

# **THE INFLUENCE OF ATTITUDE AND BRAND RECOGNITION TOWARD PURCHASE INTENTION OF ONLINE ADVERTISING ON SOCIAL NETWORKING SITES**

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## **ABSTRACT**

One of the most important means of communication today is social networking. This study was designed to provide insights into how purchase intention influenced by consumers attitude toward online advertising and brand recognition on social networking site. A survey was conducted with facebook's users to asses attitude toward online advertising on social networking sites, brand recognition, and purchase intention through this channel. The results indicated that consumers attitude toward online advertising and brand recognition on social networking site have significantly influence purchase intention with positive correlation.

**Keywords: Online Advertising, Social Networking Site, Attitude, Brand Recognition, Purchase Intention**

## **INTRODUCTION**

Online advertising becomes the main business model for social networking sites such as Facebook and Myspace in these recent years [18]. As consumer habits change, social network is being powerful and unique platforms that foster promotions [20]. This is matching with marketer's perspective that targeting online social networking site as the medium to advertise their product at this recent time. This statement is supported by the Society of Digital Agencies survey [21], which found that social network is digital marketing top priorities on 2010 that has been chosen by senior marketing executive.

One of marketers reason that they choose online social network, such as facebook, because they think this medium will make people twice as likely to remember an advertising if their friend is in it, and a brand that a person "Like" will spread instantly to the news feeds of many of those friends [14]. Beside that reason, marketers also assumes that the people who their product's buyer share content with, are those who have the most in common with them, so might be they also likely to be interested in the same product that have been bought [22].

This social networking sites also become an effective marketing tool that make companies appears to be more friendship with their consumer and then it will be engaging consumers to

participate or proactive in marketing [3]. Corresponding with the number of users on a social networking site which increase continuously, [30] study found that word-of-mouth through social network site have longer carry over effects and higher flexibility response than traditional marketing. With the increasing use of facebook as a promotional medium, it is critical for the marketers or advertisers to understand how is the perspective of the social networking user towards the existence of online advertising on social networking sites, otherwise they will invest a lot to advertise their product or service for nothing.

There were some qualitative research have been conducted to investigate the consumer's attitude toward online advertising on social networking site [10] [11] [1] [15]. These researches found that most of facebook users tend to ignore product or service advertising on their facebook page. [1] and [15] stated that users perceived facebook as their personal spaces and they tend to become protective toward any intrusions. Facebook is a private social for friends where advertising is not welcomed [1]. Users usually avoid the online advertising by ignoring the message or they just close the pop up advertising on their screen straight away without even look at the content [15]. Therefore, those researches conclude facebook is not the effective medium in communicating and advertising product and services.

On the other hand, the high growth of facebook users in the world, which its membership exceeded 800 million people in the first quarter 2012 (Internetworldstats.com) gives advertisers cheap platform to easily target and reach out to a large global audiences. Facebook is the largest and most popular social networking site, it comes as no surprise that most marketers would see facebook as the prominence medium to reach out to consumers [28].

In Indonesia, we can see there are many marketers advertise their products or services via facebook. Facebook is perceived as a prospective social media site to promote their product and service since Facebook is widely used by Indonesian people these recent times. Socialbakers [25] as an analytics site showed that Indonesia is in the 4<sup>th</sup> rank as a Facebook user in the world with college students as the largest group users. Beside that reason, nowadays Facebook also chosen as a medium that gives an opportunity to Indonesia marketers, especially small and medium enterprises to promote their products, since it is cost efficiency.

With the advent of facebook as a promotional medium in Indonesia, there is a critical need to investigate the attitude of Indonesian people toward online advertising on facebook. The present study will investigate Indonesian user attitudes toward online advertising on social networking site (facebook) through quantitative study. [10] and [1] identified that attitude toward online advertising on social networking site influence the process of brand recognition, but they did not provide statistically significant support. Moreover, [11] noted that attitude toward online social networking sites and brand recognition may be positively associated with intention to purchase. Based on [10], [1] and [11], this study took explanatory approach establishing causal links between attitude toward online advertising on social networking sites, brand recognition, and intention to purchase.

Based on above explanations, the research questions that this study addresses are: what are current consumer attitude toward online advertising on social networking sites? Is current consumer attitude toward online advertising on social networking sites significantly influencing brand recognition? Is brand recognition significantly influencing purchase intention on social networking sites?

## **LITERATURE REVIEW**

### **Online Social Network Site**

Online social network site is the location, where users can create their personal profiles and connect with other people in order to create their personal network [10]. Basically, there are two kinds of activities on social network site that involving users, i.e. either create new content by editing their profiles (e.g., uploading pictures, music, movie, updating their status or creating messages), or consume content that was created by others (e.g., looking at pictures, downloading music, reading their friends' status and messages) [29].

People use this media as a tool that make them able to collaborate and communicate, including sharing of knowledge, information, media, ideas, opinions and insight with one another online [3]. Generally this communication or interaction is proceeded between networks "friends", which linked through accepting the other user invitation, since on social network site, each user has permission to add other user as their friend as long as their friend's request accepted by that user.

Further about this social networking site, marketers use this site as an effective marketing tool that make companies appears to be more friendship (such as a friend) with their consumer and then it will be engaging consumers to participate or proactive in marketing [3]. Might be this approach also become the reason why the social network site has been chosen by senior marketing executive as a digital marketing top priorities on 2010 [21]. Beside those reasons, social network site also used as an advertising medium tool, because it is cost efficiency (relatively cheap compared to the traditional medium), large reach (has million of users), targeted advertising (allowing advertisers to customize and target their advertising), and time spent online by users [28].

### **Online Advertising on Social Networking Site**

Online advertising becomes a vehicle that marketers choose to announce their products or services, since for advertisers, Internet has chosen as a new channel for reaching customers [2]. It is because of Internet had a faster impact than radio and television, and could provide information that can be accessed anytime and anywhere [19]. About online advertising or e-advertisement, [16] defined it as making a product or service introducing operations through the Internet for the realization of trade between seller and buyer as the main purpose. [32] also found that online advertising also feature as effective as print advertising. These recent years, online advertising becomes the main business model for social networking sites such as Facebook and Myspace [18].

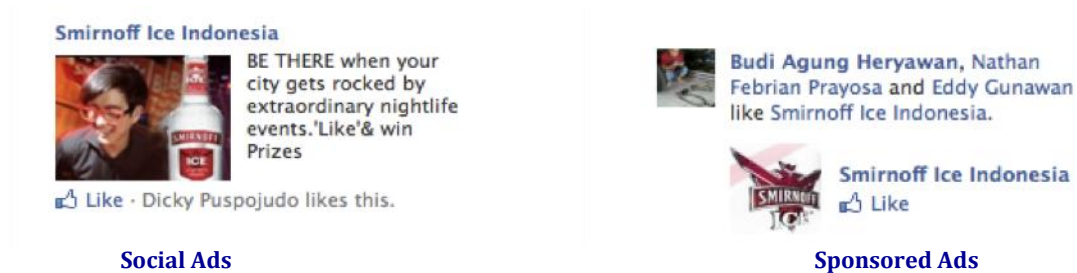
### **Online Advertising on Facebook**

Facebook advertising which basically separated into two types of Ads, which are Social Ads and Sponsored or Display Ads have a unique ways unlike any other advertising to reach precisely target depend on the person's profile [4], or depend on their interests and demography [15]. Facebook advertising commonly appear in the right-hand column of pages throughout Facebook site, but it is also possible to appear in Facebook's main page look like our friends' stories when they are updating their status.

The difference between Social and Sponsored Ads can be seen from Figure 1. Social Ads are an ad that created by a brand or seller such as Smirnoff Ice, which showed including its brand message. A business creates this type of ad and pays Facebook to deliver it to the people site that are most likely to find it useful [5]. These ads usually appear in the right-hand column of

pages throughout Facebook. For example, people who like food culinary, are a certain age, and like party might see Smirnoff Ice Ad.

**Figure 1. The Difference Between Social Ads and Sponsored Ads**



Another type of Facebook Ads is Sponsored Stories, it is different from Social Ad, because it is a story that you can already see about activity from people you are connected to, pages you “Like”, or applications that you use [5]. In other word, Sponsored Stories Ad is an ad that is posts from your friends or pages on Facebook that a business, organization, or individual has paid to highlight so there is better chance you will see them, because they are regular stories that a friend or page you are connected to has share with you [6]. Further about Sponsored Stories Ad, [9] simply defined this ad is an ad which is when a person writes a status update, or “Like” an ad page that make an advertiser pay to highlight that action to the user’s friends on the right side of the Facebook page.

### **Attitude Towards Online Advertising on Social Networking Site**

Attitude towards the online advertising’s study is very important thing that should be known, because it helps explain user perceptions and acceptance of advertising message [10]. Attitude itself can be defined as an individual’s internal evaluation of an object such as a branded product [23] or other specific dimension such as advertisement, brand, commercial, and purchase intention [27].

Attitude towards the advertising on social networking sites can be good or users will be interested about the advertising as long as that advertising is specifically relevance or valuable at an individual level. It also can be bad or in other word users uninteresting, ignoring, or even avoiding the advertising that shows up [1]. One of positive perception toward advertising found from [10] research that stated users rating the advertising positively, since they think that there are availability of information about product that can be learnt anytime. Advertising on social media also acceptable by the user as an interactive marketing communication that allows them to do two-way communication, either learn from others or share information about a product or brand [1]. Further about this attitude, [17] found that users are interesting or noticing enough about advertising on social networking site, and make them tell about this product to their friends.

Even though, there are some positive perception toward advertising on social network site, foremost, it is crucial to emphasis that users not only focus at the advertising offered by advertisers, because pages site are filled with so much content [10]. Then, this statement might become the reason for some users to state that social network sites were not suitable for advertising, because the nature of these sites are to do interaction with friends as a personal medium [1]. [10] found that there were some users stated that they do not like manipulation that involved in advertising which will make people buy things they do not need just because it is cheap. Advertising in online networking sites also will be avoided

while it is perceived as not being relevant [15]. Users' action to avoid the advertising can possibly occur by cognitive (e.g.: disregard a magazine advertisement), behavioural (e.g.: leaving the room at the advertising duration time), and mechanical means (e.g.: either using digital video recorder or Internet blocking system to avoid the advertisements) [15].

### **Influence of Attitude toward Advertising on Social Networking Site toward Brand Recognition**

[16] stated that online advertising would be at higher level than traditional advertising methods in this technologies era, because it attracts continuously the attention of the viewer about the brand, and even convince them to buy. Further about the process of brand recognition, [10] and [1] identified that attitude toward online advertising on social networking site may influence the process of brand recognition, but they did not provide statistically significant support. However, [10] reported that the brand recognition on online social networking sites was found to be much lower than the one created through other media channels, such as television and magazines. Then, brand recognition itself can be defined as consumers' capability to confirm their previous experience about specific brand [33]. Based on above explanations, then first hypothesis that proposed:

H1. Attitude toward advertising on social networking site significantly influence brand recognition

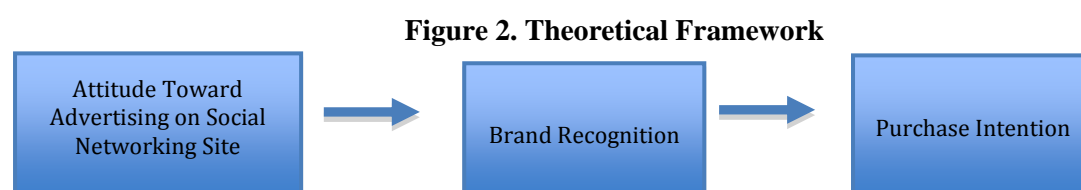
### **Influence of Brand Recognition on Social Network Site toward Purchase Intention**

Purchase intention itself is defined as the probability that consumer will purchase a product [24]. One thing that influence purchase intention is brand recognition. This statement based on [10] which said that brand recognition has greater likelihood of leading to a purchase decision or keeping consumers from buying different products. On social networking sites, most of consumers are likely to purchase or even recommend a product to a friend after "liking" a brand by clicking "like" button [11]. [11] also stated that one of the user's reason by clicking "like" button is because they also possible to get a special discount from that company. The special discount that offered might become the reason, which will make them have the intention to purchase that product.

Further about causal link between brand recognition and purchase intention on social networking sites, [11] noted that A brand become recognized by users because of the information or recommendation, which derived from friends about a product or service is trusted more, then it might be positively associated with the intention to purchase that recommended product or service. Based on those explanations, this study propose hypothesis:

H2: Brand recognition significantly influence purchase intention

Theoretical Framework for those hypotheses can be seen on Figure 2 below:



## METHODOLOGY

In this study, the sample had been chosen using judgment or purposive sampling method from College Students of Faculty of Economics and Business' population at Satya Wacana Christian University, Salatiga, Central Java, Indonesia. Criteria of the sample were: (1) Person who has Facebook account; (2) Age between 18-24 years old. About the sample size, there is little consensus on the recommended sample size for SEM. Then, the critical sample size that will be used in this study to provide sufficient statistical power for SEM analysis was 200 (Garver & Mentzer, 1999, cited in [13]).

**Table 1. Empiric Indicators**

Conceptual	Operational
<b>Attitude Towards Advertising</b>	<ol style="list-style-type: none"> <li>1. The advertising on social networking site provide availability of information about product [10]</li> <li>2. The advertising on social networking site is attractive [10][15]</li> <li>3. The attention to watch advertising beside the page's content [27]*</li> <li>4. The advertising on social networking site is relevant to what user need [1][15]</li> </ol>
<b>Brand Recognition</b>	<ol style="list-style-type: none"> <li>1. Recognize brands that are advertised on social networking site [10]</li> <li>2. Remember about brand advertised on social networking site [10]</li> <li>3. Brands advertised through social networks is easier to remember than other media channels, such as television [10]</li> </ol>
<b>Purchase Intention</b>	<ol style="list-style-type: none"> <li>1. Desire to visit to product website after being exposed to an advertising on social networking site [10]</li> <li>2. Intensity to look for information about product that advertised on social networking site [7]*</li> <li>3. Preference to purchase a product that is advertised on social networking site [10] [7] [12]*</li> <li>4. More likely to purchase after "liking" a brand [11]</li> <li>5. Desire to buy since their friend "like" that product [11]</li> <li>6. Desire to buy, based on friends' recommendations [11]</li> </ol>

\* with modify

The data in this quantitative research were collected using a questionnaire. The data that has been collected was analysed using two techniques. Firstly, to determine user attitude toward advertising on online networking site, a statistic descriptive technique had been used. Then, the second technique was using structured equation modelling (SEM) approach had been conducted to test the next two hypotheses, whether attitude toward advertising on social networking site significantly influence brand recognition, and whether brand recognition significantly influence purchase intention. Then, empiric indicators that will be used as the measurement in this study can be seen in Table 1.

## DATA ANALYSIS AND RESULTS

The data were collected on November 2012 from College Students of Faculty of Economics and Business at Satya Wacana Christian University, Salatiga, Central Java, Indonesia. 230 questionnaires were distributed to those, which have Facebook Account and their age are between 18 – 24 years old. There were 21 questionnaires that could not be used (16 uncompleted, and 5 were not matches with the first criteria, because of there were 5

respondents have no Facebook account). Then, based on the critical sample size that used in this study, 200 out of 209 questionnaires, which meet the requirements, were used.

The characteristics of this study's respondents were 107 (53.5%) females, and 93 (46.5%) males, aged 18 – 24 years. Most of the respondents (191 peoples or 95.5%) had been involved on Social Networking Sites more than a year, and only 9 respondents (4.5%) were involved on Social Networking Sites less than a year. From the data, we observe that most respondents (106 peoples or 53%) were visiting on Facebook (Social Networking Site's object in this study) between 1 - 5 times per day, and even 38 respondents (19%) were visiting this site for more than 5 times per day.

### **Attitude Towards Online Advertising on Social Networking Site**

In this study, the indicators' scores that used were between 0.41 – 0.59 (above 0.3), which means each variable met the requirement of validity, and the Cronbach's Alpha is 0.73, so this probably indicates good reliability [8].

The result showed that 68.5% respondents (Appendix 1) focused on the availability of information about a product that they can receive from the product that had been advertised on social networking site. This result supported one of positive perception toward advertising which found in [10] research that stated users rating the advertising positively, since they think that there are availability of information about product that can be learnt anytime.

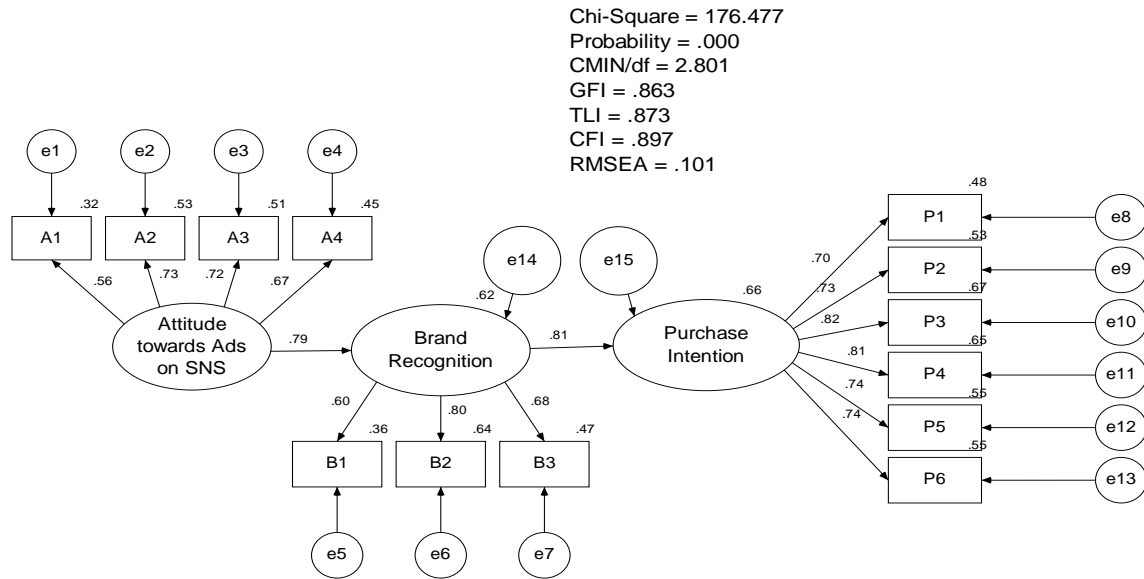
However, despite the result shows most of respondents thought that they could receive information from the advertising on social networking site, but most of them (72% respondents, can be seen at Appendix 1) did not think that the advertising on social networking site was interesting. Even 90.5% respondents (Appendix 3) stated that the advertising on social networking site was not match with their need.

Further about the third indicator's result, it shows that respondents seem inconsistency about their answered. This inconsistency is while most of respondents or 68.5% peoples (Appendix 1) answered that the information about a product can be received from the advertising on social networking site. On the other hand, only 9.5% respondents (Appendix 3) said that they were paid attention to watch advertising on social networking site beside the other page's content.

### **Influence of Attitude toward Advertising on Social Networking Site toward Brand Recognition**

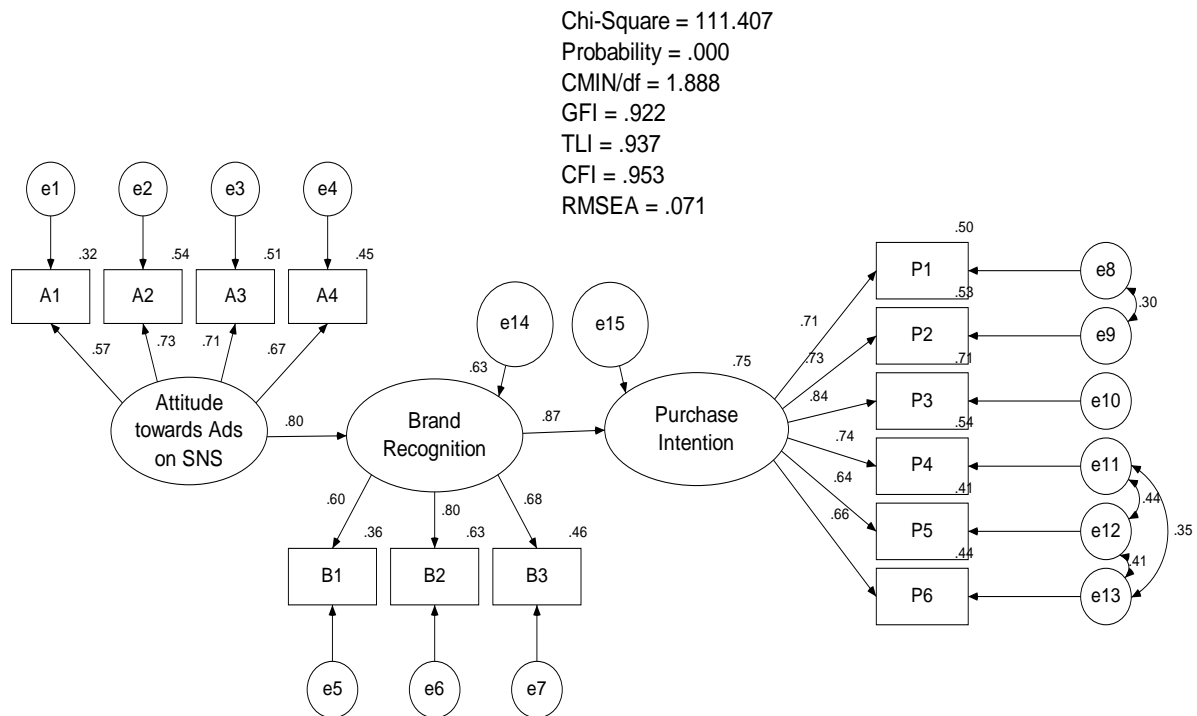
The data with 200 total sample found that were not match with the assessment of normality, because the value of critical ratio was 11.45 or greater than 2.58 ([34], pp.134). Because of this reason, then 21 outlier data should be removed. By using 179 data, the assessment of normality can be reached, with the critical ratio's value 2.41.

An analysed with 179 data had been tested and proved that the indicators used for each variable met the requirement of validity, since those scores for attitude toward advertising (0.473 - 0.647), brand recognition (0.506 – 0.677), and purchase intention (0.633 – 0.760) were above 0.3 [8]. Thus, Cronbach's Alpha is above 0.7 (which were 0.764, 0.746, and 0.888, respectively for attitude, brand recognition, and purchase intention's variables) is acceptable to indicate the reliability [8].



**Figure 3. Complete Model of Online Advertising on Social Networking Site**

The AMOS (Analysis of Moment Structure) model in this study is recursive model where some variable has no indirect effect on itself. The complete model of online advertising on social networking site with 179 data can be seen on Figure 3. Based on the measurement results on Figure 3, the probability level is less than 0.05 [31], which means the model definitely represents an inadequate fit.



**Figure 4. Complete Model of Online Advertising on Social Networking Site (Modified)**



Related to the model that was not fit, then the model had to be modified based on the modification indices, which provided by AMOS software. The complete model of online advertising on social networking site that had been modified can be seen on Figure 4.

However, even the model had been modified, but the result shows that model (Figure 4) still was not really fit; with probability level is less than 0.05. The model was not really fit might because of respondents' attitude, which were not consistence towards online advertising on social networking site (68.5% answered that they can receive information from the advertising, but on the other hand, only 9.5% said that they were paid attention to watch advertising on social networking site). The other reason was because most of the respondents were college students, so they might be accessing social networking site as the medium to make relationship than to do shopping. Beside the probability level, some other measures of fit were accepted or indicate a very good fit, including chi-square = 111.407; CMIN/df =  $1.888 \leq 2$ ; GFI =  $0.922 \geq 0.90$  ([34], pp. 136); RMSEA =  $0.071 \leq 0.08$ ; TLI = 0.937; and CFI = 0.953, where TLI and CFI values are close to 1 [31].

The next examination after the goodness of fit measurement is the results of "attitude toward advertising on social networking site" and "brand recognition". Regression Weight's that can be seen on Table 1 shows that attitude toward advertising on social networking site had positive influence toward brand recognition. This statistical significance (Table 1) was supported with critical ratio (5.911) more than 1.96 [26], and p-value that indicate significance smaller than 0.01, which represented with three asterisks \*\*\*.

**Table 1. Regression Weight**

Regression Weight			Estimate	S.E.	C.R.	P	Label
Brand_Recognition	<--- Attitude toward Ads on SNS		1.199	.203	5.911	***	par_11
Purchase_Intention	<--- Brand_Recognition		.831	.118	7.039	***	par_12

Finally, based on the result, the first hypothesis which is attitude toward advertising on social networking site is significantly had a positive influence toward brand recognition with standardized regression weight is 0.80 (Figure 4). This hypothesis also supporting the findings of research question 1, because since most of respondents (68.5%, can be seen at Appendix 1) focuses on the information about a product that advertised on social networking site, then might be they will automatically recognize or unconsciously confirm their previous experience about that specific product.

Then, refers to [10] and [1] statements, which identified that attitude toward online advertising on social networking site may influence the process of brand recognition, this result also give confirmatory and statistics support for their presumption.

### **Influence of Brand Recognition on Social Networking Site toward Purchase Intention**

The result of the second hypothesis also can be seen from Table 1 and Figure 4. Based on the result, brand recognition variable also significantly had a positive influence toward purchase intention on social networking site; with standardized regression weight is 0.87 (Figure 4). The statistical significance was supported with critical ratio =  $7.039 > 1.96$  [26], and p-value that indicate significance smaller than 0.01, which represented with three asterisks \*\*\* (Table 1).

This means that on social networking site, might be the information or recommendation about a brand would make that brand will be recognized and then, that recommended brand or brand which has "like" sign will be the most wanted brand which automatically build the intention to purchase.

## CONCLUSION

Based on research's result, the first conclusion about attitude toward online advertising on social networking site that can be made was that respondents focused on the availability of information about a product that they can receive from the product that had been advertised on social networking site and give less attention about the advertising presentation.

Then, about the hypotheses, the results show that attitude toward advertising on social networking site is significantly had a positive influence toward brand recognition, which means the attitude toward advertising might become make them would automatically recognize or unconsciously confirm their previous experience about that specific product. Beside that result, this study also found that brand recognition significantly had a positive influence toward purchase intention on social networking site.

## LIMITATION AND FUTURE RESEARCH

This research's model was inadequate fit (probability level is less than 0.05), because researchers were not identify the respondents' motivation while they were accessing social networking site (facebook), whether some other measures of fit were accepted or indicate a very good fit, including chi-square, CMIN/df , GFI, RMSEA, TLI, and CFI. In addition, to ensure the alignment of motivation facebook users with the purpose of the research study, an experimental study might be used to achieve the study objective.

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#### Appendix 1. A1 \* A2 Crosstabulation

			A2					
			1	2	3	4	5	Total
A1	1	Count	1	0	1	0	0	2
		% within A1	50.0%	.0%	50.0%	.0%	.0%	100.0%
	2	Count	1	4	4	1	0	10
		% within A1	10.0%	40.0%	40.0%	10.0%	.0%	100.0%
	3	Count	4	10	29	8	0	51
		% within A1	7.8%	19.6%	56.9%	15.7%	.0%	100.0%
	4	Count	0	13	64	37	3	117
		% within A1	.0%	11.1%	54.7%	31.6%	2.6%	100.0%
	5	Count	0	1	6	8	5	20
		% within A1	.0%	5.0%	30.0%	40.0%	25.0%	100.0%
Total	Count	6	28	104	54	8	200	
	% within A1	3.0%	14.0%	52.0%	27.0%	4.0%	100.0%	

**Appendix 2. A1 \* A3 Crosstabulation**

			A3					
			1	2	3	4	5	Total
A1	1	Count	0	0	2	0	0	2
		% within A1	.0%	.0%	100.0%	.0%	.0%	100.0%
	2	Count	2	5	0	3	0	10
		% within A1	20.0%	50.0%	.0%	30.0%	.0%	100.0%
	3	Count	7	17	19	8	0	51
		% within A1	13.7%	33.3%	37.3%	15.7%	.0%	100.0%
	4	Count	1	26	49	39	2	117
		% within A1	.9%	22.2%	41.9%	33.3%	1.7%	100.0%
	5	Count	1	1	5	11	2	20
		% within A1	5.0%	5.0%	25.0%	55.0%	10.0%	100.0%
Total	Count	11	49	75	61	4	200	
	% within A1	5.5%	24.5%	37.5%	30.5%	2.0%	100.0%	

**Appendix 3. A1 \* A4 Crosstabulation**

			A4					Total
			1	2	3	4	5	
A1	1	Count	0	0	2	0	0	2
		% within A1	.0%	.0%	100.0%	.0%	.0%	100.0%
	2	Count	2	5	3	0	0	10
		% within A1	20.0%	50.0%	30.0%	.0%	.0%	100.0%
	3	Count	8	20	19	4	0	51
		% within A1	15.7%	39.2%	37.3%	7.8%	.0%	100.0%

4	Count	6	36	61	13	1	117
	% within A1	5.1%	30.8%	52.1%	11.1%	.9%	100.0%
5	Count	1	3	11	4	1	20
	% within A1	5.0%	15.0%	55.0%	20.0%	5.0%	100.0%
Total	Count	17	64	96	21	2	200
	% within A1	8.5%	32.0%	48.0%	10.5%	1.0%	100.0%