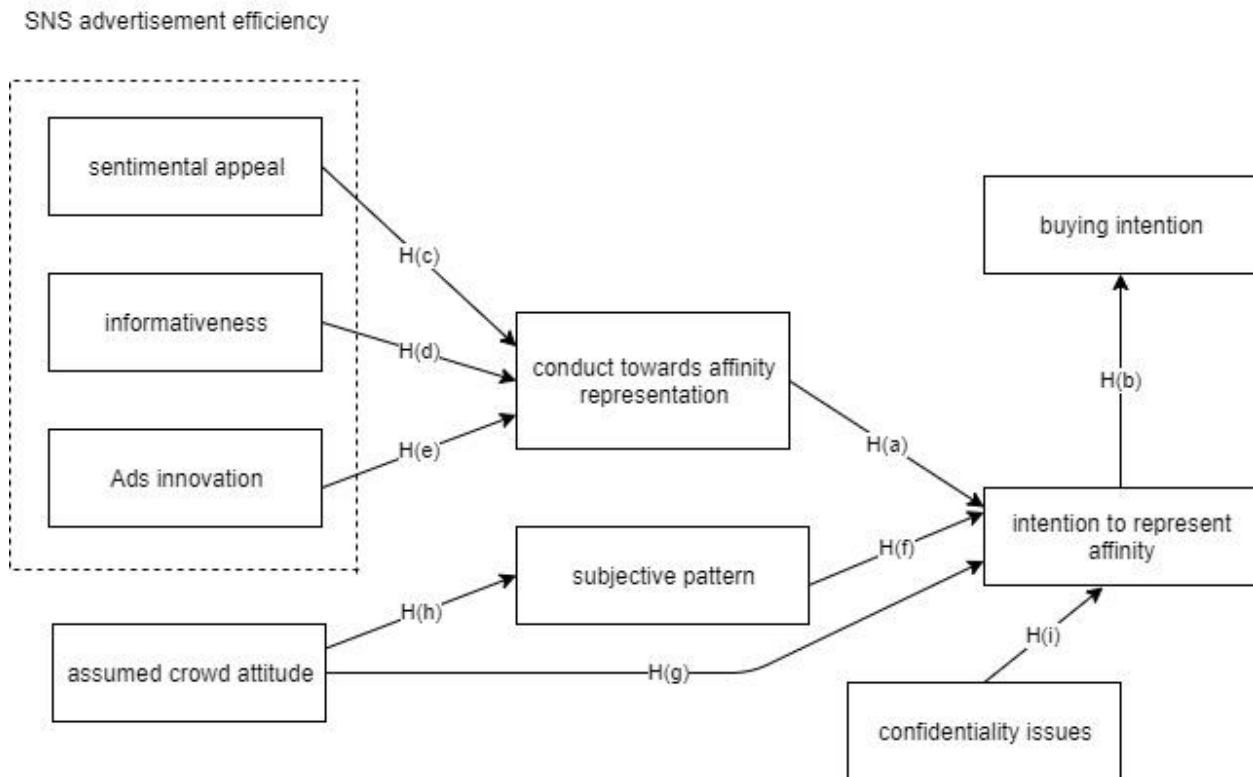

Figure 1: Structural model

Theory of reasoned action comprises a social impact element known as subjective pattern that identifies a person's assumption of the stress to adapt to the hopes of vital others, the theory is not appropriate to collaborate the bandwagon impact that points to the potential that the possibility of person acceptance enhancing following proportions who have already

done that Colman, A. M. (2014). The bandwagon effect. In the Oxford dictionary of psychology (4thed.). New York: Oxford University Press. Both magnitudes must be taken into concentration to evaluate the social impact. To conclude, the theory of reasoned action and the theory of social influence presents two superior concepts utilized in the current study to forecast the utilizer's productive responsiveness to social networking sites advertisement. The hypothetical structure stressing this study comprises both inclusive and exclusive leads of the conduct intention to describe affinity, for example, clicking 'like' or 'post' button following social networking sites advertisement. Inclusive drivers are a utilizer's estimations of the consequences of granted attitude, whereas exclusive conduct is the utilizer's assumption of other person's conduct or estimation like social stress prompting the utilizer's to show that conduct. The theory of reasoned action both an inclusive driver which is behavior and an exclusive driver which is a subjective pattern. Although, the exclusive driver integrated into the theory of reasoned action is not broad in the way that it only comprises normative social stress without giving concentration to beneficial social stress. Therefore, we joint the theory of reasoned action along with social influence theory to integrate both informational and standard social impact. The consequent study paradigm now includes respective inclusive and exclusive leads that are much possibly to impact the intention regarding affinity. With the two theories as we discussed above, a persuasion theory is known as the elaboration likelihood model (ELM) to enlighten the impact of sentiments on conduct modification. Petty, defines persuasion as a procedure in which the achievement of the effect depends mainly as the receiver generates the idea of the message. They proposed that the elaboration likelihood model addresses two different tracks that a person can utilize while attempt to persuade others. Central track is related to cognitive processing of message content, whereas the outer track depends largely on outer clues such as speaking tones, reliability of persuader and many more. Therefore, the elaboration likelihood model will give a hypothetical framework presuming the association among sentimental appeal and conduct towards affinity.

Considering the above-mentioned study objective, we needed to determine basic elements that effect in directing to a productive utilizer estimation of the affinity conduct. A study of literary work consequence in study paradigm, represented in Figure 1, which highlights; the precedence and their influence on conduct intention to show affinity regarding the mentioned advertisement. Hypothetical statements H (a), H (f), H (g) and H (i) comprise the association among the conduct intention to show affinity and its precedence. Since the theory of reasoned action proposed, the conduct intention is impacted by behavior and subjective pattern. The paradigm includes the productive influence of social impact such as assumed mob attitude and subjective pattern and also the negative influence of confidentiality issues over conduct intention. Assumed mob attitude, an element of effective social impact, implies the potential for the person to copy the operations, whereas rational or irrational, of a huge group. And confidentiality issues describe to a person's interest in the feasible revelation of personal details. Since hypothetical statements H (f), H (g) and H (h) represent crowd attitude is possible to both immediate and indirect impact intention to show affinity. Further, the three hypothetical statements comprising H(c) to H€ contains association among conduct and the relevant conduct opinions. Concerning these hypothetical statements to the study queries discussed before, hypothetical statements H (a), and H(c) to H (i) would assist report SQ1, and H (b) it might be effective in seeking an answer to SQ2. In the following subsection, we will represent every single hypothetical statement.

Conduct the intention to show affinity

The affinity representation concept

It could be effective to first address the idea of affinity representation. Social networking sites utilizers who have been revealed to an advertisement normally go from an estimation procedure where a utilizer generates beneficial estimation responsiveness such as appropriate, not suitable, happy, satisfied and many more. Several Social networking sites such as Facebook and Instagram gives an efficient estimation procedure, termed as 'single-click social extension, by which the

utilizer can show its immediate responsiveness in term of productive estimation. 'single-click extension' such as Like, Post, Share are button displayed over social media by which utilizer can convey their interest and present their conduct regarding several contents Swani. The productive efficient estimation is, in nature, the virtual affinity that a utilizer owns regarding advertisement messages DavisAffinity is produced via the aspect of a utilizer while utilizer blends with other's sentiments unintentional. Affinity in the SN framework covers sympathetic responses that a utilizer generates to a social network site advertisement. Although, in the current study, affinity has been described as the utilizer's capability to feel and know the sentiments, whims, and inclinations of others concerning an advertisement and which has been displayed over SN, combine with the capability to assume what other sense about the advertisement. While affinity is experienced on a web-based network, it would be present through social extensions. Utilizer provided with an attractive ad over social networking sites are possible to lead by a social requirement to share over the sentimental state of the utilizers who have already experienced social extensions. Therefore, a Facebook utilizer who owns productive estimation of social networking sites and might select to openly shows its affinity by clicking like an extension.

Behavior toward affinity representation vs. behavior toward the advertisement

In the current study, we consider an innovative technique by accepting as a construct the conduct towards affinity representation with an advertisement that I normally evaluated by most relevant researches. The advertisement literary work describes conduct towards advertisement (AAD) as 'proclivity to react in a prosperous and un-prosperous way to a specific ad incentive during specific discloser. So the AAD concept particularly reports the estimation of a given advertisement. For instance, Conduct towards affinity representation (CAE) is proposed over AAD, but the idea is related to social networking sites framework. The social networking sites utilizer's viral attitude will be immediately conditional over the essence of advertisement. Factors of estimation assumption of this affinity representation conduct are high factors of estimation assumption of advertisement. Take an example that if utilizer assumes that a disclosed to her is beyond usual and attractive, and then definitely she is willing to click the 'Like' button on SN so that its peer will be known of its action and assumption regarding advertisement. As Alhweb-based content over SN such as Facebook becomes viral as it has been interacted and dispersed in electronic form establishing the Word of Mouth impact. Therefore, for the current study, we describe CAE as 'utilizer's estimation of conduct uncovering and dispersing its productive response to a social networking sites advertisement'. In this way, CAE could impact the efficiency of ads drive, whereas the Word of Mouth ads achievement relies on utilizer's CAE viral conduct. In **Error! Reference source not found.**, we represent a constructed measure of a utilizer's over every single behavior regarding both the social networking sites ads and the conduct of affinity representation concerning the advertisement. Single-click social extension provided on social networking sites appreciates highly immediate Word of Mouth attitude SwTherefore, the conduct towards affinity representation could be a highly suitable construct to investigate for the current study as compared to the conduct towards ads.

How behavior associate to intention regarding affinity representation

There present some study inquest the association among conduct and intention under the framework of affinity representation. The theory of reasoned action posits that the intention to carry out conduct identified by the behavior to carry out it and also subjective pattern. Behavior termed as to the level to which an individual has a prosperous or un-prosperous estimation or incentive o the conduct in a query. Behavior intention is the cognitive depiction of an individual's willingness to carry out the conduct. With this study, the conduct in focused is a utilizer's representation of affinity regarding social networking sites advertisement. Granted that a utilizer has a productive inclination regarding the attitude of affinity representation, he/she is possible to establish a powerful intention towards that conduct. In their current research of Facebook,

utilizer's appreciation by clicking the 'Like' button attitude, Chin proposed that there was a vital productive association among conduct and intention under attention. The generation of the utilizer's productive conduct might response over its opinions that an appropriate presentation that they would own regarding a case of concentration supposed to be associated with others. If they significantly sense that it is required to present assistance for an attractive advertisement by clicking the 'Like' button then definitely there is a possibility to tend to press it with high confidence so there response will be posted with peers. Similarly, it can be proposed that a person experiencing complicated affinity conduct towards the representation of affinity and be largely disposed to show affinity by pressing the 'Like' button for social networking sites advertisement too. So, about this, we proposed a hypothetical statement:

H (a): behavior towards affinity representation is productively associated with the declare affinity.

Before evaluating how the intention to define affinity is associated with buying intention, it will be beneficial to know about the amount of 'likes' is associated with the selling amount. The association between Facebook likes and sales is disputable. Whereas Facebook-based marketers state that the increased amount of likes a Facebook advertisement is provided, the higher sales the advertisement are more possibly to produce, few states that there are several firms nowadays providing to sell 'low-cost fans' and thus the number of likes might not show the genuine buying intention of inclined purchasers. However, one click on Facebook Like on a basis of daily routine was associated with extra sales vouchers, similar to an improvement in earnings Li. Therefore, a productive association could be proposed among the number of likes and revenues.

Pöyr suggested that both browsing and contribution by group participants were productively associated with buying intention a group product. Their outcomes apply that an agile utilizer attitude over Facebook pages can interpret into buying intention. While a utilizer is a tendency to press the 'Like' for and after experiencing productive affinity response to an advertisement, the utilizer's like is possible to show individual assistance for the concepts or issue integrated into the advertisement. Therefore, the utilizers would now have a dignified interest in the item utility highlighted in the social networking sites advertisement. And while the time reaches to make buying, the utilizer is more possible to select that brand instead of others. Thus, the buying intention to buy items or utility characterized in social networking sites advertisement might be a result of productive utilizer's feedback on SN such as an intention to involve in the productive efficient estimation of social networking sites advertisement. If a utilizer understands that its peers liked a social networking site advertisement, it would be appreciated to press the like button, consequently enhancing the utilizer's intention to buy that brand. Therefore, persuading a client to make like will be a beneficial technique for marketers who willing to dispute ad performance. Based on theoretical justification, we suggest the hypothetical statement:

H (b): intention to show affinity is productively associated with buying intention.

Table 1: Demographic Details

Conduct	Value	Potential	Percentage
Gender	Women	152	36.5
	Men	265	63.7
Age	21-24	186	44.7
	25-27	185	44.4
	28-31	47	11.2
Facebook membership	<7 month	42	9.8
	7 month-1 year	15	3.5

	1-2 years	87	20.8
	Above than two years	275	66.1
Facebook utilization potential	Everyday	238	57.2
	Once in a week	110	26.4
	Rarer	70	16.7
Average time to utilize Facebook	Less than half an hour	309	74.3
	Half hour- 1 hour	75	17.9
	Above 1 hour	34	8.1

Sentimental appeal and conduct

The sentimental appeal is a strategy of persuasion structure to make sentimental feedback to a message by utilizing sentimental content such as scary movies, sorrowful narration and many more. Since the elaboration likelihood model indicates, the sentimental appeal would more efficiently persuade a person who owns some appreciation or few capabilities to cognitive procedure message. Sentimental appeal contracts with the possibilities in which sentimental feedback is modified as the operation of the message's appreciation significance to a person AThe sentiment is an individual's condition of sense of feeling of an impact like happiness, enjoyment or negative such as sorrow, hate, etc. relevant research under the scope of interaction identifies sentiment as an important factor that could significantly impact the efficiency of a message. By their experimental research over SN Word of Mouth, Sw stated that sentimental content under advertisement content produce large Word of Mouth such as their research proposed that a message comprising sentimental content produce sixteen evaluated ways Facebook Likes, although eight evaluated mean likes were considered without sentimental content. Where a persuasive message is achieved, effective feedback which is emotion provoked by an advertisement are collaborate with cognitive feedback which is a logical estimation of advertisement. Messages with powerful sentimental appeals have been seemed to be more possibly to be posted over the internet A Therefore, the relevant research recommends that the powerful sentimental appeal a social network sites advertisement produces, the much productive conduct a utilizer to create towards the advertisement.

H(c): the sentimental appeal is productively associated with behavior towards affinity representation.

Informativeness and behavior

Informativeness is described as the capability to aware utilizer regarding item alternatives that make them capable to select the receptive amount **Error! Reference source not found.**. Informativeness is an emotional element that is estimated through the above-mentioned factors. And it possesses emotional appeal because of its capability to assists a customer established an aware trial regarding the adoption of the message and thus is ideally different from 'sentimental appeal'. Customers will see an advertisement beneficial if it provides appropriate depictions of items. Researches have seen informativeness to be significant in the establishment of customer conduct to e-commerce sites. Informative advertisement messages over social networking sites would address utilizer's interest and appreciate them to relate the advertisement with a productive picture and at a time to lead them to disperse the message to peers through SN willingly. In general, the associative literary work deals that informative social networking advertisement gives a utilizer with the capability to establish an aware discretion for further buying, and that utilizer's assumption of this prosperous factor of advertisement to

the creation of a productive behavior towards the viral conduct and also towards the advertisement. Based on theoretical recommendations, we generate the following hypothetical statements.

H (d): informativeness is productively associated to conduct towards affinity representation.

Advertisement innovation and conduct

Advertising innovation is the state to which an advertisement is created and unexpected Baack Convergence and significance are termed to be directing features of ads innovation; convergence is related to factors that are unique, distinct or uncommon, although the significance is connected with factors that are effective, suitable, beneficial, or worthwhile to the viewers. Innovative messages gather higher interest and direct to productive conduct regarding characterized items Re Besides, a single Baht invested in huge innovative advertisement drive attains, normally, about to double the influence of the profit of a Baht spent over un-innovative drive. Therefore, ads innovation is highly associated with the performance of an advertisement. Thus, we stated the following hypothetical statement:

H (e): advertisement innovation is productively associated to conduct towards affinity representation.

Assumed crowd attitude and intention to represent affinity

Informational web-based impact described as the stress to adopt knowledge from another as verification of fact Sh and is normally referred to as informational exhibitors or crowd attitude. Informational impact activates via the procedure of inclusiveness in which a person gets information from others if it enhances its information required to minimize indeterminacy. The customer attitude literary work recommends that item estimation is a traditional strategy in which informational web-based impact is most possibly to activate. Therefore, with indeterminacy, customer adopts the operations of others and then tracks their behavior without respect to their respective to their personal information. In the current study, we describe assumed crowd conduct as the assumed web-based stress to correspond to the attitude of others as an outcome of discloser to their web-based conduct. Utilizer discloses to an SN advertisement who seeks that several individuals have persuaded it is possible to press like button only to 'bind over the bandwagon'. The web-based psychology literary work describes the bandwagon impact as the web-based strategy by which the ratio of absorption of opinions, concepts, whims, and traditions enhances the much that they have already been accepted by others Co Whereas social networking sites utilizers see that the attitude of representing affinity regarding message showed over social networking sites such as Facebook has become universal, he/she would be willing to beside of this trend. Specifically, the number of likes and posts are signs to the audience regarding the message quality and either it is beneficial to see. Therefore, the powerful web-based stress the utilizer assumed to adopt the broad pressing of like button attitude of others over SN, the more tendency to represent affinity. Based on discussed concepts we suggested the following hypothetical statement:

H (f): assumed crowd attitude is productively associated with intention to represent affinity.

Subjective pattern and intention to represent affinity

Concurrently, the normative impact could influence a person's behavior, patterns, and worth. Normative social impact is sectioned into worth representative and functional impacts Zhu Worth representation impacts are appreciated by a need to improve personal-image by collaboration concerning significance such as game hero; although, it activates via significant determination. The subjective pattern is the assumption regarding what signs to others trust a person must do. Thus, the subjective pattern will possibly follow the conformity procedure, and it mirrors functional impacts. Relevant researches on TA have highlighted that subjective pattern defines a considerable role while a utilizer determines over the adoption of the latest IS such as it productively impacts the conduct intention to accept business-to-customer electronic commerce.

Furthermore, the subjective pattern is hoping to play a huge part in identifying the intention to utilize a social networking site, the second form of IS, although a utilizer attitude comprising put a comment or pressing the like button inclines to be clear to others over SN. Therefore, a utilizer who know that several peoples have already press like button for a relevant Facebook advertisement will assume extreme stress to press like button for advertisement and also conform with the hopes to be part of a relevant community who press like button for advertisement. Based on these concepts, we suggest the following hypothetical statement:

H (g): subjective pattern regarding affinity representation is productively associated with intention to represent affinity.

Assumed crowd attitude and subjective pattern

Co discussed that both informational and normative impact in item estimation is a shower with in the following two states: (1) quality is little uncertain due to the reason that insufficiency of definite norms and (2) person's capability to distinguish is not notion contented. Therefore, the assumed attitude and subjective pattern could both have an effective part in molding utilizer's web-based attitude. Assumed crowd attitude ideology as informational impact activates via inclusiveness where the major appreciation to achieve information from a reliable resource and minimize ambiguity. While utilizer first revealed to social networking sites advertisement, they can be doubtful as to which one is the most suitable attitude reaction to the advertisement over social networking sites. To solve the ambiguity, the utilizer could see the statistics, for example, the number of likes or shares. If utilizer sees elevated ratios, the utilizer could assume potential crowd attitude, a lower-level appreciation which is minimizing ambiguity and achieve personal objectives, subjective patterns is connected to enhanced, a higher-level appreciation which is managing a prosperous association with the relevant individual. If a utilizer assumes the crowd attitude carry out acutely, the utilizer is pretty possible to conform with hopes regarding its web-based peers. According to past research, the conduct of a group participant was impacted by a relevant group. Social networking sites are dispersed between high ranges of 'peers' over SN, comparatively agile as compared to offline networks. Therefore, the Word of Mouth procedure would be provided. Briefly, the primary requirement to step over on bandwagon to minimize ambiguity and attains utilizer's objective is possible to modify the enhanced requirements to conform to patterns done by the relevant group. Therefore, a utilizer who has adopted the impact of crowd attitude related to the representation of affinity would possibly adopt the impact of the subjective pattern also. Based on these concepts we proposed following hypothetical statements.

H (h): assumed crowd attitude is productively associated with subjective pattern regarding affinity representation.

Confidentiality concerns over social networking sites are nowadays are serious issues. Few types of research have addressed that issues regarding confidentiality were the major cause of why some social networking sites utilizers shut their social networking accounts St. Confidentiality issues were focused to possess negative influence over self-revelation, referring to the more the utilizer's significance for confidentiality, the lower details the utilizer will represent over social networking sites ZAlso, social networking sites utilizer's details collected on the server in a track of system utilizer comprising communications, effective estimations and many more are illicitly gathered and considered for unintended objective for example supervision. Such as, few employees utilize social networking sites to collect knowledge regarding job applicants that might be considered to select the applicant. Our social media viewers are larger than we think in actual; our peers are not the only ones that can view details regarding us **Error! Reference source not found.**. Because of this, such issues regarding opportunities that rest could learn regarding their advertisement like and deduce their personality, opinions from them are possible to abstain from pressing like button. Besides, the present study has that confidentiality issues are ineffectively associated to conduct to social networking sites ads. Thus, we proposed the following statement:

H (i): confidentiality issues are negatively associated with the intention to represent affinity.

II. Research methodology

Data collection and sample

A web-based survey was carried out utilizing the Google forms tools to gather data for experimental evaluation. The current study implies an above mentioned based on imperial structure. An imperial structure is established to gather data by implying processing or incentive and seeing the feedback. In the current study, the Facebook advertisement page has been given to the experiment members after they had been uncovered to the Facebook advertisement page. In total, four hundred twenty undergraduate students at Bangkok University in Thailand took participation in the current survey for course credit. The survey took one week, with a few more days was given to persuade non-respondent members to take part in a survey. College students were considered suitable members due to the reason that Facebook was famous for only catering to students. The ration of Thai members with the age range 19-25 who are Facebook utilizer is 92.5 percent in October M. In the current research, members ranged between 21-31 years (M=23.87), SD=2.04). 63.4 percent were men in overall members. 5 inappropriate feedbacks were deleted, with remaining members for evaluation.

Table 1 represents a member's demographic details. The incentive considered for this evaluation was based on pictures of the latest Facebook advertisement. The members were given questionnaires through e-mail via internet link on website comprising pictures and pictures. In a survey, members were requested to reply to the web-based questionnaire-based over pictures. The pictures comprise a message impelling members to share void car seats and save gas expenses. The ads copy reads 'enjoy our car-sharing service. Share your empty seat and save expenses. Since, most of the peoples in Thailand College students utilize public vehicles such as trains, caps, etc. that's why they show increased interest in that particular advertisement.

Therefore, we identify that we elect an appropriate advertisement for current research. Further, the incentive tends to produce a feeling of guilt to a few members, whereas every person could experience distinct feelings based on their opinions and ethnicity. A member in a survey watching Facebook advertisement will possibly be facing guilt if he/she were the drivers we are pointing to, although these singular resident are not been a matter of concern. Based on the elaboration likelihood model, it might be implicit that utilizer see this advertisement would take a circumference, instead of the central, track to proceed the message like the sentiment of guilt produced by advertisement will leave stress feeling regarding advertisement. Further, the existent provocation is informative to give beneficial information that could assist a customer make suitable buying decisions. Such as car-sharing opportunities that facilitate the driver to save fuel expanse. Also, it present that car-sharing utility could be utilized not only for a daily basis, but it is also beneficial for holidays, picnic trips and many more. In the end, ads incentive selected for current research is innovative to a little extent. To conclude, due to the sentimental, informative and innovative perspectives integrated into the advertisement pictures, this advertisement is possible to achieve in capturing little interest of those whom the advertising id uncovers to.

Measures

First, interviews were carried out utilized a concerned group to get an understanding of the way utilizer admires Facebook ads. A total of 18 college students who utilized Facebook on daily bass were selected and placed in the group a. questions were asked to aware of their perspective of social media networking and direct them to disperse productive utilizer feedback like pressing Like or share button. Reply to these questions comprises magnificence, interesting offer, and pertinence, superb, sentimental, among others. Further, based on the concern group interview consequences and associated literary work, basic elements possibly to direct utilizer feedback to social networking sites advertisement were determined as a sentimental offer, informativeness, and ads innovation. Measuring elements were majorly taken from associated past research to fir the social networking site's advertisement framework. Ads efficiency includes three factors. First, sentimental appeal describes the

degree to which sentimental feedbacks are modified while uncovering t social networking advertisement, and the elements are adopted from DD suggested a multi-dimensional evaluation of aspect taking (AT), Fiction (F), Affinity Issues (AI), and individual anguish (IA). Out of theses, (AI) and (AT) pursue sentimental response; an (AI) is specifically associated with our sentimental appeal item. Our sentimental appeal scale is also integrated over the advertisement Response Affinity (ARA) scale proposed by Es to consider the affinity response to TV ads. Further, informativeness points to a magnitude to which a social networking site utilizer assumed as effective, and the scale was taken from L and P. Finally, ads innovation describes the degree to which a social networking advertisement is genuine and unexpected, and the scale was adopted from H). The confidentiality issues items (B was estimated utilizing a scale designed to capture the perspective of confidentiality issues with utilizer's sensitive information. The factors used to measure assumed crowd attitudes were collected from past research H; Y and altered for current research. The scale for subjective patterns was taken from A, and was considered to evaluate assumed web-based stress to conform to attitude expected for utilizer by significant referents. The scale for behavior towards affinity representation was altered form H to estimate predisposition to react in agreement or disagreement way regarding clicking likes for social networking sites advertisement. Intention to represent affinity refers to the assumed possibility that utilizer would involve in an attitude of liking for social networking sites advertisement. The scale to estimate intention to represent affinity was taken from A. All elements were estimated on a 5-point Likert-type scale, ranging between 'highly disagree (1)' and 'agreed (2)'.

III. Results

Measurement Model

We carried out CFA (confirmatory factor analysis) considering AMOS 21.0 to evaluate the measurement model. Fit statistics were examined utilizing 6 common model-fit measures, and every indicator predict a suitable fit among hypothetical model and observed data ($x2/df = 1.78$, RMSEA = 0.044; NFI = 0.925; CFI = 0.966; TLI = 0.959; RMR = 0.051, SRMR = 0.044). The general fit for the model was appropriated following traditional cut off criteria K. The measurement model was evaluated for credibility and verification. The credibility of constructs was evaluated utilizing Cronbach's alpha and composite reliability (CR) ratios. As represented in

Table 3, the Cronbach's alpha for constructs among .757 and .908 and the CR coefficients are more than .717, all reaching the .71 threshold suggested by F. Thus, the elements utilized in the current research showed suitable credibility. Further, divergent validity and discriminant validity were estimated. First divergent validity was evaluated by investigating the factor loading of every observed element. Every factor loading was important and reaches the suggested threshold of .50 H. Divergent validity was further evaluated by investigating CR and AVE (Average variance value), CR values were more than .71 and AVE values are more than .51, predicting that both CR and AVE values .717 to .913 and AVE values range .509 to .802. This indicates appropriate validity as represented in

Table 3. Besides, the square root of AVE taken out for every construct was more than the correlation of construct with every remaining construct as represented in Table 4, verifying the discriminant validity F. Thus, convergent and discriminant validity and also credibility verified to be appropriate for the measurement model. The data considered for current research was collected on the above-mentioned assumptions of members. There is a tendency for the usual method bent for the above-mentioned data. So before evaluating a hypothetical model, the common method bent was evaluated. To examine the complexity of common methods, Harman's single-factor estimation was carried out. Outcomes of the evaluation represent that the highest covariance described by a single factor was 33.82 percent which was lesser than 50mpercent threshold. An

additional estimation was carried out to estimate the bias of the common method in data set utilizing a strategy of unmeasured common latent factors. We carried out this estimation by utilizing AMOS. It has been noticed that discrimination among standardized coefficients without a common latent factor and standardized coefficients with a common latent factor was less than 0.3. Thus, common method bias is not the main concern. In the end, the multi-co-linearity evaluation was carried out. We carried out the VIF estimation, and the consequent figures were 1.072 (min) and 2.053 (max), which show that there is no overlapping present.

Structural paths and hypothetical estimation

We design a structural equation modeling to evaluate hypothetical statements. The hypothetical usual paths were tested utilizing AMOS 21.0. The consequent indicates an appropriate model fit ($x2/df$ = 1.79, RMSEA = 0.044; NFI = 0.921; CFI = 0.964; TLI = 0.958; RMR = 0.072; SRMR = 0.059) while estimated against cut off criteria in literary work.

Figure 2 represents the standardized path coefficient, path importance, and describes divergence (R_2) for every single path. Seven hypothetical statements were appropriate whereas two were refused. The outcome of the structural paradigm explains the intangible part of informativeness and ad innovation in identifying utilizer's conduct to affinity representation. Informativeness (~=.32, p<.001) and ads innovation (˘ = 0.22, p < 0.01) were both consider to owns important productive impact on behavior to affinity representation. Although, the influence of sentimental appeal on behavior verified improper (˘ = 0.17, p =.11). Therefore, H(d) and H(e) were appropriate whereas H(c) was improper. In the same way, the outcome showed that assumed crowd attitude has an important impact on the subjective pattern (˘ = 0.33, p < 0.001). Although, assumed crowd attitude was not considerably associated with intention to represent affinity (˘ = 0.07, p=.17). Subjective pattern (˘ = 0.41, p < 0.001) and confidentiality issues (˘ = 0.11, p < 0.05) were considerably related with intention to represent affinity. Therefore, H(h) and H(i) were appropriate, while H(g)was improper. Attitude to affinity representation has important productive influence over intention to represent affinity, assisting H(a) (˘ = 0.46, p < 0.001). in the end, a productive association was seen among the intention to represent affinity and buying intention (˘ = 0.70, p < 0.001), assisting H(b). it was observed that 55 percent of the divergence in intention to represent affinity was described by a collaboration of sentimental appeal, informativeness, ads innovation, assumed crowd attitude, conduct, subjective pattern, and confidentiality issues. The sentimental appeal, informativeness, and ads innovation were seen to describe 36 percent of the divergence in conduct towards affinity representation.

Table 3: statistics of construct items

	Factor loading	Cronbach's alpha	CR	AVE	Mean (standard deviation)
Sentimental appeal		.757	.717	.509	2.48(.899)
SEN1	.728				
SEN2	.627				
SEN3	.778				
Informativeness		.817	.822	.608	2.98(.856)
INF1	.842				
INF2	.664				
INF3	.827				

Innovation		.904	.879	.687	2.53(.968)
INNO1	.789				
INNO2	.786				
INNO3	.879				
INNO4	.858				
Assumed crowd attitude		.890	.866	.651	2.52(1.039)
CROW1	.865				
CROW2	.896				
CROW3	.764				
CROW4	.687				
Subjective pattern		.908	.913	.719	2.52(.883)
SUB1	.828				
SUB2	.893				
SUB3	.896				
SUB4	.772				
Conduct towards affinity representation		.842	.871	.558	3.26(.729)
CON1	.717				
CON2	.638				
CON3	.755				
CON4	.863				
Confidentiality issues		.842	.802	.665	2.55(1.033)
CONF1	.779				
CONF2	.958				
CONF3	.686				
Intention to represent affinity		.890	.831	.802	2.78(1.218)
INTA1	.906				
INTA2	.886				
Buying intention					
BI1	.799	.803	.752	.671	2.59(1.062)
BI2	.838				
AVE- average variance extracted; CR=composite reliability;					
$X2 = 595.005$ (p = 0.000, df = 338); RMSEA = 0.044; NFI = 0.925; CFI = 0.966; TLI = 0.959; RMR = 0.051; SRMR = 0.044.					

Table 4: correlation among constructs (average variance extracted and squared correlations)

	SEN	INF	INNO	CROW	SUB	CON	CONF	INTA	BI
SEN	.714								
INF	.530	.781							
INNO	.511	.460	.829						
CROW	.326	.230	.262	.807					
SUB	.344	.415	.391	.220	.747				
CON	.468	.528	.474	.319	.508	.848			
CONF	-.024	-.104	.011	-.151	.069	-.026	.816		
INTA	.430	.478	.443	.239	.560	.563	.099	.896	
BI	.456	.559	.349	.239	.433	.443	.060	.613	.820
*The numbers in the diagonal row are square roots of the average variance extracted.									

Figure 2: Structural Equation Model for Hypothetical estimation
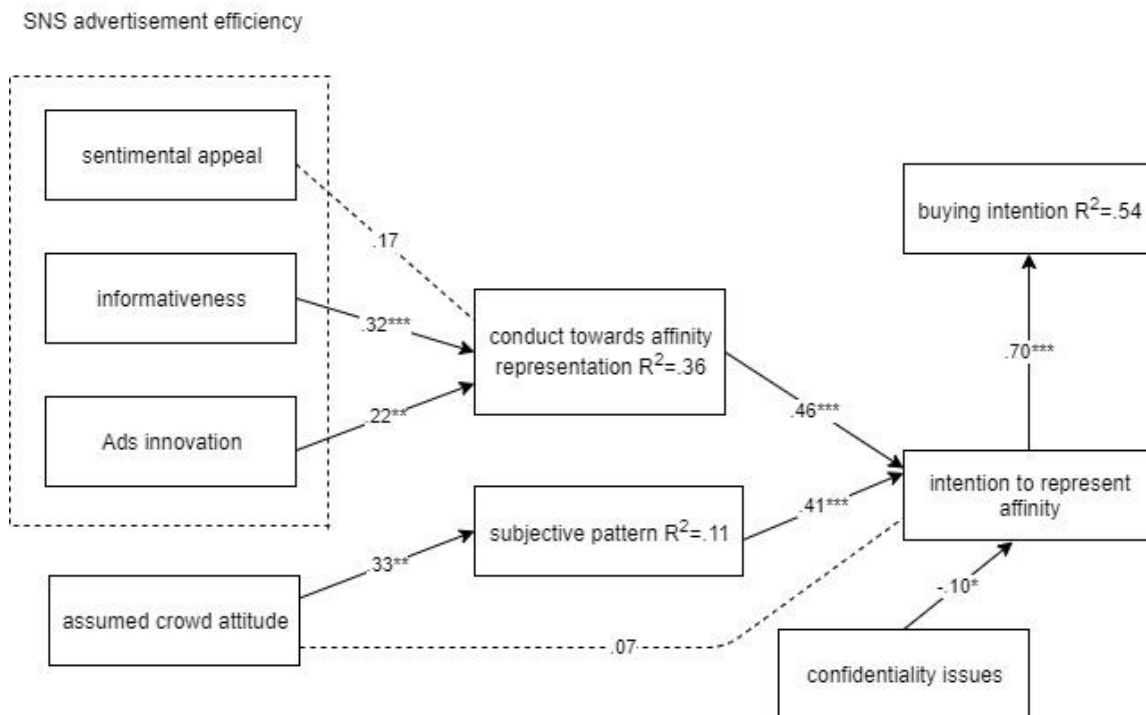
IV. Discussion and implementation

Discussion

Current study desire to design a hypothetical model predetermining precedence of productive utilizer feedback to ads over social networking sites and to evaluate the proposed model utilizing SME. Our results experimentally assist the suggested model. The consequences of current research produce two important indicators of conduct towards affinity representation: informativeness and ad innovation. The effectiveness of informativeness could be understood from a key role, or functional point of view M found that functional ratios of ads over SN improve utilizer's productive conduct towards the brand page. In the current study, knowledge regarding the functional perspective of items or utility could strongly assist the customer's operational requirements. The effective information shoed in social networking sites advertisement, for example, an item's

advantages, could thus assist customers to do ideal buying. An innovative social networking site advertisement would capture customer interest, leads them to represent their productive estimation of advertisement. Particularly, we seemed that the higher informative and innovative utilizer assumed a social networking site's ads message to be, the higher productive their conduct to affinity representation is. Therefore, utilizers are possible to establish a productive behavior to the representation of a prosperous effective estimation of a social networking site advertisement while the advertisement gives information that reports their operational requirements and while it is innovative enough to give hedonic value. In contrast to our hopes, sentimental appeal collapsed to impact utilizer behavior towards affinity representation. In making a productive utilizer behavior towards affinity representation for social networking sites advertisement, the sentimental appeal is less possible to perform a significant part. Another likely description for this important association is the social networking sites ads selected for current research which is a car-sharing advertisement that characterizes a functional utility, and thus sentimental appeal seems to be less effective. Rather than rational perspectives such as informativeness are possible to perform a higher part in making utilizer's behavior for functional utilities instead of sentimental perspectives. This recommends that the item king might moderate the association among sentimental appeal and utilizer's conduct. The assumed crowd attitude construct was generated to evaluate the sense of web-based social stress. It has been seen that, when assumed crowd attitude has indirect influence over the intention to represent affinity, it is productively associated with the subjective pattern, which is in reaction productively associated with intention to represent affinity. This consequence assumes that utilizer who acknowledged that most individuals seem to admire a provided social networking site advertisement would be possible to assume that significant others expect them to admire the advertisement and also, in the end directing them to intend to like the advertisement. Hypothetically, a utilizer who finalizes to minimize indeterminacy related to social networking sites utilization by following the crowd attitude is possible to move on to manage a prosperous association with his peers on Facebook by yielding with their hopes focusing the attitude of liking or sharing as a reaction to social networking sites advertisement. Therefore, preference is provided to indeterminacy deduction and further to web-based association management.

Also, as a theory of reasoned action indicates, pattern productively influences intention to admire the advertisement, suggesting that one might intend to admire social networking sites advertisement, not due to the reason that a large number of individuals admire it due to the reason that one's peer hope one to admire it. Confidentiality issues negatively impact an individual's viral intention for social networking sites advertisements. Whereas a social networking site utilizer significantly assumed that its confidentiality may be seriously distracting if its peers intervene in its concept or priorities from utilizer's viral conduct, the utilizer is less possibly show affinity. Although, the result seems to be little sympathy with the outcome of some other research, that evaluates the impact of confidentiality issues over social networking sites utilization Ch. The members in current research might have assumed that their actions of pressing like button for social networking site advertisement can be seen by their Facebook peers and could give the perception that they assist for high revenue ads. The current study also reveals that high productive a member's behavior towards affinity representation and the high members assumed the web-based stress to represent affinity; the higher would be the chances to represent affinity for relevant social networking sites advertisement. Further, the social networking site's feedbacks like an intention to represent affinity were seemed to impact buying intention.

Implementation

Out results gives a beneficial understanding into what is compulsory to the establishment of utilizer behavior to affinity representation and behavioral intention to represent affinity concerning social networking sites advertisement. In this section, we are presenting hypothetical and practical implementations for the SN advertisement. The first hypothetical implementation is that it increases our Insight regarding ads efficiency in a social networking sites framework by suggesting

a new construct known as conduct towards affinity representation (CAR), an ideology taken from conduct towards advertisement (CAD) conventionally evaluated under marketing scope. We discuss that CAR might have a better forecasting tendency in describing the viral behavioral intention features by social networking sites framework. Since we have not experimentally evaluated the association between CAR and CAD, the result recommends that CAR seems to be an appropriate construct in social networking sites advertisements. Second, the outcome describes that the theory of reasoned action and social influence theory are persistent theories that could assist studies forecasting the elements affecting utilizer's productive viral reaction such as liking or sharing and also the buying intention. Third, although the association among assumed crowd attitude and intention to represent affinity verified un-valuable, the association was mediated by subjective pattern. Our outcome supported improves our awareness of the hypothetical association between these two kinds of web-based impacts and intention to represent affinity. For instance, the current study also highlights practical implementations. First, the result over association among intention to represent affinity and buying intention gives a basic implementation for experts and marketers; productive social networking sites reactions such as a utilizer's viral intention and conduct could support producing immediate market feedback such as buying intention, which in turn enhances revenues and sales. Second, our outcome identified three precedences of behavioral intention to represent affinity regarding social networking sites advertisement; termed as, conduct towards affinity representation, subjective pattern, and confidentiality issues. Specifically, informativeness and ad innovation seemed to be important indicators of conduct towards affinity representation whereas sentimental appeal was not. Thus, to enhance the possibility that utilizer will respond prosperous to an advertisement, experts and marketers must make their ads message informative and innovative to the approach that such message will efficiently urge utilizer to represent affinity. Although, the unimportant association among sentimental appeal and conduct towards affinity representation seems to be characterized by the items/utility categories considered in current research. So marketers and experts must give interest to the item or utility category to be characterized in their social networking sites advertisement while making an advertisement drives, whereas sentimental appeal might or might not add to productive utilizer feedback based on item/utility category.

Limitations and Future Research

The current study contributes to the literary work by determining the precedence of utilizer's feedbacks to social networking sites advertisement and future marketing reaction, it owns some limitations. First, the indicators we utilized in our paradigm might not be comprehensive. Suture study is required to uncover other elements that might direct to prosperous feedbacks to social networking sites advertisement. Second, students of the college with ages less than thirty years are active social networking sites utilizers but might not be a substitute for customer high population. Further study might evaluate and examine the idiographic association in our paradigm utilizing a sample comprising of real-world customers. Third, it will be beneficial to duplicate current research utilizing a motion picture like videos on YouTube rather than still images. Current research reveals that media kind might impact behavior to ads over smart devices and that a video directs to increased productive conduct to ads than a still picture ad do Sung. Fourth, current research did not comprise the 'attitude' construct in the evaluation paradigm because it considers on understanding the association among intention and its precedence. Further, with current research, it could be a possibility to examine the mediating impact of confidentiality issues in the association among intention and conduct, instead of simply enlightens the immediate impact of confidentiality issues over the intention. Moreover, whereas the current study considers 'liking' as a utilizer's behavioral feedback to social networking sites advertisement, it could be beneficial to evaluate further reactions like writing posts which will be considered as an enhanced utilizer attitude rather than liking. In the end, further study might estimate the mediating impact of item type in the association among sentimental appeal and utilizer's conduct towards affinity representation. It might be possible that hedonic items or

utilities engage higher influence of sentimental appeal over conduct, while functional products contain minor influence. The results of these studies will expand our knowledge of the elements influencing the making of productive utilizer's conduct concerning social networking sites advertisement.

REFERENCES

[1]   08.09.15Wikipedia.org (2015b). Social media marketing. http://en.wikipedia.org/wiki/Social_media_marketing Accessed 01.10.15.

[2]   Burg, N. (2013). How to measure your social media return on investment. Forbes,.Retrieved from http://www.forbes.com/sites/capitalonespark/2013/04/25/how-to-measure-your-social-media-return-on-investment Accessed 10.10.15

[3]   Logan, K., Bright, L. F., & Grngadharbatla, H. (2012). Facebook versus television: advertising value perceptions among females. Journal of Research in InteractiveMarketing, 6, 164–179.

[4]   Fishbein, M., & Ajzen, I. (1975). Belief, attitude, intention, and behavior: an introduction to theory and research. Reading, Massachusetts: Addison-Wesley.

[5]   Choi, S. (2013). An empirical study of social network service (SNS) continuance: incorporating the customer value-satisfaction-loyalty model into the continuance model. The Asian Pacific Journal of Information Technology, 23, 1–28.

[6]   Colman, A. M. (2014). The bandwagon effect. In the Oxford dictionary of psychology (4thed.). New York: Oxford University Press.

[7]   Petty, R. E., & Cacioppo, J. T. (1986). The elaboration likelihood model of persuasion. In L. Berkowitz (Ed.), Advances in experimental social psychology(Vol. 19) (pp. 123–205). New York: Academic Press.

[8]   Swani, K., Milne, G., & Brown, B. P. (2013). Spreading the word through likes onFacebook: evaluating the message strategy effectiveness of Fortune 500companies. Journal of Research in Interactive Marketing, 7, 269–294.

[9]   Davis, M. H. (2018). Empathy: A social psychological approach. Routledge.

[10]   Alhabash, S., & McAlister, A. R. (2014). Redefining virality in less broad strokes: predicting viral behavioral intentions from motivations and uses of Facebook and Twitter. New Media & Society, 1–23.

[11]   Swani, K., Milne, G., & Brown, B. P. (2013). Spreading the word through likes onFacebook: evaluating the message strategy effectiveness of Fortune 500companies. Journal of Research in Interactive Marketing, 7, 269–294.

[12]   Chin, C. Y., & Lu, H. P. (2015). Facebook users' motivation for clicking the Like button. Social Behavior and Personality, 43, 579–592.

[13]   Li, X., & Wu, L. (2013). Measuring effects of observational learning and social-network word-of-mouth (WOM) on the sales of daily-deal vouchers. InProceedings of the 46th Hawaii International Conference on System Sciences (pp.2908–2917).

[14]   Pöyry, E., Parvinen, P., & Malmivaara, T. (2013). The power of 'Like'—interpreting usage behaviors in company-hosted Facebook pages. In 2013 46th HawaiiInternational Conference on System Sciences.

[15]   Alhabash, S., McAlister, A. R., Quillam, E. T., Rifon, N. J., & Richards, J. I. (2013).Between likes and shares: effects of emotional appeal and virality on the persuasiveness of anti-cyberbullying messages on Facebook. Cyberpsychology, Behavior and Social Networking, 16, 175–182.

[16]   Carter, C. S., Bearden, C. E., Bullmore, E. T., Geschwind, D. H., Glahn, D. C., Gur, R. E., ... & Weinberger, D. R. (2017). Enhancing the informativeness and replicability of imaging genomics studies. *Biological psychiatry*, *82*(3), 157-164.

[17]   Baack, D. W., Wilson, R. T., van Dessel, M. M., & Patti, C. H. (2016). Advertising to businesses: Does creativity matter?. *Industrial Marketing Management*, *55*, 169-177.

[18]   Reinartz, W., & Saffert, P. (2013). Creativity in advertising: when it works and when it does not. Harvard Business Review, 1–8.

[19]   Sharps, M., & Robinson, E. (2017). Perceived eating norms and children's eating behavior: An informational social influence account. *Appetite*, *113*, 41-50.

[20]   Colman, A. M. (2014). The bandwagon effect. In the Oxford dictionary of psychology (4thed.). New York: Oxford University Press.

[21]   Zhu, S., & Chen, J. (2016). E-commerce use in urbanizing China: the role of normative social influence. *Behaviour & Information Technology*, *35*(5), 357-367.

[22]   Cohen, J. B., & Golden, E. (1972). Informational social influence and product evaluation. Journal of Applied Psychology, 56, 54–59.

[23]   Stieger, S., Burger, C., Bohn, M., & Voracek, M. (2013). Who commits virtual identity suicide? Differences in privacy concerns, Internet addiction, and personality between Facebook users and quitters. Cyberpsychology, Behavior, and social networking, 16, 629–634.

[24]   Zlatolas, L. N., Welzer, T., Hericko, M., & Hölbl, M. (2015). Privacy antecedents for SNS self-disclosure: the case of Facebook. Computers in Human Behavior, 45,158–167.

[25]   Privacy concerns with social networking services. http://en.wikipedia.org/wiki/Privacy concerns with social networking services accessed 08.09.15Wikipedia

[26]   McDermott, J. (2014). Facebook bounces back with college kids. Digiday,. Retrieved from http://digiday.com/platforms/facebook-bounces-back-among-college-aged-users/ Accessed 23.12.15

[27]   Davis, M. (1983). Measuring individual differences in empathy: evidence for a multidimensional approach. Journal of Personality and Social Psychology, 44,113–126.

[28]   Escalas, J. E., & Stern, B. B. (2003). Sympathy and empathy: emotional responses to advertising dramas. Journal of Consumer Research, 29, 566–578.

[29]   Logan, K., Bright, L. F., & Grngadharbatla, H. (2012). Facebook versus television: advertising value perceptions among females. Journal of Research in InteractiveMarketing, 6, 164–179.

[30]   Pavlou, P. A., Liang, H., & Xue, Y. (2007). Understanding and mitigating uncertainty in online exchange relationships: a principal-agent perspective. MIS Quarterly,31, 105–136.

[31]   Haberland, G. S., & Dacin, P. A. (1992). The development of a measure to assess viewers' judgment of the creativity of an advertisement: a preliminary study.Advances in Consumer Research, 19(1), 817–825.

[32]   Jermsittiparsert, K., Sutduean, J., & Sriyakul, T. (2018). Social Customer Relationship Management Capabilities and Customer Relationship Performance: Moderating Role of Social Media (Face-book) Usage among Indonesian Firms. Opcion, 34(86), 1257-1273.

[33]   Jermsittiparsert, K., Sutduean, J., & Sriyakul, T. (2019). Determinants of Social Media Usage (Face-book) to Create Brand Awareness among Indonesian Consumers. International Journal of Innovation, Creativity and Change, 5(2), 1272-1289.

[34]   Buchanan, T., Paine, C., Joinson, A. N., & Reips, U. D. (2007). Development of measures of online privacy concern and protection for use on the Internet.Journal of the American Society for Information Science and Technology, 58,157–165.

[35]   Huang, J. H., & Chen, Y. F. (2006). Herding in Online Product Choice. Psychology &Marketing, 23(5), 413–428.

[36]   Yoo, C. W., Kim, Y. J., Moon, J., & Choe, Y. C. (2008). The effects of herding behavior and perceived usefulness on an intention to purchase e-learning content: comparison analysis by purchase experience. Asia Pacific Journal of Information Systems, 18, 105–130.

[37]   Ajzen, I., & Fishbein, M. (1980). Understanding attitudes and predicting social behavior. Upper Saddle River, NJ: Prentice-Hall.

[38]   Holbrook, M. B., & Batra, R. (1987). Assessing the role of emotions as mediators of consumer responses to advertising. Journal of Consumer Research, 14, 404–420.

[39]   Alhabash, S., McAlister, A. R., Quillam, E. T., Rifon, N. J., & Richards, J. I. (2013).Between likes and shares: effects of emotional appeal and virality on the persuasiveness of anti-cyberbullying messages on Facebook. Cyberpsychology, Behavior and Social Networking, 16, 175–182.

[40]   Kline, R. (2005). Principles and practice of structural equation modeling. NY: Guilford Press.

[41]   Fornell, C., & Larcker, D. F. (1981). Structural equation models with unobservable variables and measurement error: algebra and statistics. Journal of Marketing Research, 18, 382–388.

[42]   Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E., & Tatham, R. L. (2006).Multivariate data analysis (6th ed.). Upper Saddle River, NJ: Prentice-Hall.

[43]   Muk, A., & Chung, C. (2014). Driving consumers to become fans of brand pages: a theoretical framework. Journal of Interactive Advertising, 14, 1–10.

[44]   Chen, H. T., & Kim, Y. (2013). Problematic use of social network sites: the interactive relationship between gratifications sought and privacy concerns. Cyberpsychology, Behavior and Social Networking, 16, 806–812.

[45]   Sung, J., & Cho, K. (2012). The influence of media type on attitude toward mobile advertisements over time. Cyberpsychology, Behavior and Social Networking, 15, 31–36.

[46]   Vipaporn, T., Pakvichai, V., & Jermsittiparsert, K. (2019). Analyzing the Usage of Internet of Things among Indonesian pharmaceutical Customers: Role of Social Media related Determinants. Systematic Reviews in Pharmacy, 10(2), 352-361.