

# Forecasting User Responsiveness to Sponsored Advertisement over Social Media through the TAM

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**Abstract---** *Sponsored advertisement has produced effective marketing returns for Facebook in last few years. Since sponsored advertisement is generated over an interactional platform that would be observed as intrusive to individual's privacy, the enhancement of this advertisement platform has significant implications for customers, and ads equivalent. Although limited literature is available on user responsiveness to sponsored advertisement, this study evaluates the influence of individual assumption of confidentiality venture, curiosity issues and services of sponsored advertisement over customer conducts and buying intention. Estimating a paradigm proposed via TAM (Technology Acceptance Model), this study finds that confidentiality and curiosity issues are both authentic precedence variables to assumed usefulness instead of assumed feasibility of utilization of sponsored ads, only confidentiality issues possess influence over items buying intentions. The hypothetical statements association among assumed usefulness, feasibility of utilization, conducts and buying intentions were also verified.*

**Keywords---** *customer conduct, curiosity issues, confidentiality issues, buying intention, TAM, Facebook sponsored ads*

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## I. Introduction

Web-based social networks are the most effective means in electronic advertisement context **Error! Reference source not found.; Error! Reference source not found..** Initial study highlights that Fb is significant advertisement forum able of conflicting with conventional ads medium like TV and radio **Error! Reference source not found..** According to statista.com survey 2019, in Thailand, Facebook ranked number one in leading SM networks with around twenty-seven million active users per month, even Thailand ranked number one in leading SM countries in Southeast Asia. Since Fb affirmed to own more than 1 billion users per day, this interprets to 1 in 7 peoples around globe utilizing Fb for interacting with peers per day. This is because that Fb ads return has been growing, and according to nationthailand.com, around 57% users are discovering a new brand, product or any utility on Facebook.

Specially, the sponsored ads portion over Fb has been giving significant route for marketing messages dispersion via managing immediate associations between advertisement, customers, generators and brands **Error! Reference source not found..** Sponsored ads that shown over these SNSs as Facebook could be personalized based on user's internet searching history while concerning more trustworthy at customer focused, associated to banner marketing **Error! Reference source not found..** Particularly Fb characteristics adapted ads through a devoted sponsored ads portion or sponsored narratives that

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are essential over user's theme **Error! Reference source not found.**. A sponsor can structure an ad as a peer narrative in a social feed through up line the individual's actual experience with any item or good, which can further enable SNSs supporters to be engaged in systematic experiences of brand, comprising repetitious narratives and improve knowledge dispersal and communicate regarding the item or good **Error! Reference source not found.**. Past research recommends that Fb users' issue regarding confidentiality have negative impact on user conduct towards Fb advertisement **Error! Reference source not found.**; also authentic in case of assumed intervention of Fb ads. Since sponsor ads over Fb are rising in both magnitude and frequency over Fb, effective customer confidentiality or intervention issues would also grow. Although, extant study on customer confidentiality and intervention issues and the way in which these issues might impact their opinions and conducts towards Fb ads and item buying intention which is not too much. Similarly, theoretical study on customer responsiveness to Fb ads need more focus.

This research accounts customer estimations of Fb sponsor advertisement, both as a latest digital creativity and as an interactional forum. Particularly, current research implies TAM paradigm acceptance to evaluate customer opinions, conduct and intention towards accepting Fb ads as an interactional digital creativity, with assumed confidentiality issues and intervention of Fb ads as the exclusive element that might impact customer adoption of this interactional ads' forum. The main purpose of current study is to facilitate an enhanced understanding of a) electronic advertisement creativity acceptance, (b) customer adoption of personalized ads, and (c) the impact of personalized ads on item buying intention through a web-based network.

#### **Technology Acceptance Model and creativity acceptance**

On the basis of Reasoned Action theory, the TAM was introduced to incorporate crucial technical elements to describe a person's decision-making procedure to adopt latest Information System techniques in a firm setting **Error! Reference source not found.**. The paradigm thesis propagates that: (a): exterior variables would impact assumed feasibility of utilization and usefulness of a technology; (b) assumed feasibility of utilization of a technology would have immediate impact on its assumed usefulness; (c) assumed usefulness and feasibility of utilization would influence conduct towards the technology; (d) assumed usefulness and conduct towards the technology is foreseen to impact its utilization intention; and (e) intention regarding technology utilization besides assumed technology usefulness, may direct to its utilization.

Technology Acceptance Model has been considered to investigate a broad range of customer technical acceptance study. On the other hand, researches have highlighted that attendance in all probability to accept smart technology **Error! Reference source not found.**, social learning system in higher education **Error! Reference source not found.**, self-driving cars **Error! Reference source not found.**, while such technologies and utilities they given are assumed as beneficial, feasible to utilize and appropriate in their operations. The significant model to forecast customer technology adoption is Technology Acceptance Model (TAM) and it has been noted as the highly authentic model for describing the adoption of information technology and IS (information system) in last few years **Error! Reference source not found.**. More researches reveal that a high assumption of usefulness and feasibility of utilization related with web services like web-based travelling websites and web-based radio utilities are also associated to online acceptance level.

#### **Social Networking Sites and web-based advertisement**

Past studies investigate the capability of Facebook ads by focusing the association among social networking sites users and who exchange information regarding items or brand advertisement. Rest of the activities have been also evaluates the impact of fan-based ads strategies as the amount of 'Likes' of Facebook advertisement and the magnitude of their followers on social media over brand repute **Error! Reference source not found.**; **Error! Reference source not found.**. Investigation

over customer responsiveness to sponsored ads over web-based media, a growing effective advertisement forum, and stay insufficient.

Experts have initiated to imply the Technology Acceptance Model to describe elements impacts social networking sites acceptance and utilization. On the other hand, previous study forecast that social networking sites utilizers assumed usefulness of social networking sites are affected by their assumed feasibility of social networking sites utilization, as assumed feasibility of social networking sites utilization has an immediate effect on conduct towards social networking sites utilization **Error! Reference source not found.** The most famous operation over social networking sites is posting and picture sharing with other users. A research evaluating the Technology acceptance model through picture-messaging acceptance and utilization account that social media operations is a productive indicator of assumed feasibility of utilization, usefulness and utilization intention of picture sharing utility; as assumed feasibility of utilization and usefulness considerably impact picture-messaging intention **Error! Reference source not found.**

Similar study over web-based ads showed that intention to buy goods via web-based shopping center is identified by conduct towards web-based shopping center, which has been indicated by assumed feasibility of utilization and usefulness of such virtualize platforms. In a same way, the web-based client feedback system which has an effective part in impacting customer references for web-based shopping centers is also significant by user who has assumed the feedback system to be highly beneficial and feasible to utilized **Error! Reference source not found.** Similarly, bank client who assumed high services from a web-based banking system and high feasibility of utilization through the web-based transaction system are also eager to use web-based banking for money transaction **Error! Reference source not found.**

On the basis of capability of technology acceptance model to describe acceptance and utilizations of various digital technology creativity, consisting on a broad range of web-based media utilities and social network sites, we stated that the technology acceptance model will be authentic topology to describe the decision-making procedure of accepting web-based media ads creativity. Specifically, technology acceptance model's basic factors assumed usefulness and assumed feasibility of utilization must be productive associated to Facebook-advertisement associated conduct and buying intention.

#### **Below are proposed hypothetical statements**

H(a1):assumed feasibility of utilization will be productively associated to assumed usefulness of Facebook advertisement.

H(a2):assumed feasibility of utilization will be productively associated to conduct towards Facebook advertisement.

H(b1):assumed usefulness of Facebook advertisement will be productively associated to conduct towards Facebook ads.

H(b2):assumed usefulness of Facebook advertisement will be productively associated to item buying intentions.

H(c): conduct towards Facebook ads will be productively associated to item buying intention.

#### **Confidentiality risk**

Because of frequency of customer issues on web-based confidentiality, experts have observed confidentiality issues as a negative feature of latest media establishment. On the other hand, since customer can sustain productive conduct towards web-based banking technique, their issues about the protection of web-based commerce would discourage them from accepting web-based banking system **Error! Reference source not found.** Study has reveals that adoption of web-based money transaction system, which capable user to pay for their web-based buying, is productively indicated by assumed confidentiality security and assumed protection **Error! Reference source not found.** Nevertheless, the increment in web-based buying transaction is hoping to enhance customer reliability over protection of web-based payment system **Error! Reference source not found.**

Customer try to describe confidentiality issues while they are finding for knowledge via we-based resources for the purpose to review items ads or do a buying of items via internet **Error! Reference source not found.** The tailored ads

integrated in social media sites which can duplicate individual's web-based attitude like item details findings or brand details are presented as striking on customer's right to confidentiality **Error! Reference source not found.**

As social media websites like Facebook enhance their screening of tailored sponsored advertisement, customer focused on confidentiality risk and establishing web-based buying might also increase **Error! Reference source not found.** Experimental study still needs to be completely established wither customer confidentiality issues are no doubt a hindrance for marketers who use social media as their publicizing forum. On the basis of initial experimental results, it is suitable to perceived that issue can negatively influence F users conducts towards sponsored ads and their buying intention of items seen in such advertisement in addition to their assumption of usefulness and feasibility of utilization related with those advertisement. Below are hypothetical statements proposed on the basis of technology acceptance model.

H(d1): confidentiality issues will be negatively associated to assumed usefulness of sponsored ads.

H(d2): confidentiality issues will be negatively associated to assumed feasibility of utilization of sponsored ads.

H(d3): confidentiality issues will be negatively associated to conducts towards sponsored ads.

H(d4): confidentiality issues will be negatively associated to items buying intentions.

Intervention issues

Intervention is referring as a factor of confidentiality in terms of e-commerce. Anything blocking or slowing progress towards any objective will possess enhanced sense of advertisement intervention **Error! Reference source not found.** While web-based ads are tailored for any single internet user, it increases assumption of intervention **Error! Reference source not found.** Past research report that web-based marketing forums have seen that personalized knowledge over web-based ads minimizes the impact of advertisement **Error! Reference source not found.**, specifically while users assume the ads operations as intervention to their web-based activities. Customer assumption of advertisement intervention could also enhance annoyance, as evoked by better understanding and acknowledgment of ads existence.

More studies proposed that customer owns minimum negative behaviors towards focused web-based ads even via confidentiality is a main issue while website are assumed to possess high services **Error! Reference source not found.** Further, way of advertisement force to affect buying intention, as customer exhibit an enhanced productive behavior towards video advertisement, as compare to still image advertisement. Further study reveal that tailored ads in social networking sites framework could contribute to negative customer sentiments associated to the intervention of those ads, which in return could minimize buying intention **Error! Reference source not found.**

Social media ads are remained in its initial phase of progress, whereas the prior literary work put some consideration on the way in which assumed intervention might influence customer responsiveness towards such social media generated buying attitudes. Since the hypothetical progress report tackling technology acceptance model to other interactional digital technology forum- supposed to facilitate informing our conceptualization under social networking sites framework. Especially, we perceived that intervention issues will negatively impact assumed usefulness and assumed feasibility of utilization as well as behaviors towards Facebook ads and buying intention. Below are the hypothetical statements which are proposed to evaluate intervention as an exclusive variable as well as to verify the experimental association among intervention and (a) behaviors and (b) intention considered before with Technology Acceptance Model environment.

H(e1): intervention issues with Facebook ads will be negatively associated to assumed usefulness of Facebook advertisement.

H(e2): intervention issues with Facebook ads will be negatively associated to assumed feasibility of utilization of Facebook advertisement

H(e3): intervention issues will be negatively associated to behaviors towards Facebook advertisement.

H(e4): intervention issues will be negatively associated to item buying intentions.

By adding two main confidentiality elements that might immediately influence the success of social media as an advertisement forum and the effect that rest of the elements of Technology Acceptance Model could perform in impacting customer adoption of social media ads, Figure 1 represent proposed conceptual model.

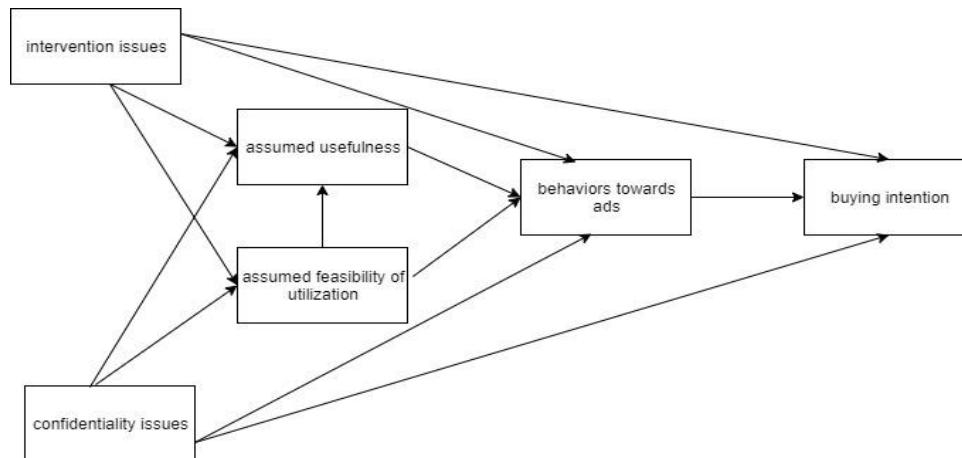


Figure 1: proposed conceptual model

The collaboration among the conceptual elements presents the inter-association among model elements as follows: (a) assumed intervention and confidentiality risk are precedence variable to assumed feasibility of utilization and usefulness of sponsored ads (b) assumed intervention, assumed confidentiality risk, feasibility of utilization and usefulness immediately impacts towards sponsored ads; (c) assumed feasibility of utilization is an precedence variable to assumed usefulness; and (d) and behavior towards sponsored ads possess an immediate impact over buying intentions for items or goods marketed via sponsored ads.

## II. Methods

Research members were drafted from the undergraduate students from Bangkok University. Although students of college are normally post items details via web-based social networks, they are most appropriate deliberate sample for current research. Group of peoples belongs to any college were reported to be highly affected by Facebook ads a compare to remaining age ranges, as they try to be active social media users **Error! Reference source not found.**

Former to starting the research process, acceptance for the study protocol was get from IRB. Students who were admitted in academic courses were asked to join an extra course in order to be a part of current research. After getting an academic announcement, we overview the approval form and then request to student who enrolled for this study to visit a link and fill the questionnaire on internet. In total, 537 members gave appropriate feedbacks. The demographic details of data sample forecast that in this survey 50.5 percent are women and 64.5 percent. Their yearly earnings were 76,000 Baht or more. Ethnic backgrounds were 74.9 percent were Thai students, 7 percent were American, 18 percent Korean, and .3 percent were African.

Table 1 represents demographic details.

Table 1: Members demographic details

Specifications	Percent
Age	(%)
17-28	13.5
29-38	37
39-48	29.2
49 and above	8.8
Gender	
Male	64.5
Female	50.5
Qualification	
Higher school	42.5
Graduate	26
Post Graduate	19.2
Yearly Earning	
76000 Baht and above	34.3
Less than 76000 Baht	65.7
Ethnicity	
Thai	74.9
American	7
Korean	18
African	0.3

### III. Measurement

#### Assumed usefulness

The scale for assume usefulness of web-based ads established by **Error! Reference source not found.** and accepted by many scholars for example **Error! Reference source not found.** was adopted in this study; this scale comprises of 6-items that are estimated over a 4-point scale, ranging among highly disagree to highly agree. Described measuring items were inquire members about their point of view of how much they are agree or disagree with either Facebook advertisement are beneficial resource of information (a) searching various items and providing, (b) seeking knowledge with brand have characteristics which they are finding (c) update with latest goods and utilities supported by brand in marketplace; (d) aware of all goods and utilities (e) saves time in finding goods and utilities; (f) searching for goods cost. The six items are link with each other into a composite variable possess high credibility level ( $\alpha$  ¼ .93).

#### Assume feasibility of utilization

The idea was generated by 5 genuine measurement items, evaluate over the similar 4-point scale as we discussed above. These items were structured to particularly seize the approachability of the displayed advertisement items integrated in the

Facebook system, in place of accepting the usual accessibility that examine the overall utilization of retail sites over internet for example **Error! Reference source not found.** Member address their degree of agreement with level of feasibility related with evaluating Facebook advertisement that comprising of few design features: (a) Headlines, (b) graphics, (c) pictures, (d) copy fonts, and (e) advertisement content. By combining the 5 items with each other we get a composite variable with Cronbach's credibility coefficient at .93.

### **Behaviors**

This construct was defined by 7-item which was adopted from previous literary study **Error! Reference source not found.**; these 7-items were evaluated with the similar 4-point scale as described before. The 7 estimated elements urges the members to prompt their disagreement and agreement scores with either they enjoy these Facebook ads characteristics: (a) sponsored ads portion one someone's Facebook page; (b) advertisement generated by a sponsoring firm on someone's Facebook storyline, (c) YouTube videos uploaded by Advertisement sponsor, (d) YouTube videos uploaded by Advertisement sponsor on someone's Facebook storyline, (e) images uploaded by advertisement sponsor on someone's Facebook storyline, (f) advertisement uploaded by advertisement sponsor on someone's Facebook storyline, and (g) the presentation of Facebook advertisement. These 7-items were combined to form a composite variable with Cronbach's credibility coefficient of .95.

### **Items buying intention**

This section was evaluated using 4-item measurement, assessed with similar 4-point scale items. These construct were generated to particularly define customer devotion to buy primary and premiums items promoted through two kinds of personalized ads over Facebook, in place of prompting overall utilization intention normally accepted in associated literary work such as **Error! Reference source not found.** Members replied to such items by telling their level of agreement or disagreement with either they want to buy items promoted via the following forum for future: (a) heterogeneous items represent over Facebook's sponsored ads portion, (b) heterogeneous items represent on someone's Facebook storyline, (c) costly items presented on Facebook sponsored Ads portion, (d) costly items represent on someone's Facebook storyline. These four elements were combined to make composite variable, which comprising Cronbach's credibility coefficient of .08.

### **Confidentiality issues**

This section was evaluated by 5-items taken from **Error! Reference source not found.**, over 4-point scale ranging between 'infrequently' to 'frequently'. These constructs investigate either respondent have a protective feeling about: (a) giving delicate details to Facebook site, (b) user personal information remain secure on Facebook page, (c) sharing user personal details on someone's Facebook page, (d) sharing user personal details on peer Facebook pages, (e) writing user personal details through Facebook Message utility. These items were collapsed to make a single variable with Cronbach's credibility coefficient of .89.

### **Intervention issues**

The idea of intervention was established by 5-item taken from previous study **Error! Reference source not found.** and evaluated with 4-point scale which lie between 'infrequently' and 'frequently'. Members respond to these constructs by telling either they found out ads on Facebook to be (a) diverting, (b) interfering, (c) annoying, (d) offensive (e)disturbing.

These all 5-items were collapsed to make one composite variable  $\alpha=1/4 .93$ . Table 3 represent measuring items with coefficient alpha and Cronbach's credibility.

#### IV. Results

The explanatory statics represented in

Table 2 reveal that assumed usefulness (M  $\frac{1}{4}$  2.07, SD  $\frac{1}{4}$  0.64) and assumed feasibility of utilization (M  $\frac{1}{4}$  2.44, SD  $\frac{1}{4}$  0.66) both has a mid-level Mean value, showing a more than average assumption of usefulness and feasibility of utilization related with Facebook advertisement. Customer confidentiality issues or sentiments of protection with Facebook ads (M $\frac{1}{4}$  3.25, SD  $\frac{1}{4}$  0.66) gains a mean that rest among 'very few times' or 'often' reporting that customer do not have a sense of protection with their confidentiality as Facebook utilizers. By comparability, intervention issues with Facebook ads (M $\frac{1}{4}$  2.59, SD  $\frac{1}{4}$  0.83) approaching a mean level that rest among 'often' and 'sometimes' describing that customer 'often' and 'sometimes' sense that Facebook ads is intervening in their 'confidential space' on Facebook. From customer behavior point of view towards Facebook ads, the mean figure (M  $\frac{1}{4}$  1.79, SD  $\frac{1}{4}$  0.63) is minimum and rest among 'highly disagree' and 'disagree', recommending that customer disgust Facebook ads. In a same way, the mean figure for future buying intention (M  $\frac{1}{4}$  1.29, SD  $\frac{1}{4}$  0.56) is also minimum and rest between 'highly disagree' and 'disagree' describing that on average, customer are improbable to do item buying through communicating with Facebook advertisement that seen over their 'private' Facebook page.

Zero-order coordination among every basic element is also presented in

Table 2 below. Particularly, every basic element assumed usefulness, assumed feasibility of utilization, confidentiality issues, intervention issues, behavior and buying intention are considerably associated together, except for the lack of coordination among intervention issues and assumed feasibility of utilization. This recommends that Facebook users do not estimate the technical and mechanical elements of Facebook advertisement in combination with either they sense that such advertisement have created interruption or disturbance to their usual framework with Facebook pages. In addition, not any of the important coordination among any two elements is significant enough to make a multiple co linearity issues for any consequent evaluation.

To verify the interrelatedness and the element design among the basic elements, validating element estimation was carried out. Outcome present a associatively good model suitable for the evaluation related with the substantial data sample of this research study (CMIN/ DF  $\frac{1}{4}$  1.87, CFI  $\frac{1}{4}$  0.99, RMSEA  $\frac{1}{4}$  0.05,  $\chi^2$   $\frac{1}{4}$  756.99,  $p < 0.001$ ). A path paradigm was proposed to estimate every single hypothetical statement; the modeling outcome did not present an appropriate model fit ( $\chi^2$   $\frac{1}{4}$  86.06,  $p$   $\frac{1}{4}$  0.001, CMIN/DF  $\frac{1}{4}$  28.85, CFI  $\frac{1}{4}$  0.87, NFI  $\frac{1}{4}$  0.87, RMSEA  $\frac{1}{4}$  0.24). Specifically, two hypothetical statements in the paradigm connecting intervention issues to assumed feasibility of utilization and buying intention did not achieve statistical importance. These two paths afterwards eliminated and reviewed path paradigm was evaluated. This reviewed paradigm



proposed a significant and appropriate model fit, as predicted by the model fit index ( $\chi^2/df = 2.44$ ,  $p = 0.297$ , CMIN/DF = 1.23, CFI = 0.99, NFI = 0.99, RMSEA = 0.03).

Since every path under reviewed paradigm achieved a statistically considerable beta weightage, the evaluated hypothetical statement associated with every single paradigm path was also authenticated. These important paths were also recognized. These considerable path although facilitate support for H(a1-a2), H(b1-b2), H(c), H(d1-d2), H(e1) and H(e3), as represented in

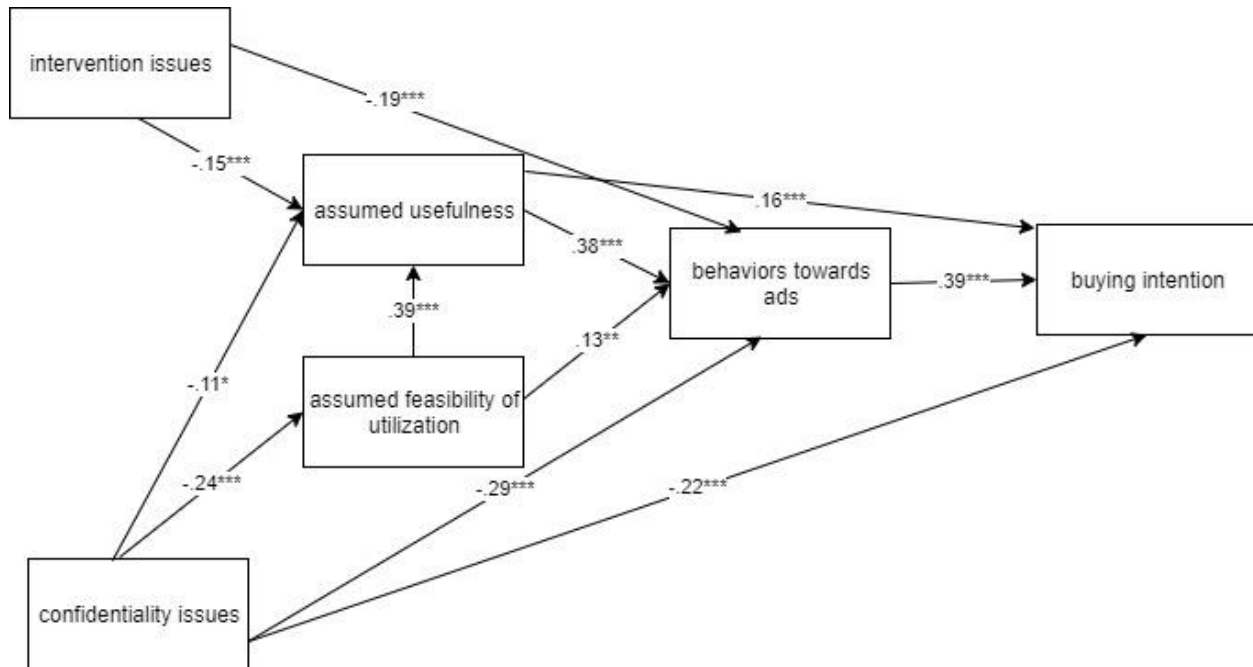


Figure 2: Structural Equation model for current study

In accordance with

, consequent present that assumed feasibility of utilization of Facebook advertisement is important and productive indicator of assumed usefulness of ( $b = 0.39$ ,  $p < 0.001$ ) and behaviors towards such advertisement ( $b = 0.13$ ,  $p = 0.002$ ); this result are in accordance with H(a1) and H(a2), respectively. In a same manner, assumed usefulness of Facebook advertisement was seemed to productively indicate behavior towards Facebook ads ( $b = 0.38$ ,  $p < 0.001$ ) and items buying intention ( $b = 0.16$ ,  $p < 0.001$ ); these outcomes verified H(b1) and H(b2), respectively. H(c) was also validated by result that present a enhanced productive behavior towards Facebook ads is an important indicator of considerable item buying intention ( $b = 0.39$ ,  $p < 0.001$ ).

High customer confidentiality issues was reported to be important but negative indicator of assumed usefulness of Facebook advertisement ( $b = -0.11$ ,  $p = 0.017$ ), assumed feasibility of utilization ( $b = -0.24$ ,  $p < 0.001$ ), behaviors towards Facebook ads ( $b = -0.29$ ,  $p < 0.001$ ), and item buying intentions ( $b = -0.22$ ,  $p < 0.001$ ), credit assistance to H(d1), H(d2), H(d3) and H(d4), respectively. Outcomes also reveal that higher intervention issues are important but negative indicator of assumed usefulness of ( $b = -0.16$ ,  $p < 0.001$ ) and behavior towards ( $b = -0.20$ ,  $p < 0.001$ ) Facebook ads; such outcomes assist H(e1) and H(e3), respectively. Although, intervention issues were not according to either assumed feasibility of utilization of Facebook ads or buying intention, failed to authenticate H(e2) and H(e4).

Further, confidentiality issues with Facebook utilization described 5.5 percent divergence in assumed feasibility of utilization of Facebook advertisement. Confidentiality issues, intervention issues with Facebook advertisement and assumed feasibility of utilization of Facebook advertisement joint reported for 21 percent of divergence in assumed usefulness of Facebook advertisement. Similar 3 indicators, besides with intervention issues with Facebook advertisement, also describe 38 percent of divergence in behavior towards Facebook advertisement. In the end, assumed usefulness of and behavior towards Facebook advertisement reported for 34 percent of divergence in items buying intention.

Table 2: zero-order coordination, mean and SD for basic variables

	Assumed usefulness	Feasibility of utilization	behaviors	Buying intention	Confidentiality issues	Intervention issues
	r	R	r	r	r	r
Feasibility of utilization	.42**					
Behaviors	.51**	.35**				
Buying intention	.38**	.21**	.54**			
Confidentiality issues	-.20**	-.23**	.39**	-.39**		
Intervention issues	-.19**	-.05	-.28**	-.14**	-.02	
Mean (M)	2.07	2.43	1.79	1.29	3.25	2.59
Standard deviation (SD)	.64	.65	.63	.56	.66	.83
**p<.01 (two-tailed)						

Table 3: Measuring constructs and Cronbach's credibility and coefficient alpha

Construct	Coefficient alpha ( $\alpha$ )	Cronbach's Credibility
<b>Assumed usefulness</b>	0.93	-
AU1: searching various items and providing		
AU2: seeking knowledge with brand have characteristics which they are finding		
AU3: update with latest goods and utilities supported by brand in market place		
AU4: aware of all goods and utilities		

AU5: saves time in finding goods and utilities		
AU6: searching for goods cost		
<b>Assumed feasibility of utilization</b>	-	.93
AFU1: Headlines		
AFU2: Graphics		
AFU3: pictures		
AFU4: copy fonts		
AFU5: advertisement content		
<b>Behaviors</b>	.95	-
B1: sponsored ads portion one's Fb page		
B2: advertisement generated by a sponsoring firm on someone's Fb storyline		
B3:1youtube videos uploaded by advertisement sponsor		
B4:1Youtube videos uploaded by advertisement sponsor on someone's Fb storyline		
B5: image uploaded by advertisement sponsor on someone's Fb storyline		
B6: advertisement uploaded by advertisement sponsor on someone's Fb storyline		
B7: the presentation of Fb advertisement		
<b>Items buying intention</b>	-	.08
IBI1: heterogeneous items represent over Fb sponsored ads portion		
IBI2: heterogeneous items represent on someone's Fb storyline		
IBI3: costly items presented on Fb sponsored ads portion		
IBI4: costly items presented on someone's Fb storyline		
<b>Confidentiality issues</b>	-	.89
CI1: giving delicate details on Fb page		
CI2: user personal information remains secure on Fb page		
CI3: sharing user personal details on someone's Fb		
CI4: sharing user personal details on peer's Facebook		
CI5: writing user personal details via Facebook message utility		
<b>Intervention issues</b>	.93	-
IV1: diverting		
IV2: interfering		
IV3: annoying		
IV4: offensive		
IV5: disturbing		

## V. Discussion

Current research is between the first to imply Technology Acceptance Model in describing customer responsiveness to social media as an advertisement forum. Specially, the suggested conceptual structure evaluated (a) either assumed characteristics of social media ads as a technically driven creativity could impact customer characteristics and buying intentions; (b) either two exclusive variables confidentiality and intervention issues will influence assumed characteristics of social media ads. The outcomes completely verified the Technology Acceptance Model and the paradigm was capable to describe the acceptance procedure elements towards social media ads. Particularly, intervention issues negatively influence assumed usefulness of and behavior towards social media ads, validating previous study which found out other web-based marketing frameworks like banking and web-based buying for example **Error! Reference source not found..** Confidentiality issues possess negative impact over customer assumed usefulness and feasibility of utilization of Facebook ads technology and behavior and buying intentions towards items advertisement over their social media page.

Explanatory statistics reveal that customer have a productive assumption of usefulness and feasibility of utilization related with Facebook ads. Where their behaviors towards Facebook ads are negative, similar is valid with their confidentiality issues related with Facebook utilization and the offensive nature of Facebook ads. Customer willing to buy items ads on Facebook page is normally low. This recommends that customer do not every time clasp Facebook ads **Error! Reference source not found..** All hypothetical paths in original conceptual paradigm were appropriated, except the paths among intervention issues and (a) assumed feasibility of utilization of Facebook advertisement and (b) buying intention. These consequences present that confidentiality issue are authentic precedence variable that evoke customer to focus the Facebook ads forum 'complicated' to utilize, as exchange of private details is normally associated to additional clicks. Intervention issues, which present 'disturbance' to one's Facebook utilization, did not modify customer assumption of 'complicated' in accessing Facebook advertisement. Alternatively, they consequence in a 'useless' estimation of those advertisement, which is also a feedback from those with higher confidentiality issues. The path among the remaining of the Technology Acceptance Model elements, comprising assumed feasibility of utilization, assumed usefulness, behaviors and buying intentions, are statistically considerable as hypothetical statement and suggested by the Technology Acceptance Model. These outcomes therefore recommend the consequences related with the restricted extant study that has evaluated the Technology Acceptance Model structure under the scope of picture-message utility **Error! Reference source not found..** Although, the Technology Acceptance Model seems to be appropriate hypothetical paradigm for describing the way customer consider the Facebook advertisement submitted through a creative technology forum unlike to social media and also progress and response to the advertisement incentive presented over their social intangible space.

Important paths that were evaluated for the first time under paradigm estimation and were statistically verified comprising the following. First, negative paths associate intervention issues to assumed usefulness and behaviors. Further, negative paths also relate confidentiality issues to assumed usefulness, assumed feasibility of utilization, behaviors and buying intention. Although, intervention issues only influence assumed usefulness, but confidentiality issues influence both assumed usefulness and feasibility of utilization. Where confidentiality and intervention issues possess immediate impact on making least favorable sentiments about Facebook ads, intervention issues possess indirect impact and confidentiality issues possess immediate impact on lower intention to buy items that presented in Facebook advertisement.

Current research outcomes also validate previous research reporting web-based ads and business, recommending that customer web-based information-utilization operations like communicating with advertisement information and buying items productively indicate high confidentiality issues over internet users

Confidentiality and intervention issues nevertheless, customer seems utilitarian as they see Facebook advertisement. In nature, those people who see Facebook advertisement as facilitating them with feasible approach to beneficial item details

that they required are also more effective and more efficient to involve in establishing items buying through Facebook advertisement. This community of 'friendly' Facebook customers could have added to the retaining tendency of the 'sponsored narratives' forums on Facebook.

This research results also imply that the progress and achievement of Facebook ads can be enhanced if the forum will improve and manage customer's beliefs with their assumed details and data protection **Error! Reference source not found.** In a same way, customers should also produce and show affection towards Facebook advertisement rather than handling them as offensive pest, so then much of the advertisement will come under a 'tolerance threshold' **Error! Reference source not found.** Since Facebook advertisement or social media ads generally is yet in its prior level of progress, to learned and implement effective strategies via other web-based ads forums would be necessary. On the other hand, rather than 'erosion' its users to 'share' a product, Facebook utilizers can be stimulated by getting discount for shopping or utility that they support. Also, they get points for free gifts or items by supporting them.

The prosperous narratives of mobile Ads on Facebook is also example of the way in which social media ads would be a worth able forum for marketers **Error! Reference source not found.** These narratives altered the prior trend of customer affection towards mobile advertisement and buying. This kind of mobile shopping attitude through social media ads provoked the way in which technology configuration with social media utilizers approaching their Facebook accounts which are through smart phone or laptop would possess a larger impact on how they assumes the existence of ads in a view of confidentiality and intervention. This assumption in result will also support identifying user buying intentions and their later buying intention. Study need to find out the association among technology-driven social media utilization and social media ads efficiency.

### **Limitations and Future Research implementations**

There are many research limitations to be addressed. First, this descriptive survey research did not estimate customer responsiveness to item type or brands, therefore the considerable divergence for buying intention related with distinct item types were not knocked. Further, previous internet-capable experiences via e-commerce, web-based buying and social media forums would have been evaluated for examining their tendency moderating impact on customer behavior and buying intention. In addition, presenting sponsored advertisement that presents examples of genuine diverse or costly items to members for concerned estimation of this advertisement forum would request a real-time rather than of a remind responsiveness to improve evaluation credibility.

This study conceptual paradigm evaluated the complete TAM with two exclusive variables confidentiality and intervention issues. This study is the initiator to evaluate the Technology Acceptance Model under the scope of customer adoption of social media ads as communicative technology creativity and a latest advertisement forum. The result stated that Technology Acceptance Model is capable to completely describe the association among confidentiality issues, intervention issues, assumed usefulness, assumed feasibility of utilization, and behavior related to interactional advertisement forums used by Facebook and also their impact on customer buying intention.

Further research will continue to evaluate either substitute kinds of interactional ads strategies will be seen as least offensive and interfering over confidentiality and although be seen as highly beneficial and feasible to utilize by customer. On the other hand, is there any possibility that to highly understated way or 'quieter' effective ads forum be least offensive but also very beneficial by utilizer of social media? Can a small advertisement click that capable customer to reach a group of type-specific advertisement be shown as least offensive by customer? Can liminal advertisement that can be seen on careen without hindering Facebook page access be seen as too offensive? Further, such technically-driven ads forum, further

study would also find out that which would be threshold for achieving utilizers with tailored advertisement over their social media accounts. The market details could be very significant in assisting advertisers to generate social media ads techniques that will ignore resulting important confidentiality issues to eliminate the assumed utilization of social media advertisement or negative behavior towards the brand.

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