Copenhagen Business School

HANDELSHØJSKOLEN

MSc in Business Administration and E-Business

Master's Thesis

Users' perceived advertising value across mobile social media – a quantitative study

Authors:	Alexandru - Cătălin Lascăr
	Tomas Mlady
Name of supervisor:	Chee-Wee Tan, Department of Digitalization
Date of submission:	15th of May, 2017
No of characters:	146, 587
No of pages:	70

Copenhagen Business School, 2017

Abstract

Purpose – Mobile social media embody a crucial advertising channel, as the messages can be tailored down not solely based on users' profiles and interests, yet on the location. Past research dealt with perceived social media and/or mobile advertising holistically, hence a cross-platform comparison of social media types in the mobile context has been the main aim of the authors expressed by the current research study. Therefore, this thesis set out to measure the perceived value of social networking sites and media sharing sites advertising in the mobile context.

Methodology – This research acquires a quantitative study and examines the advertising value perceptions and consumers' attitudes towards advertising across mobile social networking sites and media sharing sites. As representatives for each of the mobile social media, Facebook and Instagram were chosen. The primary data are collected through questionnaire and the sample represents European users of both mobile Facebook and Instagram. Data analysis is conducted as hypothesis testing method and SPSS is used as the statistical analysis tool.

Findings – Results indicate informativeness and entertainment equally predict the perceived advertising value on social networking sites, while on media sharing sites informativeness is the salient factor in predicting the value. Both irritation and credibility have the least impact on the value. In the attitudes formation, advertising value has the ultimate role, followed by informativeness. Credibility and entertainment do not significantly impact consumers' attitudes towards advertising.

Future research – The current study uses the advertising value theory. However, the incorporation of different constructs may provide different insights in respect to consumers perceptions of advertising value.

Keywords – advertising value, attitudes towards advertising, mobile social media, social networking sites, media sharing sites, Facebook, Instagram

Table of Contents

List of Tables

List of Figures

1. Introduction

1.1. Background

Advertising is considered to be one of the most important components of the marketing mix (Sethuraman, Tellis, & Briesch, 2011). Undoubtedly, there are loads of ways (i.e. personal selling, public relations) to promote products and services, however, advertising comprises professionally designed commercials in the majority of cases (Rodgers & Thorson, 2012). Substantial changes were present in the period between 1980s and 2000s that influenced the measurement and effectiveness of advertising, including a shift in marketing environment consequently creating greater competition, globalization, the rise of the Internet and the possibility of consumers avoiding television commercials (Sethuraman et al., 2011). Traditional media, such as television, radio, newspapers make profit out of publishing those messages to the audience (Rodgers & Thorson, 2012). On the other hand, advertisements on the Internet can be individualized in a greater detail, for instance online display advertising can provide a great fit with offering products consumers already viewed on the website (Rodgers & Thorson, 2012).

The advertising landscape has unquestionably changed over the past few decades, from the booming TV advertising in 1950s to the nowadays digital mobile environment, reflecting changes both in the technology and advertisers' approaches. The burst in the number of media that marketers can employ has brought challenges in the assessment of each alternative as a possible advertising option within their regularly growing portfolio of media (Logan K. , 2013). The technological developments have gradually led to a shift towards the employed advertising medium. Internet advertising augmented the traditional set of communication tools, such as television, radio and print, and slowly become a crucial medium in delivering advertisements (Zha, Li, & Yan, 2015). The digital environment has undoubtedly gained ground, and consequently the digital ad spending surpassed the TV ad spending (eMarketer, 2016).

1.2. Social media advertising

Media proliferation has intensely affected the way advertising messages are delivered and received (Logan, Bright, & Gangadharbatla, 2012). There has been a significant trend of marketers shifting their investments firstly from traditional media including TV and radio to the general online advertising, such as search engine marketing or banner ads, but also from general online advertising

to social media in order to decrease the advertising cost by targeting potential customers with increased accuracy (Logan et al., 2012). However, brand communication on social media occurs regardless of the fact if the consent was given by the brand as the power has been relocated to individuals and communities that might initialize a conversation on their own behalf (Kietzmann, Hermkens, McCarthy, & Silvestre, 2011). For instance, a viral video directed against United Airlines showed a customer, who appeared to be a musician and published his first ever music video with singing about the poor service of the airline, as it damaged his guitar, reached over 9.5 million views in a short period of time (Kietzmann et al., 2011). The video represents a manifestation of how easily a company's reputation can be influenced on social media even without any action taken from the company.

Social media encompass mobile and web-based technologies to establish highly interactive platforms via which individual users and communities share, co-create, discuss and modify user-generated content (Kietzmann et al., 2011). They occur to be present in a rich and diverse ecology that alters in scope and functionality (Kietzmann et al., 2011). More specifically, Freberg (2013) and Kietzmann et al. (2011) identified several types of social media, including social networking sites (SNSs) (e.g. Facebook) or photo-sharing sites (e.g. Instagram). One of the recent updates enriched Instagram with a video sharing feature, which expands it into a media-sharing site (MSS). Park, Jun, and Lee (2015) define SNSs as an online platform for building social relationships among users, in which they share interests, activities, information or opinions. It accounts to be one of the most popular online communication channels to share information among users and highly recommended to involve it in a marketing strategy (Park et al., 2015). On the other hand, MSSs focus their attention on shared content that can be shared with friends, followers but also with complete strangers who can come across the content by simply browsing. The referred content includes photos, videos or other digital content.

Each type of social media possesses its own distinct image, personality and characteristics (Clemons, 2009). For instance, Facebook as a representative of SNSs is more suitable for curated content, which can be exploited by businesses with sharing more company and product/service related information, whereas Instagram possesses a nature of sharing special moments and authentic content. Differences are clearly revealed between SNSs and MSSs through Kietzmann et al.'s (2011) building blocks of the honeycomb model.

In terms of the identity building block, SNSs have a tendency of exposing greater detail of personal information in contrast to MSSs. The distinctive level of identity affects the purpose of the conversations block as users who are better bonded tend to interact differently as users who do not know each other properly and just met in a comment section under a shared photo or video. Facebook is selected to represent SNSs due to the fact it dominates both the desktop and the mobile audience, with an impressive number of 1.74 bn. monthly active users and more than 50% of its user base access the service from a mobile device (Smith, 2017). MMSs are represented by Instagram in this paper as a rather young channel, it reaches the younger generation, and its appealing towards many societies is more prevailingly in comparison with other social networking services (Abbott, Donaghey, Hare, & Hopkins, 2013; Salomon, 2013).

Social media have been transferring from PC-based websites to mobile as a result of raising attractiveness of smartphones (Wu, 2016). As stated by comScore (2014), mobile social media interaction represents one of the main reasons for using smartphones. Respectively, mobile social media also embody a crucial advertising channel as two-thirds of the absolute social media expenditure is expected to reach $9.1 bn. market (Ha, Park, & Lee, 2014; Hoelzel, 2014). The presence of the mobile element affected social media advertising in a sense that messages can be shaped not only in respect of users' profiles, yet also on the locations (Wu, 2016). Additionally, mobile setting offers opportunities for increasing functional value as ads can be directly linked with branded apps that encompass further functionalities (Wu, 2016). Consequently, desktop users might not leave their computer and grab a mobile device in order to download an app. In both cases it includes one extra step that creates irritation, either downloading an app from desktop and then transferring it to a mobile device, or leaving desktop and grabbing a mobile device in order to download.

The impact of mobile on advertising published on SNSs and MSSs differs due to the distinctive characteristics of the two social media types. As mentioned earlier, MSSs serve the main purpose of providing an environment where users can share different types of digital content with other users (Kietzmann et al., 2011). Taking into consideration that Instagram acts as a MSS and is also mobile-centred, it creates a comfortable setting for uploading photos or videos without any prior need of importing from a different device since all the files that the user desires to share are already present in the smartphone. On top of that, capturing a photo right in the app enhances the hassle-free mobile experience even more. Therefore, both contributing users, and users browsing the content have a

higher tendency to stick with mobile. Hence, advertisers should focus on mobile as the majority of users are to be found here. In contrast, Park et al. (2015) emphasized that SNSs possess a predisposition for building social relationships among users. This argument is also in favour of Kietzmann et al. (2011), who argued that the focus of SNS users is mainly put on conversations. Thus, in a mobile setting, the migration of conversations in a separate app that is neither monetized nor shows any advertisements, in case of Facebook, may in theory represent danger in a form of lower number of displayed ads.

1.3. Motivation

The social media types portray specific image and personality, and they possess diverse characteristics (Clemons, 2009). According to (Prendergast, Liu, & Poon, 2009), the medium itself can affect the consumer perception towards the advertisements on that particular medium, whether is traditional media, social media, or mobile social media. This could ascribe to the own attributes of the advertising media as an influence of the ad effectiveness (Gong & Maddox, 2003). Moreover, Soo and Chia (2007) indicated that there can be differences in attitudes towards different media advertising channels. The advertising effectiveness can be measured from both the advertisers' and consumers' perspective. The former perspective tends to focus on the amount of sales and the consumers purchasing behaviours, whereas the latter refers to the consumers' perceived advertising value (Ducoffe, 1995) or/and their attitudes towards advertisements (McQuail, 1983; Ducoffe, 1996).

The commonly used theory to examine the user perceptions and attitudes towards advertising in an Internet context is the model of Advertising Value initially proposed by Ducoffe (1995) and later on refined by Brackett and Carr (2001). In this model, the advertising value is assessed from a consumer perspective and it represents a subjective evaluation of the relative worth or the adequacy of advertising. The evaluation is perceived as an attentive "*cognitive assessment of the extent to which advertising gives consumers what they want*" (Ducoffe, 1995).

Based on the theory of media Uses and Gratification (U&G), in which it is argued that media users expose themselves selectively to media in order to satisfy their utilitarian and/or hedonic needs (McQuail,1983), Ducoffe (1995) proposed three antecedents of advertising value in his study, namely informativeness, entertainment and irritation, and additionally suggested a positive relationship between advertising value and attitude towards advertising in the web context (Ducoffe, 1996).

Subsequently, Brackett and Carr (2001) enhanced the initial model with credibility as the fourth antecedent, anew in the context of cyberspace advertising.

The advertising theory is not limited to a sole advertising context, but it also showcased applicability across other advertising environments. For instance, authors have employed the theory in a social media context (Dao, Hanh Le, Chen, & Chen, 2014; Murillo, Merino, & Núñez, 2016), in a mobile setting (Xu, Oh, & Teo, 2009; Haghirian & Madlberger, 2005; Liu, Sinkovics, Pezderka, & Haghirian, 2012), in an online streaming video context (Logan K. , 2013) or across traditional media (i.e. TV advertising) and social media (i.e. SNSs) (Dar, Ahmed, Muzaffar, Khizar, & Zahid, 2014; Logan et al., 2012).

Throughout the literature, the main antecedents identified in determining the advertising effectiveness comprise of informativeness, entertainment, and irritation, to which most of the scholars agree on (Liu et al., 2012). However, the antecedents have not yet been studied in the context of mobile social media advertising, namely mobile SNSs and MSSs. The prior research investigated social media as a rather single domain, thus holistically generalize the outcomes (Lee, Kim, & Ham, 2016; Boateng & Okoe, 2015; Dao et al., 2014), or provide insights into one particular type of social media (i.e. SNS, micro-blogging site) (Sumathy & Vipin, 2016; Luna-Nevarez & Torres, 2015; Murillo et al., 2016), mobile SNSs (Wu, 2016), or a comparison across several types of social media (Balakrishnan & Manickavasagam, 2016), whereas other research discarded the social media aspect, and merely focused on the mobile environment (Le & Nguyen, 2014; Park & Ohm, 2014; Haghirian & Madlberger, 2005).

To the authors' knowledge there is too little or no research conducted on a comparison between different types of social media in the mobile context. Accordingly, this Thesis will focus on a comparison of the advertising antecedents across SNSs and MSSs, and seek out to measure and compare the perceived advertising value and its influence on consumers' attitudes towards advertising on the former and latter. Furthermore, the authors will also attempt to identify whether there is a noteworthy difference among SNSs and MSSs.

1.4. Research question and Objectives

Research Question

How does the perceived advertising value influence consumers' attitudes towards mobile SNSs and MSSs advertising?

Objectives

1. To critically review and evaluate the literature on advertising, social media advertising, mobile social media advertising, perceived advertising value and attitudes toward advertising in the mobile social media context.
2. To explore the advertising value perception and attitudes toward advertising across SNSs and MSSs in a mobile environment.
3. To compare the perceived advertising value predictors, advertising value and its influence on consumers' attitudes across mobile SNSs and MSSs.
4. To draw conclusions and propose recommendations on advertising practices across mobile SNSs and MSSs.

1.5. Thesis outline

➢ In first chapter, an *Introduction* to the thesis is presented containing background information the purpose and motivation of the study, the research objectives and questions.
➢ In second chapter, a *Literature review* is presented comprising important layers such as online advertising, social media advertising and advertising value theory.
➢ In third chapter, a *Conceptual Model* is outlined containing the chief constructs of the advertising value theory. Additionally, the hypotheses are developed.
➢ In fourth chapter, the research *Methodology* is described. Here, the research philosophy and method, research design, data sampling and questionnaire design, methodology used in data analysis are depicted, and the reliability and validity of the study are discussed.
➢ In fifth chapter, the *Data Analysis* is thoroughly explained and demonstrated. Additionally, the hypotheses were tested.
➢ In sixth chapter, a *Discussion* of the empirical findings is outlined. Also, theoretical and business perspectives and limitations and future research are depicted.
➢ In seventh chapter, the *Conclusion* of the research study is drawn and the objectives are briefly clarified.

2. Literature review

This chapter will present the theoretical foundation that has been used in this thesis. The chapter begins with an introduction to online advertising, followed by a rationale behind the use of the advertising value theory. The authors then proceed further by describing the phenomenon of social media and social media advertising followed by a depiction of SNSs and MSSs. The next part will then cover the social media advertising in the mobile environment. The final layer of the chapter will compose a review of the advertising value and attitude toward advertising theory in the online context as well as in the mobile and social media environment. The chapter ends with a proposed conceptual model.

2.1. Online Advertising

Media expansion has strongly affected the delivery and receiving of advertising messages. Logan et al. (2012) stated that the cost for reaching a massive audience turned to be excessive and there is an apparent shift of relocating advertising budget in alternative channels that allow greater opportunities in terms of targeting consumers.

Enhancements in IT have profoundly alternated online advertising, especially in the possibility of measuring the performance and targeting advertisements (Chen & Stallaert, 2014). IT enables tracking clicks on particular advertisement that is usually marked as the measure of effectiveness, hence cost-per-click is exploited as a pricing standard for online advertising (Chen & Stallaert, 2014). At the same, enhancement in terms of targeting desired consumers delivering personalized messages is present in a form of search engine marketing when a user enters anticipated keyword or when user's location plays a crucial role (Chen & Stallaert, 2014). For instance, consumer inputs best restaurant in the city as the searched keyword and search engine responds with a list of recommended queries that are relevant to the consumer's location that is identified on the IP address. Furthermore, behavioural targeting serves as a mean of targeted advertising, which is supposed to increase the advertising effectiveness by using collected user information with help of cookies, such as the list of visited websites and conducted searches (Chen & Stallaert, 2014).

Based on this information, suitable advertisements are displayed. Chen and Stallaert (2014) presented banner advertisements supplemented with a text web page; 'pre-roll' or an ad that appears prior to playing a desired video; or 'overlay ads' apparent near the bottom of a video window are all

considered as different manifestations of possibilities where to apply behavioural targeting. Yan et al., 2009 stated that behavioural targeting can rapidly increase the intention to click on an ad or the click-through-rate. Sponsored search is exceptional in comparison with offline and other forms of online advertising as it is assumed to happen near to a user's buying decision and is coordinated on the basis of the user's stated information need (Hosanagar & Cherepanov, 2008).

Past investigations uncovered that generally consumers' reaction to online advertising, mostly banner advertising, becomes progressively negative since they perceive the ads to be dishonest and doubtful (Cho C. , 2003; Cho & Cheon, 2004). Consequently, social media advertising is turning into a popular substitution of an online marketing strategy (Logan et al., 2012). Furthermore, despite the fact that advertising on social media can be considered as online advertising, it imposes intrinsically distinctive experience for consumers in comparison to the online banner advertising that has been targeted by researchers in the past decade (Logan et al., 2012). Logan et al. (2012) claim that the difference in favour of social media is evident as consumers can interact with advertisements in terms of liking, sharing and commenting on certain ads, but also consumers are influenced by the fact they can also see which friends possess positive bonds towards certain ads. As the perceived advertising value measure incorporates the media experience as well as advertising experience, it is likely that advertising value offers a better way of evaluating the potential effectiveness of social media advertising (Logan et al., 2012). This paper employs the advertising model (Ducoffe, 1996; Brackett & Carr) as a conceptual model in order to encourage an investigation into consumers' perceived advertising value across SNSs and MSSs in a mobile context and further compare the two types of social media.

Ducoffe advertising value model (Ducoffe, 1995; Ducoffe, 1996) is the most widely applied theory to explore user perceptions and attitudes towards online advertising (Murillo et al., 2016). It is chosen for the purpose of this research due to the fact that it is based on the theory of media Uses and Gratification (McQuail, 1983), which claims that media users are willing to expose themselves electively to the media depending on the needs or gratification-seeking motive they have; hence the media users are bound to gratify utilitarian and hedonic needs. Moreover, the advertising value model (Ducoffe, 1996) has been utilized in evaluating TV advertising and online advertising (Logan K. , 2013), validating that there is a possibility of applying the same measures in order to compare advertising in different media (Logan et al., 2012). Subsequently, this paper contrasts and correlates

the significance of assorted components of advertising value for SNSs and MSSs and how they associate with consumers' attitudes toward advertising in both social media.

Additionally, the wide applicability of the theory is proven by numerous cases, in which scholars utilized Ducoffe model in distinctive context and media types. For example, in a social media context, Dao et al. (2014) explored antecedents of social media advertising value in relation to the effect of the value towards online purchase intention in transitional economies; and Murillo et al. (2016) measured the perceived advertising value of Twitter ads among Mexican millennials. In a mobile setting, the model was employed to enlighten consumer acceptance of SMS advertising (Liu et al., 2012); and to explore location-based advertising (Xu et al., 2009). In an online streaming video context, Logan K. (2013) studied whether there is a difference of perceiving online streaming TV ads and traditional TV ads for young adult consumers. Finally, in terms of contrasting traditional media and social media represented by SNSs, Logan et al. (2012) investigated the perceived value of advertising of the two media types among female students.

2.2. Social Media Advertising

2.2.1. Social Media

Social Media provide an innovative way to build up relationships across the Internet, and has undoubtedly become a prevalent phenomenon. In more than a decade, Social Media managed to revolutionize the manner in which people and organizations alike communicate and interact, and consequently it drawn attention from both the industry and academia (Ngai, Tao, & Moon, 2015). In the modern society, social media play a notable role at both the individual and organizational level (Ting, Ming, Cyril de Run, & Choo, 2015).

Social Media act as new source of information influencing the direction of the individuals and businesses. People can create, share and exchange information in a virtual realm, which later leads to connections with others (Ngai et al., 2015). At the organizational level, the decision makers try to employ different approaches that firms can make a profitable use of it (Kaplan & Haenlein, 2010).

In comparison with other media, social media are open and accessible, modifiable and decentralized, providing means for real two-way communication and being immediate, thus breaking barriers of time and location (Freberg, 2013). Moreover, social media shifted the value production from the firm to the consumer, which resulted in a shift of power from the firm to the individual and the collective

(Berthon, Pitt, Plangger, & Shapiro, 2012). Social media channels support the democratization of knowledge and information, and brought the individuals from mere content consumers to content generators (Berthon et al., 2012).

The unique characteristics of social media and the ever-increasing popularity have led to a reshape of the marketing practices such as advertising and promotion (Hanna, Rohm, & Crittenden, 2011). Social media advertising refers to a general term that captures all forms of advertising, such as implicit (e.g. banner advertising and commercial videos) or implicit (e.g. fan pages or firm-related "tweets"), which are delivered on social media channels (Taylor, Lewin, & Strutton , 2011). Boateng and Okoe (2015) define social media advertising as applications of social media to "*create awareness, persuade and educate consumers about a firm's products and services*".

The shift from online advertising (e.g. banner-ads on Internet) to advertising on social media has brought challenges along the way to marketers. As the social media environment is centred around the individuals, firms are no longer in control of, for instance, brand communication, which occurs regardless of firms' consent (Kietzmann et al., 2011). On the other hand, the new environment enhanced the accuracy of delivering more targeted advertisements towards consumer audience, and as a result a decrease in the overall advertising cost (Logan et al., 2012).

Research on the online advertising effectiveness points out that consumers' perception is negatively increasing as they exhibit scepticism towards the values of such advertisements (Cho C. , 2003; Cho & Cheon, 2004). One of the main drawbacks is the lack of interaction between the consumer and the ads (Cho C. , 2003). Due to the savvy-element that many consumers possess, they started to display concerns in respect to the speed of accessing and retrieving data (Cho & Cheon, 2004).

The concept of Social Media has been defined in several ways throughout the past papers, however in all definitions the key component is centralized around users' actions. In a study for instance, it is defined as "*a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and allow the creation and exchange of user generated content*" (Kaplan & Haenlein, 2010). Kietzmann et al. (2011) define social media as "*mobile and web-based technologies to create highly interactive platforms via which individuals and communities share, co-create, discuss, and modify user-generated content*", and in a newer perspective social media is defined as "*a set of online services to publish and share content, to exchange messages of any type, to host*

conversations, to collaborate and allow individuals and groups to gather for personal or professional purposes" (Cavazza, 2016).

Social media feature a wide range of channels such as SNSs (e.g. Facebook), blogs and microblogs (e.g. Twitter), MSSs (e.g. Instagram, YouTube), collaborative websites (e.g. Wikipedia) or virtual game worlds (e.g. World of Warcraft) (Kaplan & Haenlein, 2010; Kietzmann et al., 2011). In Kietzmann et al. (2011) study, the authors argued that each of the social media site focuses on one or several of the seven building blocks: identity, conversation, sharing, presence, relationships, reputation, and groups. On the other hand, Botha and Mills (2012) argue that in reality there is no such thing as clear boundaries in distinguishing a category of a social media platform as they mostly overlap.
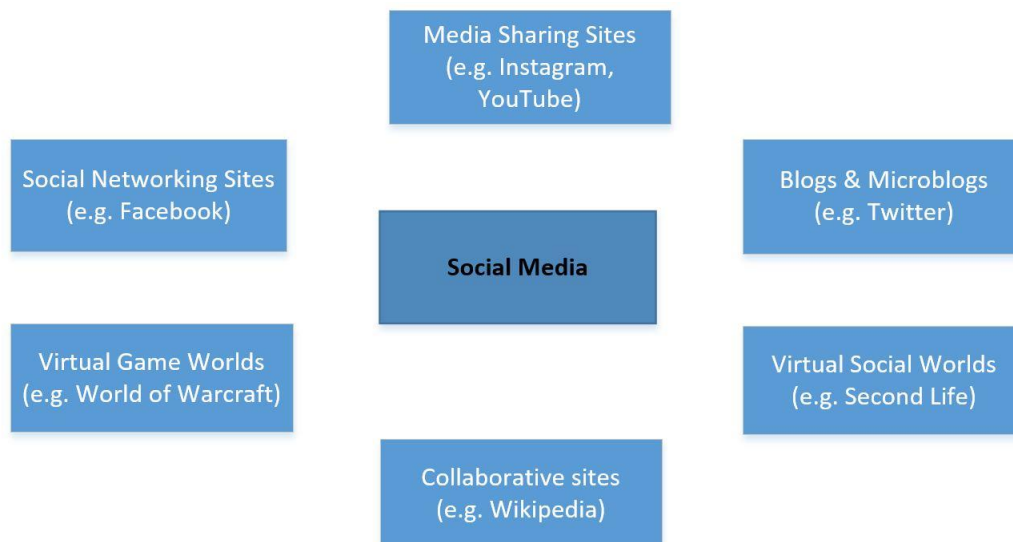
Figure 1. Classification of Social Media (Kietzmann et al., 2011; Kaplan & Haenlein, 2010)

2.2.2. Social Networking Sites

SNSs are defined as "*web-based services that allow users to (1) create a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system*" (Boyd & Ellison, 2007). The uniqueness of SNSs is not accentuated by the possibility of individuals to meet strangers, but rather on the opportunity of users to articulate and expose their social network (Boyd & Ellison, 2007). Individuals update and share their statuses with others on newsfeeds, they initiate dialogues with posts and shares on their own personal profiles, engage in conversations with other

users, share insights and statuses in order to spark interests to others, or provide content that they perceived to be helpful or entertaining (Freberg, 2013). In many instances of SNSs, users are mainly communicating with people who are already a part of their established social network, thus they are not entirely "networking" (Boyd & Ellison, 2007).

SNSs are different in terms of features and number of users. Some of them embody video-sharing means, whereas others have a pre-integrated blogging or instant messaging technology (Boyd & Ellison, 2007). They emerged as a 'need of the hour' and gradually became an intrinsic part of people's life (Saxena & Khanna, 2013). Consumers adopted SNSs into their everyday lives, as demonstrated by the impressive number of users world-wide (Luna-Nevarez & Torres, 2015).

The rise of SNSs indicates a change in the organization of the online communities, while the latter can be centred around interests, the former is primarily organized around people (Boyd & Ellison, 2007). They provide a rich amount of naturalistic behavioural data that allow the explorations of large-scale patterns of consumer behaviour, friending and other visible indicators (Boyd & Ellison, 2007). The most popular SNSs according to eBizMBA (2017) rank are Facebook and LinkedIn.

The expansion and the increasing acceptance of SNSs has caught the eye of companies which have started to orientate their advertising efforts towards social networking users (Luna-Nevarez & Torres, 2015). According to Rizavi, Ali, and Rizvavi (2011) SNSs act as a good environment for advertising that draw attention of millions of users belonging to different demographics. Consequently, this led marketers to turn their attention to SNSs as a venue for cost-effective marketing (Saxena & Khanna, 2013). Advertising on SNSs essentially represents online advertising, however due to its unique features it provides different consumers experiences, thus allowing consumers to actively interact with advertising (Logan et al., 2012). The SNSs context provides consumers the chance to "like" certain ads, follow them on different social media types, share them among their network, and to be aware of which of their friends appreciated advertisements (Logan et al., 2012).

For the purpose of this thesis, the authors selected Facebook as the main representative of the SNSs. Facebook is one of the most popular and successful SNSs, managing to provide a wide range of features to its audience, as depicted in the Social Media Landscape (Cavazza, 2016). It dominates both the desktop and mobile audience (Smith, 2017) and has an unprecedented power showcased with its increased revenue growth throughout the years (Richter, 2017).

2.2.3. Media Sharing Sites

MSSs concentrate on two main aspects, namely shared photos and videos (Kietzmann et al., 2011). Based on these two aspects, MSSs can be further divided into photo-sharing sites (e.g. Instagram) designed for creating, curating and sharing visual information to the audience through still pictures that are editable, and video-sharing sites (e.g. YouTube), which provide unique visual creation and uploading opportunities that allow organizations and individuals alike to share stories that are easily found online (Freberg, 2013). Albeit the former has the "photo" element as the core functionality, due to market competitiveness, the functionality easily expanded in order to allow video elements as well. This could be interpreted in line with Botha and Mills (2012), that there are not clear boundaries in distinguishing social media channels one from another, however one can argue on the core functionalities of these platforms as the main elements in differentiating them. In other studies, MSSs are perceived as image-sharing SNSs, however the main difference lies in features from normal SNSs, namely instead of sharing textual information within the social network, users are rather sharing images or pictorial information (Mull & Lee, 2014).

In other studies, the MSSs category is under the term of content community sites (Bergh, Lee, Quilliam, & Hove, 2011), however the core functionality remains the same, namely sharing of specific type of content such as photos and videos, thus the emphasis is still on the specific content. The content community sites (CCSs) allow sharing or searching for specific media content (Kaplan & Haenlein, 2010).

For the purpose of this thesis, the authors chose Instagram as the main representative of the MSSs. Instagram, in its essence, provides a place for users to take a picture, edit it and share it among friends (Anderson, 2016), proving that pictures speak louder than words, as it exceeded, for instance, Twitter in terms of user acquisition (600 vs 319) according to (Statista, 2016; Statista, 2017). Moreover, a recent update enriched Instagram with a video feature, thus it expanded into a MSS. As a rather young channel, it reaches the younger generation, and its appealing towards many societies is more prevailingly in comparison with other social networking services (Abbott et al., 2013; Salomon, 2013).

MSSs advertising literature is very limited, with one research study that incorporated a representative of video-sharing sites, namely YouTube, however it composed only a small bit of the entire research (Balakrishnan & Manickavasagam, 2016) and another study in which YouTube was chosen as well,

but in a comparison with SNSs as moderator (Dao et al., 2014). In another study, they contextualized an instance of photo-sharing sites (Instagram) as a marketplace and measure the attitudes towards shopping via Instagram (Pingkan & Indriani, 2014).

2.2.4. SNSs & MSSs comparison

In order to differentiate the above-mentioned representatives of social media, the authors have utilized the Honeycomb model proposed by Kietzmann et al. (2011) (see *Figure 2*). The authors looked on the building blocks that compose the model and focused on the key ones that emphasize a clear dissimilarity.
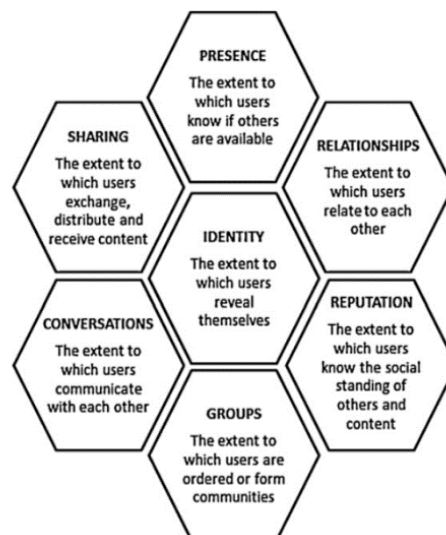
Figure 2. Honeycomb Model – Social Media Functionality (Kietzmann et al., 2011)

The *identity* functional block refers to the extent of which users reveal their identities in a social media environment (Kietzmann et al., 2011). The presentation of one's identity may happen through the conscious or unconscious 'self-disclosure' of subjective information (e.g. thoughts, feelings, likes or dislikes), hence users and social media sites have different communication preferences and aims (Kaplan & Haenlein, 2010). Many social media sites require users to set up profiles, in which they include vast information. One clear example represents the SNSs.

In terms of the identity block, the personal information on SNSs is exposed in a greater detail in comparison with MSSs. However, users can express feelings, appreciations or dislikes in the commenting section which can be assigned with certain individuals.

The *conversations* functional block represents the extent to which users communicate with other peers in a social media setting (Kietzmann et al., 2011). At the conversations level, there is a distinctive purpose of conversation due to idiosyncratic level of identity. On MSSs, users who already know each other are likely to discuss different topics in private chat or in the comment section, compared with to complete strangers who just met under a post, whereas on SNSs the conversation is rather in private due to the fact users know each other. Additionally, SNSs can also facilitate conversations among groups.

The *relationship*s functional block is the extent to which users can relate to other users, as a form of association that leads them to converse or share object of sociality (Kietzmann et al., 2011). In terms of relationships, on SNSs there is the possibility of expanding the social network and maintaining existing relationships, rather than 'hunting' for new user connections as on MSSs.

The *presence* building block relates to the extent to which users can know if other users are accessible, including the knowing of one's surroundings, both in the virtual world and real world (Kietzmann et al., 2011). In regards to the block, when a user shares his or her current location, greater connectivity is present and users become more united as there is an increased possibility of randomly meeting even though it was not planned in advance. The same applies for the visibility of availability status, hence it is more likely that a user indicating his or her online status attracts others to initiate a conversation compared to absence of this feature. Consequently, the presence block is strongly existent on SNSs, which is the opposite of MSSs.

Sharing represents the extent to which users exchange, distribute and receive content (Kietzmann et al., 2011). Sharing alone embodies a means of interacting in social media, however the sharing leads users to want to converse or build relationships with one another is dependable on the functional objective of the social media platform (Kietzmann et al., 2011). Consequently, the core function of MSSs is centred around the digital content (i.e. photo and/or video). Users share the content among their followers, thus the visual description is highly emphasized on MSSs. On the other hand, on SNSs the sharing is emphasized through the information distribution, such as articles or news, thus information first, visual description second.

2.3. Mobile Social Media Advertising

The mobile devices are intensively used to access the Internet, and as a result users spend more time on Internet via mobile devices than desktop (Chaffey, 2017). Ergo, this led to a new means of using social media, namely through mobile devices.

Mobile social media represent a group of applications in a mobile environment that allow the creation and exchange of user-generated content (Kaplan A. , 2012). For firms, mobile social media allow the use of better marketing messages to be distributed that cover, for instance, only specific locations and/or time periods (Kaplan A. , 2012). The migration from desktop to mobile has also led to the arrival of mobile SNSs. The mobile-SNSs represent the "*extension of social networking where individuals with similar interests converse and connect with one another through their mobile phones and/or tablets*" (Lu, Yu, Guo, & Zhou, 2014).

The current mobile-SNSs are primarily under the form of mobile apps (Lu et al., 2014) through which people are able to share information, change status, and interact with others anywhere and anytime (Li & Chen, 2009; Tussyadiah, 2012). Kim, Kim, and Wachter (2013) claim that mobile-SNSs are more engaging than desktop-SNSs because of the greatly interactive and unique features of the mobile apps, which might additionally relate to the fact of context awareness, implying that users could receive tailored messages depending on their location and surroundings (Kaplan A. , 2012).

The advances in mobile technologies resulted into a gradual change in consumers' habits, and simultaneously created new advertising channels to efficiently deliver advertisements for products or services (Le & Nguyen, 2014; Ha, Park, & Lee, 2014). Consequently, mobile-SNS have been converted into a pivotal channel for advertising delivery (Ha, Park, & Lee, 2014).

The mobile advancement has also led to the development of "mobile-first" social media. As representative of MSSs, Instagram is considered to be one of the mobile-first examples of MSSs (Anderson, 2016), and similarly to mobile-SNSs, is also under the form of a mobile app. Their background is that these SNSs are created with the mobile aspect in mind, thus leveraging the mobile devices features (e.g. camera), albeit Instagram is present on both the mobile and desktop environment (Anderson, 2016). However, the user experience varies in the mobile endeavour, considering that the premise is to provide a place for users to take a picture, edit the picture and share it on their network (Anderson, 2016). Furthermore, Instagram is aware of the power of mobile, thus

providing advertisement spaces solely on their mobile app, hence discarding the desktop element, as opposed to Facebook, which delivers advertisements on both the desktop and mobile version.

The emphasis of MSSs is on the 'sharing' element and users might be more willingly to share their digital content through a mobile device as it is a straightforward process, without the need of transferring content from another device. As a result, everyone is connected through a mobile device. Consequently, the mobile serves as a better environment to deliver advertisements. These mobile-only characteristics and together with the visual-orientated culture, conceivably create different user behaviour or user motivation in comparison with SNSs (Lee, Lee, Moon, & Sung, 2015).

2.4. Advertising Value Model

The advertising value construct relates to the view of the economists in the understanding of the value of advertising to be a rather subjective measure of the usefulness or want satisfaction that result from a commodity (Ducoffe, 1995). The author claims that the notion of advertising value may serve as an essential determinant of consumer response toward communications products of organizations. This is rooted in the view that the advertisements messages are an exchange between advertisers and the potential consumers (Ducoffe, 1995). The advertising value construct seeks out to measure consumers' perception regarding relative worth or utility of the advertising (Ducoffe, 1995).

Based on Media Uses and Gratification (U&G) theory, in which it is claimed that media users selectively expose themselves to media for satisfying their utilitarian and/or hedonic needs (McQuail, 1983), Ducoffe (1995) proposes a model on three antecedents of the perceived advertising value: informativeness, entertainment, and irritation (see *Figure 3*). These antecedents are in respect to consumers' experience with advertising rather than traditional advertising effectiveness criteria such as message recall, brand attitudes and purchase intent (Logan et al., 2012). Furthermore, consumers' perception of advertising value is rather in general and not limited to a single advertisement or advertising for a specific product (Ducoffe, 1995). They key contribution is that effective advertising may be also advertising that is valuable to consumers, and advertising that consumers value can pinpoint a positive effect on the holistic nature of the media (Ducoffe, 1995).
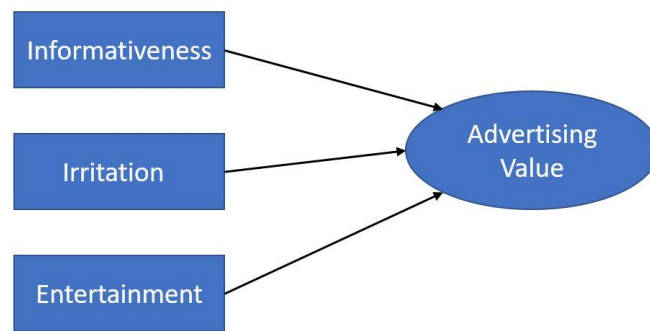
Figure 3. Advertising Value Model (Ducoffe, 1995)

In the follow-up study, Ducoffe (1996) renewed the advertising value construct as an effective measurement criterion to evaluate the advertising effects in general, and notably in the context of the Web. Furthermore, the researcher empirically confirmed the proposed model of advertising value and its role as an antecedent of the overall audience attitudes (see *Figure 4*). Ducoffe (1996) claims that advertising that regards high value is expected to be a positive input, and thus contributes to the formation of positive consumer attitudes toward advertising. Moreover, the media context is thought to have an important influence on the value of advertising (Ducoffe, 1995).
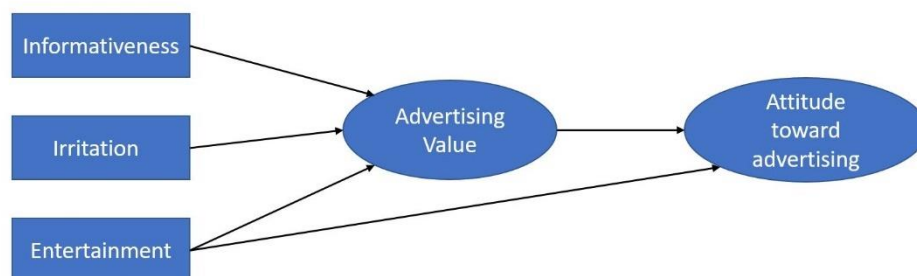
Figure 4. Advertising Value Model (Ducoffe, 1996)

Brackett and Carr (2001) extended the initial advertising value model by adding two additional variables, namely credibility and relevant demographics (see *Figure 5*) and empirically tested it in the context of cyberspace. Due to its prevalence as a construct in other models, for instance attitude-toward-the-ad (MacKenzie & Lutz, 1989), Brackett and Carr (2001) added credibility and showcased a direct relationship with both the advertising value and attitude toward advertising. The authors also implied that certain demographics characteristics, namely college major and gender, are relevant variables that have a significant influence on a student's perceived advertising value and attitude toward advertising (Brackett & Carr, 2001). However, the findings pinpoint that the influence of both major and gender have an impact solely on the attitudes toward advertising. In their study, all four proposed antecedents were found to have statistically significant relationship with the advertising

22

value. Additionally, Brackett and Carr (2001) revealed that informativeness construct has also a direct effect on the attitudes toward advertising.
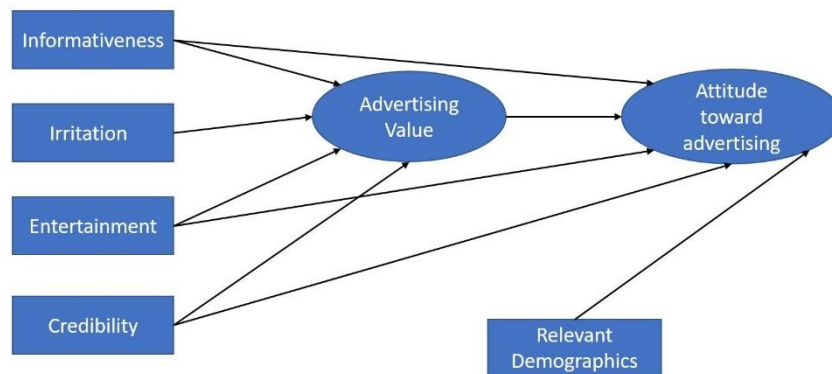
Figure 5. Advertising Value Model - extended (Brackett & Carr, 2001)

Throughout the literature, the advertising value theory was utilized in numerous contexts, showcasing that the theory is not solely limited to traditional media (i.e. TV advertising) or online media (i.e. Internet advertising). Dao et al. (2014) employed the advertising value theory in the context of social media and showcased that the informativeness, entertainment and credibility antecedents have positive effects on the consumers' perceived social media advertising, which consequently has a positively impact on the purchase intention. Logan K. (2013) used the theory in a comparison across traditional media advertising (i.e. TV) and online streaming TV, whereas Murillo et al. (2016) employed it in the context of micro-blogging site (i.e. Twitter). Furthermore, Logan et al., (2012) also used it in the context of SNSs (i.e. Facebook) advertising and traditional media (i.e. TV) advertising, albeit across female students solely. On the other side, many studies took into account advertising value antecedents and used as rather predictors of attitudes, nonetheless all proven to be significant.

Saxena and Khanna (2013) utilized the advertising theory in the context of SNSs, proving the applicability of the advertising value model. Moreover, the authors have found their sample data to be fit to the model. The findings suggest informativeness and entertainment are the strongest predictors of perceived advertising value. When advertisements provide entertainment and information content on SNSs, they increase the worth of the advertisements (Saxena & Khanna, 2013). These finding are also consistent with Murillo et al. (2016) study results, namely the informativeness and entertainment being the strongest predictors of perceived advertising value, however in the context of micro-blogging site (i.e. Twitter). The authors have also utilized credibility construct in their research, and it showed to be another significant antecedent. Additionally, the entertainment significantly predicted the attitudes toward advertising.

Dao et al. (2014) employed informativeness, entertainment and credibility as the main antecedents in predicting the perceived advertising value of social media, taking into account SNSs and CCSs. The findings suggest that credibility has no difference in terms of effect across SNSs and CCS, whereas advertising informativeness and entertainment are weaker on SNSs as opposed to those on CCSs.

Contrast to previous studies, Dar et al. (2014) findings pinpoint a non-significant relationship among informativeness and advertising value and irritation a significant and negative predictor of attitudes toward advertising, in the context of both SNSs (i.e. Facebook) and traditional media (i.e. TV). On the other hand, Logan K. (2013) depicted a non-significant relationship between irritation and advertising value, but similar relationship between irritation and attitudes (i.e. significant predictor of the attitudes, yet rather weak). In the context of mobile advertising, Cho, Luong, and Vo (2016) results show that informativeness, entertainment, irritation and credibility are significant antecedents of attitudes. In their results, all four independent variables accounted around 45 per cent can be explained by those four factors.

The main antecedents in evaluating the advertising effectiveness consist of informativeness, entertainment and irritation, to which most of the researchers agree on (Liu et al., 2012). However, the main antecedents have not yet been studied in the context of mobile social media, namely SNSs and MSSs. According to several authors, the advertising medium can affect the way consumers perceive the advertising on that particular medium (Prendergast et al., 2009; Gong & Maddox, 2003; Soo & Chia, 2007). Therefore, the current thesis seeks out to measure and compare the perceived advertising value influence on attitudes towards advertising on both media and attempt to identify if there is a noteworthy difference across mobile SNSs and MSSs. The advertising value model has regularly been used in assessing the perceived value, therefore the authors consider the model to be also suitable in the context of mobile SNSs and MSSs.

3. Conceptual Model

The interrelationship between the Attitude-toward-the-ad (MacKenzie & Lutz, 1989) and attitude toward advertising model (Ducoffe, 1996) is made transparent when, for instance, one considers the attitude-toward-the-ad (Aad) as a reaction to the instrument (the Ad) and attitude toward advertising as a response to the media delivering (the Ad) (Sandage & Leckenby, 1980).

As this Thesis is focusing, on one hand, on the perceived advertising value across mobile social media channels, and on the other hand, on attitudes toward mobile social media channels advertising, the Ducoffe (1996) model was found to be more suitable, however, the authors will also take into consideration the credibility construct, later added by Brackett and Carr (2001). The proposed conceptual model will be presented at the end of this chapter.

3.1. Attitude towards advertising

Attitude towards advertising is a general construct that is defined as a "*learned predisposition to respond in a consistently favourable or unfavourable manner to advertising in general*" (Lutz, 1985). Attitude toward advertising consists of several points that provoke either positive or negative emotions that presume to be an antecedent influencing a holistic attitude. In the view of several authors, the beliefs about advertising are antecedents of attitude toward advertising (Brackett & Carr, 2001; Ducoffe, 1996; Pollay & Mittal, 1993). There is also attitude-towards-the-ad model, however its main focus relates to a particular exposure of one specific advertisement, implying that is an attitudinal reaction toward the ad, generated at the time of exposure (MacKenzie & Lutz, 1989). Attitudes-toward-the-ad is perceived one of the most influential theories in marketing and in advertising research, considered as a successful construct which expresses one's feelings of favourability or unfavorability toward the advertisement itself (MacKenzie & Lutz, 1989; Mitchel , 1998).

In this present context, it is important to indicate that attitude toward advertising via mobile social media, namely mobile SNSs and MSSs, relates to consumers' attitude toward advertising in general, and not to one specific ad to which the consumers are exposed.

3.2. Entertainment

The entertainment value of advertising content lies on its ability to fulfil an audience need escapism, diversion, aesthetic enjoyment, or emotional release (McQuail, 1983). The ability of advertising to entertain can heighten the consumers' advertising experience (Alwitt & Prabhaker, 1994). According to McQuail (1983) entertainemnt refers to "*the ability to fulfil an audience needs escapism, diversion, aesthetic enjoyment, or emotional release*". As advertising represents a rather considerable amount of all media content, consumers are more likely to show a positive evaluation of an advertisement when they perceive it entertaining (Ducoffe, 1995). Moreover, advertisements that include interesting elements are more appealing and thus contribute in a formation of positive attitude toward advertisement from the consumers (Pollay & Mittal, 1993). The entertainment level of advertising is an important element for both the traditional and internet media (Ducoffe, 1996), and social media alike. Throughout the past research, the entertainment construct consistently showcased a positive relationship with the advertising value (Ducoffe, 1996; Brackett & Carr, 2001; Logan et al., 2012; Ha, Park, & Lee, 2014; Dao et al., 2014; Murillo et al., 2016), therefore the authors hypothesize the following:

H1a. *The perceived entertainment related to SNS advertising will be positively associated with its advertising value.*

H1b. *The perceived entertainment related to MSS advertising will be positively associated with its advertising value.*

3.3. Informativeness

Advertising informativeness refers to the ability of advertising to inform consumers of alternative product information (Ducoffe, 1996) that can match consumers' needs and want to the offerings, letting the marketplace to be more efficient (Pollay & Mittal, 1993), and to whether the ad itself delivers the information in an appropriate manner (Rotzoll & Christians, 1980). Marketing theories generally acknowledge that the prime function of advertising is to convey information regarding products and services in order to allow the consumers to make the best possible decision for a purchase, thus if the ad provides useful, timely and consistent information, consumers are more likely to value the ad (Murillo et al., 2016). In many studies, such as Ducoffe (1996), Logan et al. (2012), Murillo et al. (2016), Dao et al. (2014), the informativeness construct has a strong positive influence

on the consumers perceived advertising value. Moreover, the construct has also proven significant influence on attitudes toward advertising (Zha, Li, & Yan, 2015; Brackett & Carr, 2001; Cho et al., 2016; Haghirian & Madlberger, 2005; Taylor et al., 2011). Based on the cited literature, the authors hypothesize the following:

H2a. *The perceived informativeness related to SNS advertising will be positively associated with its advertising value.*

H2b. *The perceived informativeness related to MSS advertising will be positively associated with its advertising value.*

H3a. *The perceived informativeness related to SNS advertising will be positively associated with attitudes toward advertising.*

H3b. *The perceived informativeness related to MSS advertising will be positively associated with attitudes toward advertising.*

3.4. Irritation

While the entertainment and informativeness constructs are positive predictors of the advertising value model (Ducoffe, 1995; Ducoffe, 1996), the irritation construct constitutes a negative indicator. Consumers can be irritated by advertising tactics which they find annoying, offensive or unduly manipulative (Ducoffe, 1996). Moreover, the impressive amount of advertising that users come across on some sites, can be also a source of irritation (Kim & Sundar, 2010). The advertising value model (Ducoffe, 1996) posits a negative relationship between the level of irritation associated with advertising and the level of advertising effectiveness. In regards to social media, advertising irritation may be associated to goal orientated tasks interruption as well as consumers' concerns regarding the privacy (Taylor et al., 2011). The cited literature pinpoints to a negative relationship between perceived irritation and advertising value, therefore the authors hypothesize the following:

H4a. *The perceived irritation related to SNS advertising will be negatively associated with its advertising value.*

H4b. *The perceived irritation related to MSS advertising will be negatively associated with its advertising value.*

3.5. Credibility

Credibility is an important aspect of forming positive attitudes toward advertising (Choi & Rifon, 2002). Moreover, Moore & Rodgers (2005) claim that the level of or trustworthiness of the medium influences how the consumer perceive the credibility of the information provided. Brackett and Carr (2001) suggested credibility as another valid predictor to Ducoffe model based on its prevalence in another model, for instance attitude-toward-the-ad model (MacKenzie & Lutz, 1989). The ad credibility refers to "*the extent to which the consumer perceives the content of the ad to be truthful and believable, and perceive the source to have knowledge and skills, and to give truthful and unbiased information*" (MacKenzie & Lutz, 1989). Consistent among several studies (Murillo et al., 2016; Dao et al., 2014; Brackett & Carr, 2001), the credibility construct showcased a positive relationship with the advertising value, therefore the authors hypothesize the following:

> **H5a.** *The perceived credibility related to SNS advertising will be positively associated with its advertising value.*

> **H5b.** *The perceived credibility related to MSS advertising will be positively associated with its advertising value.*

3.6. Advertising value

The advertising value construct represents an image of the perceived value of advertising to consumers, and it is defined as "*a subjective evaluation of the relative worth or utility of advertising to consumers*" (Ducoffe, 1995). In the follow-up study, Ducoffe (1996) determined that a strong relationship exists between two constructs, namely advertising value and attitude toward advertising. Furthermore, the entertainment construct was also found to have a direct and positive relationship on attitude toward advertising construct because "*both these constructs possess affective dimensions that are not captured by Advertising Value*" (Ducoffe, 1996), the latter being understood as a cognitive construct. It is assumed that if advertising does not express any value, then there will not be a response from the consumers (i.e. interaction) that translates into an avoidance, whereas if it turns out to be extremely useful and valuable to consumers, the advertising value is attained, which in turn leads to the formation of positive attitudes toward advertising alongside the effect of other factors (Ducoffe, 1996). Consistent with Ducoffe's findings, the advertising value construct showcased a relationship

with attitude toward advertising (Logan K., 2013; Dar et al., 2014; Logan et al., 2012). Hence the authors hypothesize the following:

H6a. *The perceived value of SNS advertising will be positively associated with the attitude toward SNS advertising.*

H6b. *The perceived value of MSS advertising will be positively associated with the attitude toward MSS advertising.*

Additionally, in the extended model, Brackett and Carr (2001) argue that the credibility construct has a direct effect on the attitude toward the advertising construct. Consistent with Ducoffe (1995, 1996) studies and Brackett and Carr (2011), other authors (Zha, Li, and Yan, 2015; Le and Nguyen, 2014) have also found a direct positive relationship between credibility and attitude toward advertising. Moreover, the entertainment construct has been found to have a direct relationship with the attitude toward the advertising (Murillo et al., 2016; Logan K., 2013; Dar et al., 2014; Logan et al., 2012; Taylor et al., 2011). Therefore, the following hypotheses are proposed:

H7a. *The perceived entertainment of SNS advertising will be positively associated with the attitude toward SNS advertising.*

H7b. *The perceived entertainment of MSS advertising will be positively associated with the attitude toward MSS advertising.*

H8a. *The perceived credibility of SNS advertising will be positively associated with the attitude toward SNS advertising.*

H8b. *The perceived credibility of MSS advertising will be positively associated with the attitude toward MSS advertising.*
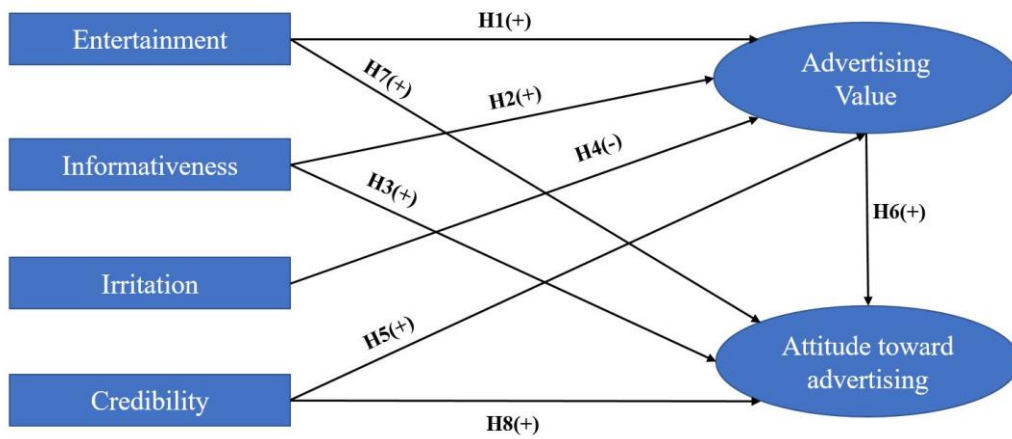
Figure 6. Conceptual Model Overview

As Larson and Kubey (1983) compared the usage of TV and radio, they identified that social contexts differ according to medium. More precisely, they determined that there was a greater likelihood of radios being used while alone, whereas TVs were more often placed in common rooms with more people present at the same time. Larson and Kubey (1983) findings emphasize that 'different modes of being' perceived with different media evoke different feelings, values and attitudes. Logan K. (2013) confirmed the findings with a TV and online TV comparison. Despite the fact that both SNSs and MSSs are utilized in an online environment, their social contexts differ as the identity block of honeycomb model (Kietzmann et al., 2011) derives that users on SNSs or Facebook as its representative, are surrounded by a network of people they already know, whereas on MSSs or Instagram the identity is not necessary revealed and interaction with strangers occurs on daily bases. Since the social context may diverge while using SNSs and MSSs, it is probable that users' feeling, values and attitudes will also diverge in regards to the two media. Due to the possible variance of users' feelings, values and attitudes while using SNSs and MSSs, users may also evaluate the components (informativeness, entertainment, irritation and credibility) of advertising value differently when comparing the two media. Therefore, the following hypothesis is proposed:

H9. *The components of advertising value will differently predict total advertising value by medium.*

4. Methodology

In this chapter, a variety of research methods is reviewed, providing an explanation into why the chosen research methods have been selected/picked in order to assist in answering the research question and objectives. This paper aims to compare perceived advertising value across SNSs and MSSs in a mobile setting in relation to the consumer attitudes towards the chosen types of advertising media. As mentioned earlier, Facebook and Instagram were picked as representatives of the two social media types due to the popularity of the sites and ease in identifying adequate participants.

4.1. Philosophy & method

In order to develop a research design, there is a need for an initial step of conducting a comprehensive analysis based on existing research philosophy, method and a choice of the most fitting concepts that align with the research objectives. There are two main methods that can be used in acquiring data in order to answer the research question. Quantitative research method is utilized for obtaining more consistent and reliable results in order to generalize a broader target group (Saunders, Lewis, & Thornhill, 2009). On the other hand, quantitative research method deems to be highly structured in consequence to complete the research with more explicit results (Saunders et al., 2009).

Based on the fact that this research exploits already existing theory of perceived advertising value that has been applied in numerous contexts (e.g. mobile, comparison of TV and SNS ads) (Liu et al., 2012; Logan et al., 2012), yet not explored in a comparison of distinctive mobile social media types, philosophy of positivism is adopted. According to Blumberg, Cooper, and Schindler (2011), positivism concentrates on natural sciences in order to assess and explain human behaviour. Three essential principles shape positivism (Blumberg et al., 2011), namely 1) the social world exists externally and should be regarded objectively; 2) research is value-free; 3) the researcher is independent and objective. The fundamental proclamation of positivism is that overall rules exist that can illustrate the relationship between cause and effect within the social world (Blumberg et al., 2011). Blumberg et al. (2011) also argues that it involves the beliefs that anything within this world can be clarified by facts that are objectively observable and that the social world consists of simple elements to which it can be reduced.

In accordance to the research question '*How does the perceived advertising value influence consumers' attitudes towards mobile SNSs and MSSs advertising?*' - the positivist philosophy is found to be most fitting one as this research attempts to break down the perceived advertising value into mere elements and investigate the significance of its effect on consumer attitudes toward mobile social media advertising.

As a result of reviewing past academic papers that embodied Ducoffe (1996) advertising value model, theoretical propositions containing specific hypotheses are developed, which indicates quantitative method. It can be argued that the lack of clarification option with the researcher in the quantitative case produces a risk of misunderstanding the meaning of survey questions. However, in this study it is minimized by pre-testing the set of questionnaire questions with 10 respondents and further adjusting questions based on the feedback given.

4.2. Research approach

There are two types of approaches that can be utilized in a research. Firstly, an inductive approach is centred around the researcher using results acquired from the research and basing on his or her finding and observations that assist in developing a theory (Bryman, 2012). Differently, researchers adopting a deductive approach focus on the foundations of what is already known in regards to a specific area and theoretical considerations with respect to the area, which is followed by deducing hypotheses that are subject to empirical inspection (Bryman, 2012).

This study adopts a deductive approach as it is strengthening knowledge in an unexplored context of comparing distinctive SNS and MSS mobile social media types through already existent theory of the perceived advertising value (Ducoffe, 1996). The theory has been applied to a number of contexts over the years (Dao et al., 2014; Murillo et al., 2016; Liu et al., 2012), which suggests the theory has been tested and is widely applicable, thus serving as a valuable predisposition for a deductive approach. The application of deductive approach is reflected in the paper when, based on general principles, there are drawn conclusions to particular events. More precisely, it is visible as the authors present theories, depict suitable concepts and relationships among them for the proposed conceptual model and develop hypotheses on the basis of the literature review. The formulation of hypotheses was executed on behalf of recommendations made by Wimmer and Dominick (2013), who argue that there is a need for a compatibility between a hypothesis and the current knowledge in the field, a need for logical consistency, and a need for testability. The authors made a cautious choice of not stating

a null hypothesis as each research hypothesis possess a logical substitute (Wimmer & Dominick, 2013). Concepts presented in the conceptual model act as a guidance for creating questionnaire questions. The scale items utilized in this study were adapted from a several past studies. Informativeness, entertainment, irritation and advertising value were adapted from the creator of the advertising value model Ducoffe (1996), the extension in a form of credibility construct was acquired from Brackett and Carr (2001) and also from MacKenzie and Lutz (1989), finally attitude toward advertising was obtained from Alwitt and Prabhaker (1994). Here, the primary data collected from questionnaires are collected in order to confirm or reject the proposed hypotheses and create a background for examination of the research question. Furthermore, it is endeavoured to supplement the current knowledge by vigorously concentrating on the absent understanding of the perceived advertising value and consumer attitudes towards mobile social media. In the end, all results are presented in the findings section where conclusions are made. All the mentioned steps indicate that this study is clearly deductive.

4.3. Research Design

4.3.1. Research purpose

This research serves basis as an explanatory study as it attempts to establish causal relationships between independent variables (entertainment, informativeness, irritation and credibility), a mediating (advertising value) and a dependent variable (attitude toward advertising). The proposed outcome of our analysis depicts to what extent entertainment, informativeness, irritation and credibility influence the perceived mobile social media advertising value of consumers. Moreover, there is an assumption based on the past research (Ducoffe, 1996; Brackett & Carr, 2001) that entertainment and credibility might have a direct influence on attitude toward advertising. Finally, a relationship between the perceived advertising value and consumer attitude toward advertising is tested.

4.3.2. Research strategy

Survey research strategy was chosen to be the most fitting for the purpose of this research as it is commonly associated with deductive approach and allowing the collection of data in a significant scale and at the same time from a substantial population in a vastly economical way (Saunders et al., 2009). Therefore, the primary data collected from questionnaires become standardized and easily

comparable (Saunders et al., 2009), allowing the authors to efficiently compare consumer perceptions and attitudes toward advertising on SNSs and MSSs. The sample criteria chosen for the purpose of this paper encompass respondent requirements of being a user of both mobile versions of Facebook and Instagram and currently located in Europe. The criterion of collecting data only from respondents who are users of both mobile versions of Facebook and Instagram was safeguarded by introducing respondents to this criterion in the introduction of our questionnaire, but also by the fact that the questionnaire was mostly distributed via the two mentioned platforms. For the matter of ensuring the sample is representative, the questions regarding demographics, such as age, gender, employment status and location are present in the questionnaire.

Additionally, the collected data from our survey strategy assist with interpretation for particular relationships between the perceived advertising value antecedents and the actual perceived advertising value, but also between the perceived advertising value and attitudes toward advertising. Generally speaking, the findings represent the whole population at a decreased cost in contrast to data collection for the entire population (Saunders et al., 2009).

4.3.3. Time horizon

A cross-sectional time horizon is present in this study as the examined phenomenon of the perceived advertising value and consumer attitudes toward mobile social media is examined at a particular time (Saunders et al., 2009). It can be argued that the time frame of academic courses might not be long enough to conduct a longitudinal study; however, even stronger clarification provides the fact that social media are evolving rapidly with many new features released almost on daily bases, while the environment of specific social media platforms changes consequently. Snap serves a purpose of a suitable example as it revolutionized social networking with its stories that have started to be copied and implemented by other social networking giants, including Facebook and Instagram in a short period of time (Manjoo, 2016). Therefore, a frequent approach to investigate any phenomenon linked with social media is on point, including the perceived advertising value investigation.

4.4. Data collection

4.4.1. Primary and secondary data

The data are divided into two types: primary and secondary data (Saunders et al., 2009). The former represents the data which is collected by the authors, and the latter is the already available data

published in books, journals or online portals. Primary data collection methods can be categorized into two groups: quantitative and qualitative. Quantitative data represents any data collection technique or analysis procedure that generates or uses numerical data, whereas the qualitative data is under the form of descriptive accounts of observations or analysis which is conducted with the use of conceptualization (Saunders et al., 2009).

The present thesis heavily relies on both types of data collection. The authors selected the secondary data through the E-library, books and databases that contain journals in relevance to the purpose of thesis. The previous studies add credibility to this research, as they institute the foundation for developing the theoretical framework.

With primary research, retrieved data are important to the research aims and objectives, improving the external validity of the study (Saunders et al., 2009). The previous studies concerned with perceived advertising value and attitude toward advertising (Logan et al., 2012; Dao et al., 2014; Murillo et al., 2016; Ha, Park & Lee, 2014) conducted research on primary data, however, the data might not be accurate at this point of time as the present study context consists in mobile social media, and additionally the technology development might have influenced the consumer perception toward advertisements, as according to Prendergast et al. (2009) the medium itself can affect the consumer perception toward advertising on that particular medium. Therefore, the main part of this thesis is based on primary data, collected through the use of questionnaire.

4.4.2. Questionnaire

The questionnaire represents a general term encompassing all techniques of data collection in which a person is asked to respond to the same set of questions in a predefined order (deVaus, 2002). One of the most widely used data collection techniques in the survey strategy represents the questionnaire, and it provides an efficient means for collecting responses from a larger sample prior to the quantitative analysis (Saunders et al., 2009).

In this thesis, the authors have carefully analysed all angles before employing a quantitative strategy. The interview is one of the most common methods in qualitative research, and rather restrictive in terms of sample. The main aim of interviews is for in-depth understanding, which the authors find to be unsuitable for the current thesis. The conceptual model is based on an existing theory, which was often applied in different contexts throughout the past literature. Questionnaires tend to be used in

explanatory research, and if designed correctly, normally require less skill and sensitivity to conduct in comparison with semi-structured or in-depth interviews (Jankowicz, 2005), however the strongest argument in favour of the questionnaire represents the easiness of obtaining statistical data within a limited period of time and budget.

Explanatory research enables the researcher to examine and explain relationships between variables, specifically cause-effect relationships (Saunders et al., 2009). The current thesis employs an explanatory research, and seek out to observe and explain the relationships between antecedents of advertising value and attitude toward advertising, hence a cause-effect relationship is centred. Consequently, the authors decided to use the questionnaire as the primary data collection technique.

In line with the research question and objectives, the authors employed the self-administered (Saunders et al., 2009) or self-completion questionnaire (Bryman & Bell, 2011), filled out by respondents and administered electronically using the Internet, under the form of "Google Forms".

There are couple of reasons to employ an online self-administered questionnaire, specifically decreased costs, a higher response rate, an easy attainable means to respondents, convenience in answering in regards to time, and the possibility of to expand the geographic coverage (Cooper & Schindler, 2006). On the other hand, the main downside of it represents the lack of complexity, or in other words, the questionnaire needs to be as simple as possible (Cooper & Schindler, 2006). One has to also considered that respondents can fill it out several times, or sometimes technology might fail, discouraging the respondents (Cooper & Schindler, 2006).

In order to maximize the response rate and increase the validity and reliability, the authors followed four important criteria, namely a careful design of each question, a coherent and intelligible questionnaire layout form, an explanation using a clear and plain language of the questionnaire's purpose and pre-testing (Saunders et al., 2009).

The questionnaire comprised closed questions as it is easier and quicker for respondents to provide the data required, and at the same time, is easier for researchers to process data (Wilson, 2003; Bryman & Bell, 2011). The majority of the questions were designed to provide categorical data – i.e. they achieve a classification of specific behaviour (Saunders et al., 2009). The questions used in the questionnaire were based on and adapted from different researchers (Ducoffe, 1996; Brackett & Carr,

2001; MacKenzie & Lutz, 1989; Alwitt & Prabhaker, 1994; Murillo et al., 2016), which constructed and refined the research model applied in this study.

The questionnaire consisted of three main parts, depicted in *Figure 7* with a total of 41 elements (questions and statements). An example of the questionnaire is attached in *Appendix C*. First, the respondents had to answer to 5 questions regarding their demographics (i.e. gender, age, location, employment status) and the most frequently used mobile social media. Then, depending on their answer on mobile social media use, different sections of the questionnaire were next displayed in order to limit their bias toward the statements. These sections constitute the remaining two parts, which measured their perceptions regarding antecedents of advertising value, advertising value and overall attitudes toward advertising on both mobile social media, SNSs and MSSs.

The scale measurement used in the questionnaire were based on a 5-point Likert scale (1=" Strongly Disagree", 2=" Disagree", 3=" Neutral, 4=" Agree" and 5=" Strongly Agree"). The Likert scale is a widely used means of summated rating scales, under the form of statements that express either a favourable or unfavourable attitude toward a specific objective (Cooper & Schindler, 2006).

To certify the questionnaire's content validity, the authors pre-tested it on a total of ten respondents. Feedback was provided in regards to the length of it, the layout, the ambiguity and redundancy of the questions. Consequently, some adjustments were made; it was kept short (approx. 7 minutes to fill it out), a further explanation of the purpose in the introductory section, and the questions were randomized based on the criterion of the most use mobile social media. The data was collected within approximatively two-weeks' time, in end-April 2017.
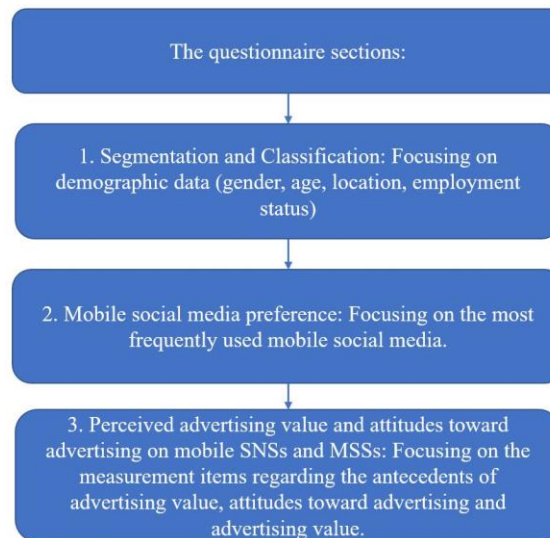
Figure 7. Questionnaire sections

4.5. Data analysis methodology

To minimize the data entry errors, the authors relied on Google Forms online survey to automatically encode data into SPSS in order to save valuable time. The gathered data was exported and adjusted to be suitable for SPSS so the authors can enable to transform raw data into helpful information.

The authors analysed data using descriptive statistics, reliability analysis, Pearson's correlation analysis, and multiple regression analyses. Descriptive statistics were used for the socio-demographic data and constructs, by measuring mean, frequencies, valid percentages as well as standard deviations. To ensure the credibility of gathered data a reliability analysis was employed by using Cronbach's alpha to evaluate internal consistency.

The correlation analysis was used to measure the strength of relationships between two variables. In the examination of the relative influence of the four independent antecedents (informativeness, entertainment, irritation and credibility) on the dependent perceived advertising value across both media, the authors used multiple regression analysis. The second part of the multiple regression analysis helped the authors to answer the research question, and to observe the mediator role of advertising value on consumers' attitudes toward advertising. Each of the mentioned techniques are further explained in *Chapter 5*.

4.6. Data sample

In this research, the SNSs and MSSs are the two studied social media environments. The current study designated Facebook and Instagram to be representatives of each type, respectively. The criterion for such a decision was the popularity of these channels and the ease in establishing appropriate participants. Facebook is one of the most prominent and prosperous SNS and it dominates both the desktop and mobile audience (Smith, 2017). Instagram on the other hand has proved that pictures speak louder than words, exceeding Twitter for instance in terms of user acquisition (Statista, 2016).

There are two general sampling methods divided into: probability sample and non-probability sample (Saunders et al., 2009). In probability techniques, every member of population has a known chance to participate in the study, whereas in the non-probability sampling group members are picked on non-random manner, hence not each population member has chance to participate in the research (Saunders et al., 2009). For the purpose of this thesis a non-probability method has been used in order

to select the sample. Widely used non-probability sampling methods are convenience sample and snowball sample (Bryman & Bell, 2011).

In this study, a mix of both convenience and snowballing sampling techniques has been used. Specifically, the sample was formed of European users of both media, as they are easiest to access. Furthermore, in the snowball methods as explained by Malhotra and Birks (2007), the respondents which have been selected initially are asked to pinpoint other people that could participate in the study.

4.7. Validity and Reliability

4.7.1. Validity

Validity refers to whether the findings are really about what they appear to be about (Saunders et al., 2009). It is concerned with the integrity of the findings that are generated from a study (Bryman & Bell, 2011). There are different types of validity that one needs to distinguish.

Measurement validity is concerned with whether or not the measure can actually reflect the concept (Bryman & Bell, 2011). The authors looked on previous research about perceived advertising value and attitude toward advertising, which served as the foundation for this thesis. This study is based on Ducoffe (1996) theory and the questionnaire is designed according to the author and previous research, thus it enhances the questionnaire validity. Additionally, the measurement of the concept is similar to the previous studies, and accordingly it only increases the measurement validity.

Internal validity pinpoints to the causality issue which implies whether a causal relationship exists between two variables (Bryman & Bell, 2011). The empirical data illustrate the causal relationship between the five antecedents and the attitude toward advertising in the theoretical framework, which was consistent throughout the previous research studies.

Generalisability or sometimes referred to as *external validity* is concerned with whether the results may be equally applicable to other research settings (Saunders et al., 2009). According to Bryman and Bell (2011), many studies are usually getting representative sample in order to fulfil this norm. In this study, the authors presented the detail process of this study's representative sample, consequently research can be generalised to other social groups in the future.

4.7.2. Reliability

Reliability refers to the extent to which the data collection technique or analysis methods will generate consistent findings (Saunders et al., 2009), or simply put, whether the findings are repeatable (Bryman & Bell, 2011). According to Bryman and Bell (2011) and Saunders et al. (2009), there are three important factors related to reliability that one has to consider.

The first factor is stability and it implies that the results are stable and not change in time. Considering the advertising industry is changing at a fast pace, and simultaneously, the mobile social media are continually being developed, the content of advertising will adjust accordingly. In this research, the authors study the current situation, hence the authors will not test the stability.

The second factor represents the internal reliability, which refers to the respondents' results whether they are or not consistent in different measurement. In order to achieve this degree, the authors carefully designed the questionnaire, looking at the different aspects of the constructs. In order to assess the internal reliability, the authors took into consideration the Cronbach's Alpha criterion, and analysed the reliability coefficients, in line with George and Mallery (2003) recommendations.

The third factor deals with inter-observer consistency. The lack of consistency may be a result of the involvement of more than one observer, as different people display dissimilar subjectivity. However, if the research is conducted by merely a person, the disadvantage represents an enhanced subjectivity. The authors have individually coded the data and compared results, as well as comparing the follow-up analyses, and discussed where inconsistent results were present.

4.8. Ethical considerations

There are four major ethical areas of concerns (Bryman & Bell, 2011). The harm to participants -the authors took certain measure, and addressed the problem by maintain confidentiality and anonymity. A lack of informed consent – the purpose was clearly stated. Invasion of privacy – solved by ensuring anonymity and confidentiality, and on top of that no person information were required. Whether deception exists – the questionnaire was the sole element that aided the research and no control over the answer process by the authors, hence there is no deception involved.

5. Data Analysis

This chapter will present the empirical findings and the analyses conducted on the primary data. First, the sample demographical data will be presented followed by reliability analysis and Pearson correlation analysis. The chapter ends with a two-part multiple regression analysis in order to assess the relative influence of the independent variables on the dependent variable.

5.1. Sample description

The authors approached approximately 400 people with a short message invitation to participate in the research study and a link to the questionnaire, conducted with Google Forms, via Facebook and Instagram in order to reach a desired size of sample. Participants were informed that their involvement in the study is truly voluntary. The estimate for the desired sample size is corresponding to the calculation based on the number of questions in the questionnaire multiplied by 5. Hence, the authors collected 271 responses in total, from which the final sample of 205 responses was accounted as valid and was comprised of participants using both Facebook and Instagram on their mobiles. Responses indicating that a participant is not a user of both mobile Facebook and Instagram were discarded as they did not match the predefined participant criteria. All questions were compulsory, therefore missing answers were not an issue.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25	150	73.2	73.2	73.2
	26-35	53	25.9	25.9	99.0
	36-45	2	1.0	1.0	100.0
	Total	205	100.0	100.0	

Table 1. Age distribution

The demographic distribution of the final sample, which is depicted in *Table 1,2 and 3*, accounted for nearly 44 per cent of females, while male respondents represented 56 per cent. Participants were predominantly between the ages of 18-25, as they occupied the majority with slightly more than 73 per cent, followed by almost 26 per cent for 26-35, and merely 1 per cent of respondents fitted into the age group of 36-45, and finally no participants matched the 46+ age group. The age group with the highest frequency is consistent with the results of Logan et al. (2012), which argue that 72 per cent of young adults aged between 18-29 use SNSs.

41

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	90	43.9	43.9	43.9
	Male	115	56.1	56.1	100.0
	Total	205	100.0	100.0	

Table 2. Gender distribution

Furthermore, respondents were asked a question regarding their employment status, which resulted in the majority of 64 per cent for students, over 20 per cent occupied the group of full-time employed respondents, slightly over 14 per cent were employed part-time and merely over 1 per cent unemployed.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	131	63.9	63.9	63.9
	Employed Full-time	42	20.5	20.5	84.4
	Employed Part-time	29	14.1	14.1	98.5
	Unemployed	3	1.5	1.5	100.0
	Total	205	100.0	100.0	

Table 3. Employment status

In regards to the location of respondents, the greatest part of 31.7 per cent was located in Denmark, tailed with Slovakia and its 27.3 per cent, the third most frequent location was UK with 14.6 per cent and the remaining countries were added up to 26.4 per cent.
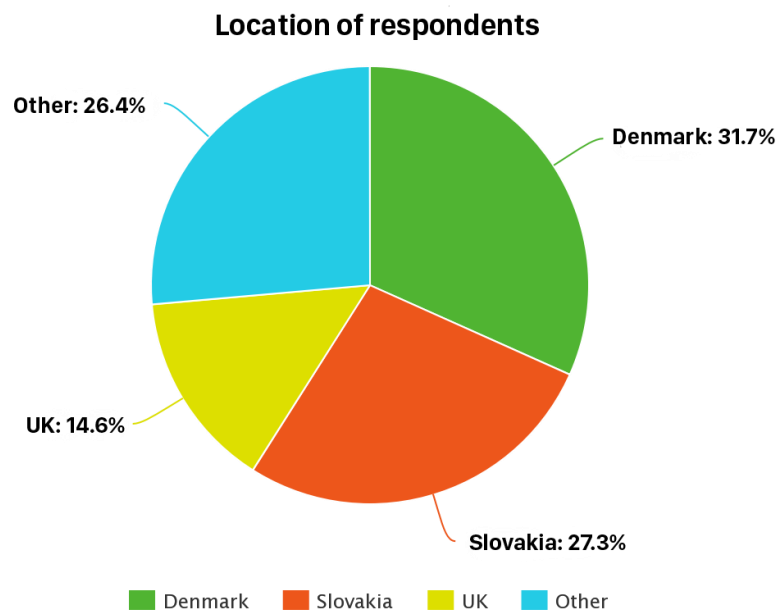
Figure 8. Location of Respondents

5.2. Reliability Analysis

An internal-consistency reliability analysis was firstly conducted in order to assure internal validity and consistency of each item used in the measurement. In an internal-consistency reliability, two or more measurement items are grouped together and compared to observe whether they explain the same construct (Schmidt & Hollensen, 2006). In this study, the authors used Cronbach's alpha (α coefficient) to assess the internal consistency of the items and examined the inter-items correlations in order to decide which items reliably explain the construct. Consequently, the authors created constructs by averaging the sum of the items.

The Cronbach's α reliabilities of the measurement items are interpreted according to George and Mallery (2003). Namely the authors suggest a threshold of α=0.70 and what is greater than this value, reliabilities are considered "acceptable", greater than 0.80 are "good", greater than 0.90 are "excellent". On the other side, if the α-coefficient is lower than 0.50, the reliability is "unacceptable", greater than 0.5 "poor" and greater than 0.60 are "questionable", subsequently items need to be revised.

43

Respondents' value structure for SNSs and MSSs advertising was measured by adjusting established scales (Ducoffe, 1996) to evaluate perceived informativeness, entertainment, irritation and overall advertising value, and (Brackett & Carr, 2001; MacKenzie & Lutz, 1989) to evaluate perceived credibility. Respondents' attitudes toward advertising structure for SNSs and MSSs advertising was measured by adapting an established scale (Alwitt & Prabhaker, 1994) to assess their attitudes toward SNSs and MSSs advertising. Participants were asked to respond to Likert-type scales (1-strongly disagree, 5-strongly agree) by indicating the option they felt best represented how they felt about advertising on SNSs and MSSs. *Table 4* presents the constructs on both media with their respective α-values

Constructs	SNSs (α)	No. of items	MSSs (α)	No. of items
Informativeness	0.772	3	0.853	3
Entertainment	0.851	3	0.861	3
Irritation	0.881	2	0.893	2
Credibility	0.812	3	0.803	3
Advertising Value	0.849	2	0.861	2
Attitudes toward advertising	0.840	3	0.908	3

Table 4. Cronbach's Alpha – Reliability

The three-item informativeness scale achieved acceptable reliability for SNSs (α=0.772) and a good reliability for MSSs (α=0.853). The three-items entertainment scale achieved good reliability for both SNSs (α=0.851) and MSSs (α=0.861). The authors initially analysed irritation scale with all three items, however data depicted a lower mean for the first item (*M*=2.58) as opposed to remaining two (*M*=3.75, *M*=3.62). Furthermore, the inter-item correlation indicated a weak relationship between the first item and the other two (*r*(205)=0.30, *r*(205)=0.44) for SNSs. Similarly for MSSs, analysis pinpointed a lower mean for the first item (*M*=2.561) as compared with second and third (*M*=3.37, *M*=3.29) and weak correlation coefficients (*r*(205)=0.42, *r*(205)= 0.43). Thus, the authors further proceeded with solely two items in the followed-up analyses. The two-items irritation scale achieved good reliabilities for both SNSs (α=0.881) and MSSs (α=0.893).

The three-item credibility scale showcased good reliability for SNSs (α=0.812) as well as for MSSs (α=0.803). The three-item attitude toward advertising scale achieved an excellent reliability for MSS (α=0.908) and a good reliability for SNSs (α=0.840). Akin to irritation scale, the author firstly analysed the reliability considering all three items, however the third item showcased a lower mean

(*M*=1.99) than first (*M*=2.71) and second (*M*=2.39) for SNSs. In addition, the inter-item correlations coefficients were weak (*r*(205)=0.585, *r*(205)=592). As regards for MSSs, the third item displayed a lower mean (*M*=2.09), whereas the remaining two had (*M*=2.60, *M*=2.41). Besides a low mean, the item revealed poor correlations (*r*(205)=0.469, *r*(205)=0.548). These two analyses determined the authors to select merely the first two in the further analyses. Consequently, the two-item advertising value scale achieved good reliability for both SNSs (α=0.849) and MSSs (α=0.861). The conducted reliability analyses of the items are attached in *Appendix B*.

5.3. Descriptive Analysis

Complementary to reliability analysis, the authors employed a descriptive analysis of the previously measured constructs. In *Table 5*, the mean and standard deviation of each of the constructs from SNSs medium are presented, as well as the minimum (1=" Strongly Agree") and maximum (5=" Strongly Disagree"). The constructs were built on the average of their corresponding and reliable items' sum.

	N	Minimum	Maximum	Mean	Std. Deviation
Informativeness	205	1.00	5.00	2.7577	.90890
Entertainment	205	1.00	5.00	2.1480	.97087
Irritation	205	1.00	5.00	3.6902	1.16754
Credibility	205	1.00	5.00	2.6618	.85589
Advertising Value	205	1.00	5.00	2.5561	.99041
Attitudes toward advertising	205	1.00	5.00	2.9220	1.08233
Valid N	205				

Table 5. Descriptive statistics - SNSs

The informativeness determinant (*M*=2.75) implies that the sample respondents are rather neutral when it comes to the informative role of the advertising content on SNSs, as well as in the case of credibility (*M*=2.66). The same tendency occurs in regards to attitude toward advertising (*M*=2.92), whereas the irritation determinant (*M*=3.69) entails that the responders rather regard the advertising content to be irritating on SNSs. In the instance of entertainment (*M*=2.14), respondents display a disagreement toward the entertaining role of the advertising content.

On the other hand, advertising (*M*=2.55) suggests a rather neutral opinion toward the value of advertising. Consumers rather neutrally perceive the advertising to be important and/or valuable.

	N	Minimum	Maximum	Mean	Std. Deviation
Informativeness	205	1.00	5.00	2.5724	.96496
Entertainment	205	1.00	4.33	2.3854	.99864
Irritation	205	1.00	5.00	3.3341	1.18168
Credibility	205	1.00	5.00	2.6813	.85003
Advertising Value	205	1.00	4.50	2.5049	.96506
Attitudes toward Advertising	205	1.00	5.00	2.7398	1.10533
Valid N	205				

Table 6. Descriptive statistics – MSSs

Table 6 represents descriptive statistics for MSSs' constructs. The authors employed the same procedure as in the previous case, averaging the significant items that best explained the construct. Accordingly, in the case of MSSs, informativeness construct (*M*=2.57) signifies a rather neutral perception of the sample respondents toward the informative role of the advertising content. Similar tendency occurs toward credibility (*M*=2.68) and attitude towards advertising (*M*=2.73), which suggests that the respondents neutrally perceive the credible and/or believable role of advertising, and they display a rather neutral attitude toward advertising. On the other hand, irritation construct (*M*=3.33) passed the neutral point of 3.00, which might be interpreted as an agreement toward advertising, namely consumers perceive it annoying and/or irritating. The entertainment determinant (*M*=2.38) signifies a disagreement in regards to the entertaining role of advertising on MSSs, hence respondents do not perceive advertising to be valuable or/and important (*M*=2.36).

Standard deviations, which are lower than 1.00 imply a less variation among the responses from the mean, whereas higher than 1.00 indicate a variation. On both media, merely irritation and attitude towards advertising constructs displayed variations (*SD*=1.16 and *SD*=1.08; *SD*=1.18 and *SD*=1.10).

5.4. Pearson's correlation Analysis

Pearson's correlation coefficients measure the linear relationship between two metric variables (Hair, Bush, & Ortinau, 2003). A correlation implies a relationship by which two or more variables move together and is statistically measured with an index, which indicates how jointly two variables co-vary (Cooper & Schindler, 2006). The index or the coefficient ranges from -1.0 to +1.0, in which the value of 0 suggests a lack of association of the variables, and values equal to -1.0 or +1.0 represent a perfect tie, negative or positive (Hair et al., 2003). The strength level of the variables is given by the correlation coefficient (i.e. the higher the coefficient, the stronger the relationship between two variables) (Hair et al., 2003).

In order to test the relationships among the constructs on both mobile SNSs and MSSs, the authors conducted Pearson's correlations. Firstly, the authors examined the relationships between the antecedents of advertising value and advertising value and, secondly, the relationships among advertising value and attitudes toward advertising. Furthermore, the authors have also looked at the relationships between entertainment, credibility and attitude toward advertising constructs.

	1	*2*	*3*	*4*	*5*	*6*
1. *Informativeness*	**1.00**					
2. *Entertainment*	0.524**	**1.00**				
3. *Irritation*	-0.341**	-0.521**	**1.00**			
4. *Credibility*	0.545**	0.430**	-0.261**	**1.00**		
5. *Advertising Value*	0.650**	0.653**	-0.461**	0.530**	**1.00**	
6. *Attitudes toward Advertising*	0.636**	0.543**	-0.353**	0.423**	0.695**	**1.00**

Note: ** *p < 0.01*

Table 7. Correlations - SNSs

The bivariate relationships among the constructs on SNSs medium are presented in *Table 7*. The constructs are based on the significant items computation, previously depicted from reliability analysis. In all cases, *p*-value is lower than 0.01 level, which shows significant correlations among each of the constructs (*p*-value < 0.01). The relationships between the main advertising value antecedents and advertising value also display significance.

The correlation coefficient of entertainment and advertising value pinpoints to a significant positive relationship $r(205)=0.653$, as well as in the case of informativeness and advertising value, r(205)=0.650. There is also a significant positive relationship between credibility and advertising

value, $r(205)=0.530$. The results depict significant positive relationships among advertising value and attitude toward advertising, $r(205)=0.695$, entertainment and attitude towards advertising, $r(205)=0.543$, credibility and attitude toward advertising, $r(205)=0.423$, and informativeness and attitude toward advertising, $r(205)=0.636$. As regards to irritation and advertising value, the correlation coefficient displays a significant negative relationship $r(205)= -0.461$.

The relationships between the constructs on MSSs medium are depicted in *Table 8*. The authors employed the same procedure, solely computing reliable items of every construct. The table shows significant relationships among the constructs, except credibility and irritation $r(205)= -0.107$ (*p*-value>0.05). The correlation coefficient of entertainment and advertising value $r(205)=0.646$ shows a strong significant relationship as well as informativeness and advertising value, $r(205)= 0.773$. There is also a significant positive relationship among credibility and advertising value, namely $r(205)=0.511$.

The results depict a negative and moderate, yet significant, relationship between irritation and advertising value, $r(205)=-0.436$. In regards to the relationships among advertising value and attitude toward advertising, the results depict a correlation coefficient $r(205)= 0.769$. Additionally, the coefficients of entertainment and attitude toward advertising and credibility and attitude toward advertising exhibit significantly positive relationships, $r(205)=0.574$ and $r(205)=0.456$ respectively. Similarly, informativeness and attitude toward advertising have a strong significant relationship, $r(205)=0.697$.

	1	2	3	4	5	6
1. *Informativeness*	**1.00**					
2. *Entertainment*	0.610**	**1.00**				
3. *Irritation*	-0.351**	-0.457**	**1.00**			
4. *Credibility*	0.546**	0.339**	-0.107	**1.00**		
5. *Advertising Value*	0.773**	0.646**	-0.436**	0.511**	**1.00**	
6. *Attitude toward Advertising*	0.697**	0.574**	-0.444**	0.456**	0.769**	**1.00**

Note: ** p < 0.01

Table 8. Correlations - MSSs

5.5. Regression Analysis

The authors assessed the relative influence of every independent variable to the dependent variable by executing regression analysis. The first part of the analysis emphasizes on the advertising value, while the second part focusses on the attitudes towards advertising.

5.5.1. Advertising value

Multiple regression analysis interprets a method that examines a linear link between a dependent variable and several independent variables in assistance with estimating coefficients for the equation for a straight line (Hair et al., 2003). Every actual regression coefficient depicts the link of that independent variable to the dependent variable (Hair et al., 2003). In this paper, the independent variables and dependent variable also known as constructs were shaped based on a mean calculation of construct items with significant alphas ($\alpha > 0.70$). For instance, informativeness represents a mean of *inf1*, *inf2* and *inf3* since all three items reached an alpha (α) value within desired range in the reliability analysis. On the other hand, Advertising Value incorporate merely the first two items as the value of alpha (α) increased by removing the last one. The way of computing variables resting on mean calculations was picked due to the reflection of the average response of a certain construct.

Figure 9 and 10 contain summary of the multiple regression model. In regards to identification of the statistical significance of the overall regression model, the F-value and its accompanying probability (p) value that is displayed in the ANOVA table is measured. In general, the *F-value* is responsible for the identifying overall probability of the relationship between the dependent variable and the independent variables happening by coincidence (Saunders et al., 2009). The *t-value* is slightly similar in cases with multiple regression analysis, and so it examines the overall probability of relationship between every independent variable the dependent variable happening by chance, rather than considering the relationship between variables as a whole (Saunders et al., 2009). The regression coefficient (R^2) can advocate any value between 0 and +1 and specifies the degree of fit for the estimated multiple regression equation (Saunders et al., 2009). In other words, it calculates the proportion of variation in a dependent variable that can be explained by the independent variables. 0 expresses a situation when there is no relationship between the dependent variable and the independent variables, whereas 1.0 indicates that the independent variables are perfectly capable of explaining the dependent variable (Saunders et al., 2009). Furthermore, the R^2 can be calculated in the percentage of dependent variable being explained by the independent variables. In this paper, it

implies to what extent is the perceived advertising value on mobile social media influenced by informativeness, entertainment, irritation and credibility. In order to consider regression coefficients of variables statistically significant, the probability value is required to be lower than 0.05 (p<0.05) (Saunders et al., 2009).

Furthermore, the individual regression coefficients and the underlying *t-values* are inspected for the sake of understanding which independent variables are statistically significant. Hair et al. (2003) suggest that the *beta* coefficient should also be inspected to measure relative influence. The *t-value* assesses the significance of each beta coefficient, which are the standardized regression coefficients computed from the normal regression coefficient (*B*).

Beta is recomputed to have a mean of 0 and a standard deviation of 1 and variates from .00 to 1.00 (Saunders et al., 2009). Adding or withdrawing variables in the equation influences the size of betas and *t-values*, therefore there is an option of having a regression model with overall significance based on the *F-value*, yet having a certain coefficient insignificant (Hair et al., 2003). Hair et al. (2003) also argue that the *t-value* of 1.96 and above is contemplated as satisfactory simultaneously with the significance the be as close to 0 as possible.

For the SNSs regression analysis depicted in *Figure 9*, the *F-value* of 71.410 with its significance of .000 was computed, which is lower as 0.05 that is essential for marking regression coefficients as statistically significant. It can be argued that the probability of the results occurring by chance is dismissed. The overall model's success is interpreted by R^2, which resulted in 0.588, indicating 58.8% of variation of advertising value (dependent variable) can be explained from the four independent variables, namely informativeness, entertainment, irritation and credibility. To conclude, *Figure 9* shows the unstandardized regression coefficients (*B*), the standard error for the coefficients, and the standardized regression coefficients (*β*) for each variable. The regression analysis findings indicate Informativeness (*β* = 0.339; t = 5.777; p = 0.000) and Entertainment (*β* = 0.338; t = 5.639; p = 0.000) constructs as almost equally the most significant independent variables affecting the perceived Advertising Value on mobile SNSs, which support **H2a** and **H1a**. It is apparent that **H4a** and **H5a** are accepted as Irritation (*β* = -0.126; t = -2.351; p = 0.020) negatively and Credibility (*β* = 0.167; t = 3.031; p = 0.003) positively affect the perceived Advertising Value on mobile SNSs; however, in a way less consequential level. All concepts are statistically significant as *p* was never lower than 0.05 and also *t-values* did not drop below 1.96.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.767ᵃ	.588	.580	.64191

a. Predictors: (Constant), SNS_Credibility, SNS_Irritation, SNS_Informativeness, SNS_Entertainment

ANOVAᵃ

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	117.696	4	29.424	71.410	.000ᵇ
	Residual	82.409	200	.412		
	Total	200.105	204			

a. Dependent Variable: SNS_AdvertisingValue

b. Predictors: (Constant), SNS_Credibility, SNS_Irritation, SNS_Informativeness, SNS_Entertainment

Coefficientsᵃ

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.673	.289		2.326	.021
	SNS_Informativeness	.370	.064	.339	5.777	.000
	SNS_Entertainment	.345	.061	.338	5.639	.000
	SNS_Irritation	-.106	.045	-.126	-2.351	.020
	SNS_Credibility	.194	.064	.167	3.031	.003

a. Dependent Variable: SNS_AdvertisingValue

Figure 9. Regression Analysis I -SNSs

For the MSSs regression analysis depicted in *Figure 10*, the *F-value* of 102.108 with its significance of 0.000 was computed, which is also lower as 0.05, thus statistically significant and the probability of the results occurring by chance dismissed. The overall model's success interpreted by R^2 resulted in 0.671, demonstrating 67.1% of variation of advertising value (dependent variable) can be explained from the four independent variables, namely informativeness, entertainment, irritation and credibility. To conclude, *Figure 10* shows the unstandardized regression coefficients (*B*), the standard error for the coefficients, and the standardized regression coefficients (β) for each variable. The regression analysis findings indicate that our sample weighted Informativeness ($\beta = 0.510$; t = 8.790; p = 0.000) the most heavily by far in comparison to Entertainment ($\beta = 0.215$; t = 4.108; p = 0.000), Irritation ($\beta = -0.140$; t = -3.026; p = 0.003) and Credibility ($\beta = 0.142$; t = 2.917; p = 0.004) when determining

the Advertising Value on mobile MSSs. These values clearly indicate that *H2b*, *H1b*, *H4b* and *H5b* are all supported. Again, as observed in the SNSs case, all concepts are statistically significant as *p* was never lower than 0.05 and also *t-values* did not drop below 1.96.

These findings reveal that the importance of Informativeness and Entertainment components of Advertising Value differs between SNSs and MSSs, thus the findings support *H9*.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.819ª	.671	.665	.55881

a. Predictors: (Constant), MSS_Credibility, MSS_Irritation, MSS_Entertainment, MSS_Informativeness

ANOVAª

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	127.541	4	31.885	102.108	.000ᵇ
	Residual	62.454	200	.312		
	Total	189.995	204			

a. Dependent Variable: MSS_AdvertisingValue

b. Predictors: (Constant), MSS_Credibility, MSS_Irritation, MSS_Entertainment, MSS_Informativeness

Coefficientsª

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.627	.222		2.822	.005
	MSS_Informativeness	.510	.058	.510	8.790	.000
	MSS_Entertainment	.215	.052	.223	4.108	.000
	MSS_Irritation	-.114	.038	-.140	-3.026	.003
	MSS_Credibility	.161	.055	.142	2.917	.004

a. Dependent Variable: MSS_AdvertisingValue

Figure 10. Regression Analysis I - MSSs

5.5.2. Attitudes towards advertising

The second part of regression analysis emphasize on the relationships regarding the attitudes towards advertising. Therefore, the authors assessed the relative influence of the independent variables (informativeness, entertainment, credibility and advertising value) to dependent variable (attitudes toward advertising) by computing an additional multiple regression analysis.

For the SNSs regression analysis depicted in *Figure 12*, the *F-value* of 60.705 with its significance .000 was calculated. The p-value is lower than 0.05, suggesting that the probability of the results occurring by chance is dismissed. The overall model's success is given by R^2, which derived in 0.548, implying that 54.8% of the variation of attitudes toward advertising can be explained from the four independent variables. *Figure 12* displays the unstandardized coefficients regression coefficients (*B*), the standard error for the coefficient, and the standardized regression coefficients (*β*) for each of the variable. The analysis findings depict Informativeness (*β*=0.309; t=4.664; p=0.000) and Advertising Value (*β*=0.438; t=6.001; p=0.000) to be the strongest significant independent variables influencing the attitudes toward advertising on mobile SNSs. These values evidently support **H3a** and **H6a**.

Unexpectedly, Credibility (*β*=-0.23; t=-0.383; p =0.702) negatively affects the attitudes toward advertising, however insignificantly as *p*-value > 0.05 as well *t-value* < 1.96, hence **H8a** is not supported. Entertainment (*β*=0.104; t=-0.383; p=0.104) positively predicts the attitudes towards advertising, supporting **H7a**. Its influence, however, is in a way less substantial as its *p*-value is higher than 0.05 and *t-value* dropped below 1.96.

Based on the two-part regression analysis regarding mobile SNSs, the holistic model alongside the standardized *β*-coefficients are exhibited in *Figure 11*.

Figure 11. Advertising Value Model - SNSs (standardized coefficients)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.741[a]	.548	.539	.73462

a. Predictors: (Constant), SNS_Credibility, SNS_Entertainment, SNS_Informativeness, SNS_AdvertisingValue

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	131.041	4	32.760	60.705	.000[b]
	Residual	107.933	200	.540		
	Total	238.973	204			

a. Dependent Variable: SNS_AttitudesTowardAdvertising

b. Predictors: (Constant), SNS_Credibility, SNS_Entertainment, SNS_Informativeness, SNS_AdvertisingValue

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.510	.188		2.708	.007
	SNS_Informativeness	.368	.079	.309	4.644	.000
	SNS_Entertainment	.116	.071	.104	1.634	.104
	SNS_AdvertisingValue	.479	.080	.438	6.001	.000
	SNS_Credibility	-.029	.075	-.023	-.383	.702

a. Dependent Variable: SNS_AttitudesTowardAdvertising

Figure 12. Regression Analysis II - SNSs

For the MSSs regression analysis indicated in *Figure 13*, the *F-value* of 82.512 was computed with its significance .000 was computed. The *p*-value is lower than 0.05, suggesting that the probability of the results occurring by chance is dismissed. The R^2 resulted in 0.623, hence 62.3% of the variation of attitude toward advertising is explained by the four independent variables. *Figure 13* displays the unstandardized coefficients regression coefficients (*B*), the standard error for the coefficient, and the standardized regression coefficients (*β*) for each of the variable. The findings indicate that

Advertising Value (β=0.522; t=7.052; p=0.000) continues to be the strongest and significant antecedent of the attitudes also on mobile MSSs, supporting **H6b**. Informativeness (β=0.215; t=2.940; p=0.004) is the second significant independent variable which affects the attitudes, hence **H3b** is supported.

In respect to Credibility (β=0.041; t=0.778; p=0.438) and Entertainment (β=0.091; t=1.561; p=0.120), both of them positively affect the attitudes towards mobile MSSs advertising. In both cases data show insignificance, as *p*-value reached a higher level than 0.05 and *t-value* dropped below 1.96. These results clearly support **H8b** and **H7b**.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.789[a]	.623	.615	.68572

a. Predictors: (Constant), MSS_Credibility, MSS_Entertainment, MSS_Informativeness, MSS_AdvertisingValue

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	155.193	4	38.798	82.512	.000[b]
	Residual	94.043	200	.470		
	Total	249.236	204			

a. Dependent Variable: MSS_AttitudesTowardAdvertising

b. Predictors: (Constant), MSS_Credibility, MSS_Entertainment, MSS_Informativeness, MSS_AdvertisingValue

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.223	.174		1.280	.202
	MSS_Informativeness	.247	.084	.215	2.940	.004
	MSS_Entertainment	.101	.065	.091	1.561	.120
	MSS_AdvertisingValue	.598	.085	.522	7.052	.000
	MSS_Credibility	.053	.068	.041	.778	.438

a. Dependent Variable: MSS_AttitudesTowardAdvertising

Figure 13. Regression Analysis II - MSSs

Based on the two-part regression analysis regarding mobile MSSs, the holistic model alongside the standardized *β*-coefficients are depicted in *Figure 14*.
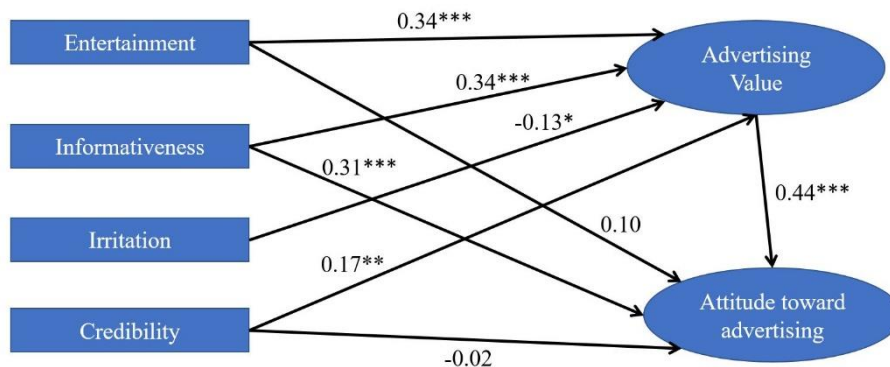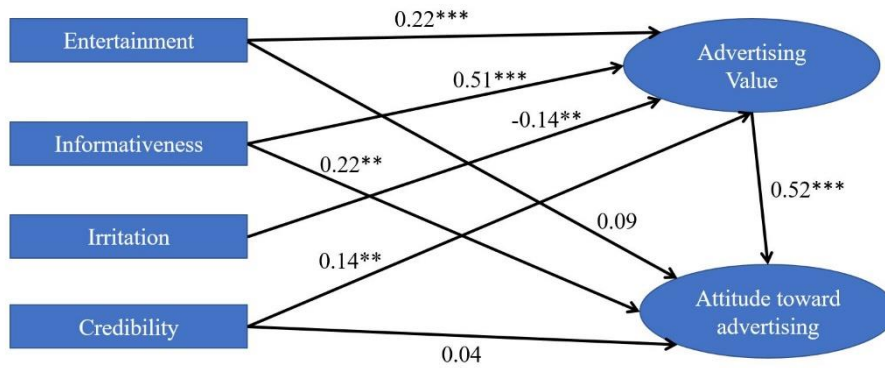

Figure 14. Advertising Value Model - MSSs (standardized coefficients)

In an effort to investigate the indirect effects of the independent variables on attitudes toward advertising, the authors conducted several regression analyses. This analysis helped the authors to better understand the role of advertising value as a mediator. The indirect effects were determined by multiplying the path coefficient from independent variables (informativeness, entertainment, irritation, credibility) to mediator (advertising value) and the path coefficient from mediator to dependent variable (attitudes toward advertising). The results are depicted in *Tables 9* and *10*.

Indirect Effect	*Credibility*	*Irritation*	*Entertainment*	*Informativeness*
Attitudes toward advertising	0.347	-0.312	0.388	0.317

Table 9. Indirect effects - SNSs

For SNSs, the regression analysis displays an insignificant direct effect from entertainment to attitudes, however the indirect effect, mediated by advertising value showcased significance. Similar situation is present from credibility towards attitudes. Although past research pinpointed that both entertainment and credibility have a direct and significant effect on attitudes, analysis showcased the opposite. Furthermore, credibility negatively affects the attitudes, albeit inconsequential. It concludes, therefore, that on mobile SNSs solely informativeness and advertising value directly affect the attitudes, but the other antecedents also participate through the advertising value into the development of the attitudes towards SNSs advertising.

Indirect Effect	Credibility	Irritation	Entertainment	Informativeness
Attitudes toward advertising	0.370	-0.310	0.441	0.441

Table 10. Indirect effects – MSSs

For MSSs, analysis depict that both the informativeness and advertising value directly influence the attitudes, whereas credibility and entertainment insignificantly predict the attitudes. However, the indirect effects are significant, suggesting that the antecedents are indirectly taking part in the formation of attitudes. Furthermore, there are also significant indirect effects from informativeness and irritation on the attitudes mediated by advertising value. Accordingly, on mobile MSSs merely advertising value and informativeness explicitly affect the attitudes, while advertising value mediates the indirect effects from independent variables towards dependent variable.

5.6. Analysis summary

This chapter analysed collected data and executed reliability, descriptive, correlation, multiple regression and path analysis. This section summarizes the results, which are matched with hypotheses. All the proposed hypotheses were accepted.

H1a and ***H1b*** were accepted as the perceived entertainment related to SNSs and MSSs was associated positively with its advertising value as it presented significant relationship of *β=0.338* and *β=0.223* respectively.

H2a and ***H2b*** were accepted as the perceived informativeness related to SNSs and MSSs was positively associated with its advertising value as it presented significant relationship of *β=0.339* and *β=0.510* respectively. The perceived informativeness was also positively associated with its attitudes toward advertising on both SNSs and MSSs with values of *β=0.309* and *β=0.215* respectively, thus the ***H3a*** and ***H3b*** were accepted.

H4a and ***H4b*** were accepted as the perceived irritation related to SNSs and MSSs was associated negatively with its advertising value as it presented significant relationship with values of *β=-0.126* and *β=-0.140* respectively.

H5a and ***H5b*** were accepted as the perceived credibility related to SNSs and MSSs was associated positively with its advertising value as it presented significant relationship of *β=0.167* and *β=0.142* respectively.

H6a and ***H6b*** were accepted as the perceived value of advertising associated with SNSs and MSSs did positively correlate with its attitude toward advertising as it presented significant relationship of β=0.438 and β=0.522 respectively.

H7a and ***H7b*** were accepted as the perceived entertainment associated with SNSs and MSSs did positively correlate with its attitude toward advertising as it presented significant relationship of β=0.104 and β=0.091 respectively.

H8a was not accepted since the perceived credibility associated with SNSs did negatively affect its attitude toward advertising with insignificant p-value > 0.05 as well *t-value* < 1.96. On the other hand, ***H8b*** was accepted as the perceived credibility associated with MSSs did positively affect its attitude toward advertising as it presented significant relationship of β=0.04.

Finally, ***H9*** was also accepted as the importance of *informativeness* and *entertainment* components of *advertising value* differs between SNSs and MSSs. In case of SNSs the sample weighted informativeness (β=0.339) and entertainment (β=0.338) constructs as almost equally the most significant independent variables, whereas in case of MSSs the only and the most influential component out of four was informativeness (β=0.510).

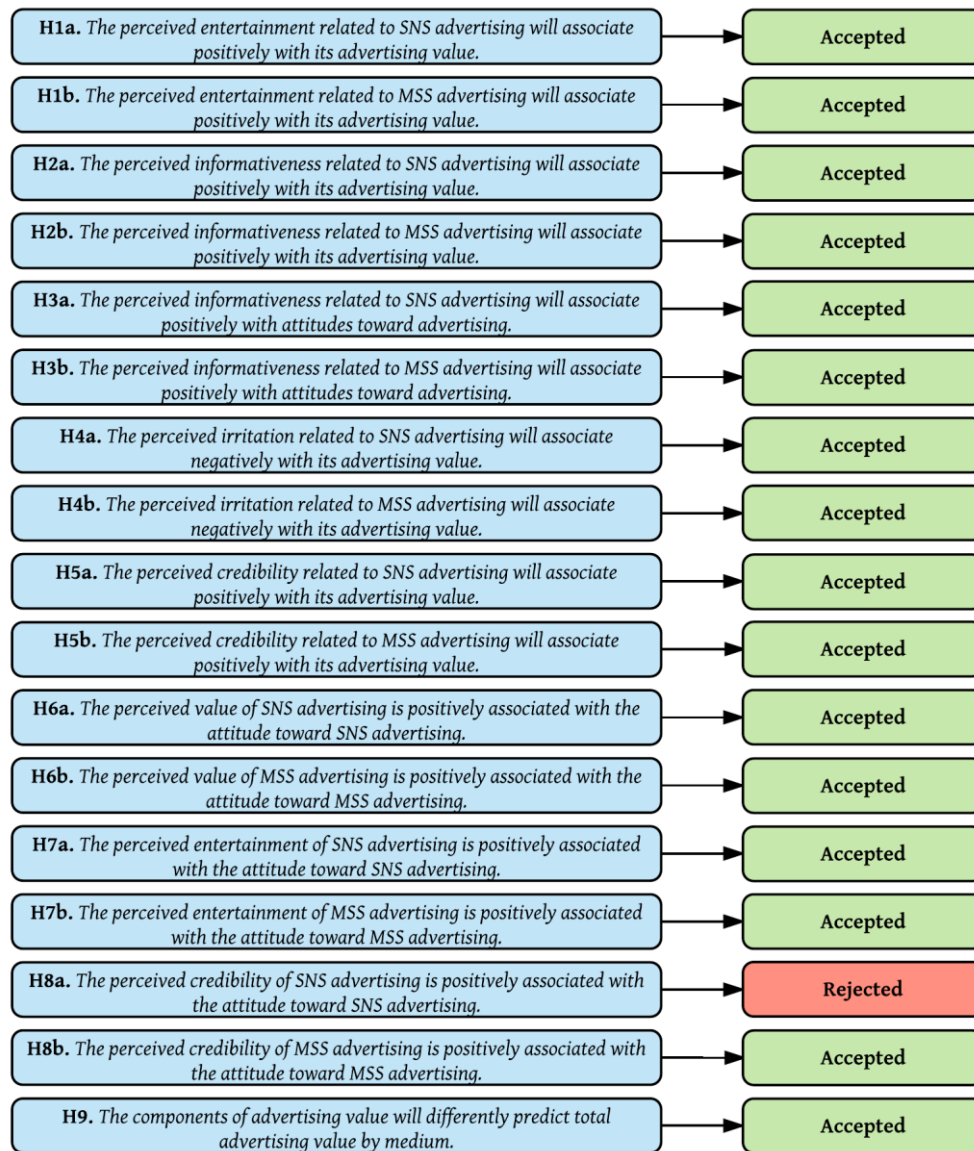| Hypothesis	Result
H1a. *The perceived entertainment related to SNS advertising will associate positively with its advertising value.*	Accepted
H1b. *The perceived entertainment related to MSS advertising will associate positively with its advertising value.*	Accepted
H2a. *The perceived informativeness related to SNS advertising will associate positively with its advertising value.*	Accepted
H2b. *The perceived informativeness related to MSS advertising will associate positively with its advertising value.*	Accepted
H3a. *The perceived informativeness related to SNS advertising will associate positively with attitudes toward advertising.*	Accepted
H3b. *The perceived informativeness related to MSS advertising will associate positively with attitudes toward advertising.*	Accepted
H4a. *The perceived irritation related to SNS advertising will associate negatively with its advertising value.*	Accepted
H4b. *The perceived irritation related to MSS advertising will associate negatively with its advertising value.*	Accepted
H5a. *The perceived credibility related to SNS advertising will associate positively with its advertising value.*	Accepted
H5b. *The perceived credibility related to MSS advertising will associate positively with its advertising value.*	Accepted
H6a. *The perceived value of SNS advertising is positively associated with the attitude toward SNS advertising.*	Accepted
H6b. *The perceived value of MSS advertising is positively associated with the attitude toward MSS advertising.*	Accepted
H7a. *The perceived entertainment of SNS advertising is positively associated with the attitude toward SNS advertising.*	Accepted
H7b. *The perceived entertainment of MSS advertising is positively associated with the attitude toward MSS advertising.*	Accepted
H8a. *The perceived credibility of SNS advertising is positively associated with the attitude toward SNS advertising.*	Rejected
H8b. *The perceived credibility of MSS advertising is positively associated with the attitude toward MSS advertising.*	Accepted
H9. *The components of advertising value will differently predict total advertising value by medium.*	Accepted

Figure 12. Tested hypotheses

6. Discussion

This research study yields important new insights in regards to a matter that is important for both the advertising literature and industry practitioners. The concept of perceived advertising value has been heavily conducted across numerous contexts, but a lack of insights into a cross-platform comparison concerning mobile social media has been the main aim of the authors expressed by the current thesis.

The authors utilized the advertising value model in two different mobile contexts (i.e. MSSs and SNSs), and identified a noteworthy difference among them. As stated in prior research, the medium itself might have an influence in the way consumers perceive advertisements delivered on that particular environment (Prendergast et al., 2009).

The multiple regression analysis sought to enlighten a comparison of which of the constructs or independent variables directly influence the dependent variable or the perceived advertising value experienced by users of mobile SNSs and MSSs. The conceptual constructs influencing the perceived advertising value were comprised of the following four constructs: informativeness, entertainment, irritation and credibility. The findings from regression analysis uncovered that merely two out of four constructs present in the conceptual model are crucial for the case of SNSs.

The participants recognised informativeness and entertainment as almost equally fundamental for the perceived advertising value on mobile SNSs. It was particularly notable that irritation and credibility were marked as the least driving constructs to alter the perceived advertising value in the eyes of respondents. On the other hand, the regression analysis revealed different finding in terms of MSSs. Merely informativeness with even higher significance in comparison to SNSs was exposed to be crucial when considering a nature and scope of advertising on mobile MSSs to be beneficial in increasing the users' perception of advertising value.

As Larson and Kubey (1983) and Logan K. (2013) presented in their studies, the authors recognised that different social contexts possess a great likelihood of affecting and differentiating users' perceived feelings, values and attitudes evoked by different types of media. Since the identity block of the honeycomb model (Kietzmann et al., 2011) demonstrates that SNSs or Facebook users interact in an environment where the network of contacts is based on the mutual recognition of friends, relatives or co-workers, whereas on MSSs or Instagram users also face an opportunity to gain new links for interaction with strangers. The core nature of the two social media types envisages the

dissimilarity of the social contexts, which is also proven by the findings of this study. More precisely, users of SNSs and MSSs evaluate the components of the advertising value differently as informativeness and entertainment of an add is a critical factor for ads on SNSs, while MSSs should significantly exploit mostly informativeness.

The multiple regression analysis regarding the attitudes towards advertising ought to investigate which of the antecedents directly influence the dependent variable. The independent variables comprised of: informativeness, entertainment, advertising value and credibility. The results revealed that solely two out of four constructs are significantly predicting the attitudes for both media.

The respondents acknowledged that perceived advertising value was the salient factor in driving their attitudes towards advertising, followed up by informativeness. Both the entertainment and credibility turned out to not be influencers of the attitudes, despite the fact that their relationships depicted a strong and significant correlation. Interestingly, credibility negatively alters the attitudes towards SNSs advertising. On the SNSs medium the informational role of advertisements is more emphasized in the formation of consumers' attitudes, while the worth and/or importance of ads represents the chief factor when developing attitudes on MSSs. Aside the direct effects, all the indirect paths showcased significance, thus credibility and entertainment are indirectly influence the attitudes through the advertising value as the mediator. These results are contrary to the prior research, in which authors validated the significant direct impact of entertainment on attitudes (Logan et al, 2012; Logan K., 2013; Murillo et al., 2016), and also to the theory itself (Brackett & Carr, 2001). Consumers form their attitudes based on the worth of advertisements and the information which they transmit in the context of mobile SNSs and MSSs.

Consistent with the initial proposed model by Ducoffe (1996), this current study validates the significant relationships and the roles that informativeness, entertainment and irritation play in the assessment of the advertisements' worth. Furthermore, the analyses also point and validate the direct relationship of credibility on the advertising value. The direct relationships of entertainment and credibility on the attitudes have not reached significance in this study. On the other hand, the indirect effects all showcased significance, implying that advertising value either fully or partially mediated the effect. Furthermore, depending on the mobile social media context, consumers differently evaluate the value of advertisements and form their attitudes toward advertising on that particular medium.

Pearson's correlations helped the authors to get a holistic sense of the concepts in both media. For instance, in both situations informativeness and entertainment have a significant positive relationship, albeit a stronger one in the case of MSSs. As an initial interpretation, this suggests that advertisements displayed on both media should supply relevant information content and evoke excitement. Thusly, if consumers regard ads to provide useful practical information, they derive utility and accordingly increase their hedonic state (Saxenna & Khanna, 2013). For instance, one may well get enthusiastic when an ad displays utilitarian value, or may evaluate it as informative when it provides enjoyment.

The same occurrence is consistent with perceived advertising value. Chiefly, an ad that is both informative and entertaining drives consumers to regard it as valuable. As advertising covers a considerable amount of media, consumers are inclined to manifest a positive assessment of an ad when they find it enjoyable (Ducoffe, 1996). On the other hand, the core function of advertising is to provide information, hence if the ad supplies useful and up-to-date information, consumers are prone to value the ad (Murillo et al., 2016). Consistent with previous research results, the findings pinpoint to a strong and positive relationships between informativeness and advertising value, and entertainment and advertising value on both media. These interpretations are also emphasized in the regression analyses.

On SNSs, the correlations among informativeness, entertainment and advertising value depict fairly equally coefficients. This is also consistent with regression analysis' results. Namely, advertising value is equally affected by informativeness and entertainment ($\beta \approx 0.34$). SNNs are all about identity, and their emphasis is on covering as much information as possible. Due to the availability of the information on one's fingers, the worth of advertisements is evenly influenced by relevancy of information and excitement.

On the other side, on MSSs consumers cherish more the informational role of advertising to regard ads as important. The empirical findings show a coefficient ($\beta \approx 0.51$) which exhibits two times more strength on advertising value than entertainment. This reason is related to the limited amount of information available on MSSs medium. MSSs value proposition is expressed by their simplicity and focus on digital content (i.e. photos/videos). Consequently, consumers are largely influenced by informative content in their evaluation toward ads' value.

While the first two antecedents have positive association with advertising value, irritation illustrates a negative relationship with advertising value in both contexts, however relatively moderate. Advertising irritation is mainly associated to goal orientation tasks interruption and consumers' concerns involving privacy in social media environments (Taylor et al., 2011), though the findings pinpoint to a tolerance from consumers in their assessment of ads' importance. Furthermore, the analysis depicts a weak and negative influence of irritating on the advertising value across both environments. One core reason represents the ability of tailoring down advertisements based on user's profiles, activities and location (Wu, 2016). Accordingly, both media provide and maintain a flawless experience for consumers.

The relationship between credibility and advertising value is similar on both SNSs and MSSs. It is a positive and moderate relationship according to the correlation coefficients. The results suggest that, although, the credibility factor participate in consumers' ad value evaluation, it does not represent an imperative element. Depicted in the regression analyses, in which the antecedent poorly predicts the value. The justification behind is the level of trustworthiness of the two media, thus consumers are affected by it and accordingly they question the credibility of the information provided which leads to the advertisement itself (Moore & Rodgers, 2005). On the other hand, credibility turned out to have an insignificant negative effect on the attitudes towards SNSs advertising, but its indirect effect is positive and significant. This suggests that credibility does participate in the overall development of the attitudes, mediated by the advertising value.

Ducoffe (1996) determined that a strong relationship exists between advertising value and attitudes toward advertising constructs. Consistent with Ducoffe (1996) findings, several authors have also found strong relationships (Logan et al., 2012; Murillo et al., 2016). This study's results once more confirm the strong relationships among the two constructs. Namely, on both media the correlations depicted strong and positive relationships. The relationship, reflected through beta coefficients, implies that consumers who perceived advertisements valuable and/or important, develop attitudes towards advertising on that particular medium. The results suggest that consumers are more affected by the worth or utility of advertisements on MSSs when they develop attitudes than on SNSs. As each type of social media portrays different characteristics and image (Clemons, 2009), the existence of authentic content and sharing of special moments on MSSs lead to a higher appreciation of advertisements from consumers, whereas on SNSs the existence of curated content decreases their

perceived value. This also reflects the equally influence of informativeness and entertainment on advertising value upon consumers on SNSs.

In the extended advertising value model, informativeness, entertainment and credibility suggest positive relationships with the attitudes construct (Brackett & Carr, 2011). In the present thesis, the findings yield the same relationships. Based on correlations, there are strong and significant relationships between informativeness, entertainment, credibility and attitudes. On the other hand, the regression analysis revealed a negative association between credibility and attitudes on SNSs. However, similar to advertising value's case, consumers are not regarding credibility as a major contribution in forming attitudes towards advertising. On both media, it did not reach significance. This is also applicable to entertainment, which did not significantly predict the attitudes.

Consumers clearly shifted their perception towards advertising. In this study, informativeness and entertainment equally predict the advertising value on SNSs, whereas Logan et al. (2012) revealed informativeness as being the salient antecedent of advertising value (β=0.52), followed-up by entertainment (β=0.41). Saxena and Khanna (2013) revealed similar findings, namely informativeness being the prime predictor of advertising value. Interestingly, in the context of TV advertising, informativeness plays the main role (β=0.61) in predicting the value, and in both contexts (SNSs and TV) the advertising value represents a weak predictor of the attitudes, while the chief role is played by entertainment (Logan et al., 2012). Logan K. (2013) revealed that both informativeness and entertainment rather equally contribute to the value perception, but the main driver in predicting the attitudes still remains the entertainment.

On the other hand, some of the perceptions are still present. Namely, Boateng and Okoe (2015) results pinpoint that credibility generates an intensive weak influence on the attitudes towards advertising. Moreover, Murillo et al. (2016) found that credibility is the weakest predictor of the advertising value, which is also emphasized in Dao et al. (2014) results.

Based on the above discussion, the proposed research question has been answered. Specifically, on both SNSs and MSSs the advertising value plays the largest role in the formation of attitudes toward medium advertising. On MSSs, the advertising value is more important in the assessment as supposed to SNSs. On the other hand, all four antecedents are indirectly participating in the forming of consumers' attitudes toward advertising via the advertising value as mediating the path. Therefore, the worth and/or importance of the advertisements, also expressed indirectly via informativeness,

entertainment, irritation and credibility, impact the development of their attitudes toward advertising, thus they regard the medium's advertisements as a valuable means to learn about what products are available or to find products that match their personality and/or interests.

The relationship or the influence signifies a rather complex ecosystem in which the advertising value plays the leading role in predicting the consumers' attitudes. As indicated by Shiau and Lu (2010), when users, for instance, perceive that blogs are important and valuable, they are prone to use blogs again. Moreover, Cha (2009) indicated that "*the more people perceive shopping services on social networking sites as useful and easy to use, the more favourable they feel toward shopping for real items on those social networks*". This interpretation is also expressed in this study, namely the more important and valuable is the advertising, the keener consumers are towards advertising on both mobile SNSs and MSSs.

6.1. Theoretical Perspective

It has been two decades since Ducoffe (1995) firstly introduced the concept of advertising value. The main proposed antecedents were researched and validated in numerous contexts throughout the past literature. The advertising value model (Ducoffe, 1996) demonstrated its applicability also in the mobile social media context, specifically on SNSs and MSSs. Consumers perceptions of advertising have been clearly altered throughout the past years. Technological developments have undoubtedly led to a shift into their behaviour, as mobile devices nowadays represent an extension of the body and an underlying part in everyone's life.

The current study suggests that the salient factors in predicting the advertising value continue to be informativeness and entertainment, whereas irritation and credibility turned out to be the weakest predictors of the value. As pointed out by Ducoffe (1996), the medium has also an important effect on how consumers perceive the advertising and the present results have clearly validated the difference across SNSs and MSSs. In the context of mobile social media, consumers evaluate the relative worth or utility solely based on the entertaining and informative role of advertisements. On MSSs the informativeness plays the ultimate role in the evaluation, whereas on SNSs the assessment is rather equally divided between informativeness and entertainment.

When predicting the consumers' attitudes towards advertising, the ultimate role represents the perceived advertising value. In his study, Ducoffe (1996) also proposed entertainment as a direct

antecedent of the overall attitudes. However, the current results contradict this association by not reaching significance. This implies that in the context of mobile social media, consumers are not developing their attitudes based on the entertaining factor of the ads. Brackett and Carr (2001) determined direct impacts from both the informativeness and credibility towards the attitudes. The analysis, however, validates only informativeness that has a direct effect on the latter. Moreover, the credibility negatively affects the attitudes towards SNSs advertising, however insignificantly, thus no clear relationship between the constructs was found.

6.2. Business Perspective

This section intends to assist advertising practitioners who attempt to attract mobile users of both SNSs and MSSs. The sample of this anticipates that the results should be applicable to the European audience. The practical implications proposed here are based on the findings.

The acceptance of the concept of informativeness suggests that users perceive mobile advertising on both social media types as a valuable source of information in relation to a set of available products advertised in a timely matter. Regardless of the industry a company is operating in, marketers should note that effective advertising should vary the content of the message in regards to the choice of medium utilized for delivering the message. Additionally, advertising value and user attitudes toward advertising should increase with enrichment of informativeness that can be also leveraged by personalization of advertising message with the targeting options provided by both Facebook and Instagram, such as targeting by keywords, personal interests or location.

A clear distinction was revealed from the findings of this study as messages delivered on MSSs should mainly provide advertising content that does not engage in a form of entertainment, rather than through timely information about the current offering in order to positively influence the perceived advertising value. Differently, in the case of SNSs the same equally applies also for the entertainment construct. Past research conducted by Logan et al. (2012) confirms this statement as it recognizes informativeness and entertainment as the key attributes to be considered when assessing advertising value and attitudes toward advertising on SNSs. In accordance to Murillo et al. (2016), witty, humorous and entertaining nature of the text in messages can stimulate user perception of both advertising value and attitude toward SNSs advertising. Conceding that practitioners pursue to interact with their intended audience, the focus should be put on delivering entertaining content in a form that ensures a seamless engagement, yet not interfering with company goals. As recognized by

Logan et al. (2012), the young audience drive Facebook usage. According to Parker (2016), the same scenario pertains on Instagram, which is considered to be one of the leading MSSs. Supporting previous findings, this paper also demonstrates a rather youth audience to be present for both types as more than 73 per cent of respondents in this study were between the age of 18 and 25 and a 99 cumulative per cent were between the age of 18 and 35. Therefore, as also suggested by Logan et al. (2012) this rather young audience may perceive greater entertainment on SNSs by asking questions or uploading amusing videos in relation to the brand via its news feed rather than to view traditional banner advertising.

Despite the fact that the irritation construct was significant with negative association in relation to the advertising value on both social media types, its influence was rather low in both cases. In line with Murillo et al. (2016), this finding indicates that practitioners face somewhat favourable conditions as the analysed sample did not identify many annoying issues with Facebook and Instagram ads, but also offering them valuable opportunity advertise with just a little frustration from users.

Different scenario occurs in terms of presenting advertising messages in a credible and trustworthy way on MSSs since it does influence advertising value and attitudes toward advertising, yet the impact is quite low, which suggests that practitioners should keep the main focus on the informativeness of their messages. Therefore, reinforcing credibility of the promoted posts may increase the effectiveness of an ad by little; however, it is not recommended to utilize credibility aspect as the chief aspect of a campaign. On the other hand, credibility was proven as an insignificant construct on SNSs, meaning no pattern between credibility of advertising and advertising value and also between credibility and attitude toward advertising was identified.

6.3. Limitations and future research

A key limitation in this study was the reduced number of items used in the measurement of the constructs. By employing more items, the reliability would be increased and the authors would not have to remove items from the measurement scale. Another limitation constitutes the statistical process of data analyses. A profound analysis could be conducted by utilizing the structural equation modelling (SEM). This could help authors to gain additional insights into the causality and the strength of the constructs' relationships, and employing techniques such as confirmatory factor analysis, path analysis and regression analysis. This technique was not utilized in the research due to time constraints and very limited knowledge towards the statistical method. Future research should

address this issue by incorporating extra items when developing the constructs. Given the interactive nature of SNSs and MSSs, future research should consider the role of interactivity in the assessment of advertising value, and subsequently the development of an attitude towards advertising. Furthermore, as the social media have the users as its centre, future research should investigate whether the users' advertising control have a direct impact on the value and/or their attitudes.

7. Conclusion

The main research aim of this study was to explore the advertising value perception and attitudes towards advertising across SNSs and MSSs in a mobile context and get an understanding of the relative influence of perceived value of advertisements in the formation of consumers' attitudes towards mobile social media advertising. A conceptual model based on the advertising value theory was utilized to answer the authors' proposed research question and to fulfil the underlying objectives.

The first objective of this study was to critically review literature on advertising, social media advertising, mobile social media advertising, perceived advertising value and attitudes towards advertising in the mobile social media context, which is fulfilled in Chapter 2 – Literature review. The goal of the second objective was to explore the advertising value perception and attitudes toward advertising across SNSs and MSSs in a mobile environment. The Chapter 4 – Analysis analyse the collected data and explore, which was two-part structured. Firstly, the authors assessed the relative influence of the predictors on the advertising value by using multiple regression analysis. The results depicted informativeness and entertainment to be equally important in predicting the value on SNSs, whereas on MSSs informativeness represents the chief factor. Furthermore, on both media irritation and credibility have the least impact on the advertising value. Secondly, the authors investigated the relationships regarding the attitudes. The results validate advertising value as the paramount construct in predicting the attitudes towards advertising on both media, however more emphasized in the case of MSSs. Informativeness turned out to be the second construct that affects the attitudes. On the other hand, entertainment and credibility do not significantly predict the European consumers' attitudes towards mobile social media advertising.

Objective 3 was fulfilled in Chapter 5 - Discussion in which the authors present the cross-platform comparison of the results on both media. The results depicted dissimilarity in regards to on what consumers base their assessment towards the worth of advertisements and what factors contribute to their development of attitudes. Furthermore, in this chapter the research question was answered. The attained data from the analysis revealed that on both media the advertising value plays the ultimate role when consumers form attitudes towards advertising. It is more underlined on MSSs, suggesting that consumers who regard advertisements as valuable and/or important are inclined to form favourable attitudes towards MSSs advertising. Furthermore, all the four antecedents are indirectly influencing the attitudes via advertising value construct as a mediator.

Objective 4 was also fulfilled in Chapter 5 – Discussion in which the authors propose several recommendations based on the findings.

Advertising practitioners attempting to attract mobile users of SNSs and MSSs should present their advertisements in a way that evokes the ads to be a valuable source of information also related to the company's products and displayed in a timely manner. Informativeness also enriches the perceived advertising value and attitude toward advertising with message personalization and targeting tools leveraging keywords, personal interests or location. Entertaining content is crucial merely for SNSs, thus witty, humorous and entertaining nature can positively stimulate user perception of advertising value and attitudes toward advertising. Companies should ensure a flow of seamless and entertaining engagement that is especially appealing for young audience that classifies the majority of users on both media types. Asking interactive questions and uploading amusing videos in relation to the brand that appears as a sponsored ad in news feed rather than viewing a traditional banner advertising tends to be more attractive. Low influence of irritation on advertising value on both channels creates a somewhat favourable condition for advertising since not many annoying issues with ads on both social media appeared, while frustration is kept low. Low impact of credibility on advertising value and attitudes toward advertising on MSSs should be approached by practitioners by reinforcing credible and trustworthy messages, yet keep the main focus on the informativeness. Credibility results on SNSs showed no significant pattern, thus no data to make conclusions. In general, the ad content and message should vary between the utilized media based on the mentioned recommendations.

Reference List

Abbott, W., Donaghey, J., Hare, J., & Hopkins, P. (2013). An Instagram is worth a thousand words: an industry panel and audience Q&A. *Library Hi Tech News, 30*(7), 1-6.

Alwitt, L., & Prabhaker, P. (1994). Identifying who dislikes television advertising: Not by demographics alone. *Journal of Advertising Research, 34*(6), 17-29.

Anderson, K. E. (2016). Getting acquainted with social networks and apps: Instagram's instant appeal. *Library Hi Tech News, 33*(3), 11-15.

Balakrishnan, J., & Manickavasagam, J. (2016). User Disposition and Attitude towards Advertisements Placed in Facebook, LinkedIn, Twitter and YouTube: A Decision Tree and MANOVA Approach. *Journal of Electronic Commerce in Organizations, 14*(3), 17-34.

Bergh, B., Lee, M., Quilliam, E., & Hove, T. (2011). The multidimensional nature and brand impact of user-generated ad parodies in social media. *International Journal of Advertising, 30*(1), 103-131.

Berthon, P., Pitt, L., Plangger, K., & Shapiro, D. (2012). Marketing meets Web 2.0, social media, and creative consumers: implications for international marketing strategy. *Business Horizons, 55*(3), 261-271.

Blumberg, B., Cooper, D., & Schindler, S. (2011). *Business Research Methods.* London: McGraw-Hil.

Boateng, H., & Okoe, A. (2015). Consumers' attitude towards social media advertising and their behavioural response. *Journal of Research in Interactive Marketing, 9*(4), 299-312. doi:10.1108/jrim-01-2015-0012

Botha, E., & Mills, A. (2012). Online consumer behavior: Theory and research in social media, advertising and E-tail. In A. Close, *Managing the new media: Tools for brand management in social media* (1st ed., pp. 78- 92). Boston: Jacobson Ltd.

Boyd, D. M., & Ellison, N. B. (2007). Social Network Sites: Definition, History, and Scholarship. *Journal of Computer-Mediated Communication, 13*(1), 210-230. doi:doi:10.1111/j.1083-6101.2007.00393.x

Brackett, L., & Carr, B. J. (2001). Cyberspace advertising vs. other media: Consumer vs. mature student attitudes. *Journal of Advertising Research, 41*(1), 23-32.

Bryman, A. (2012). *Social Research Methods.* Oxford: OUP.

Bryman, A., & Bell, E. (2011). *Business Research Methods* (3rd ed.). Oxford university press.

Cavazza, F. (2016, April 23). *Social Media Landscape 2016*. Retrieved March 14, 2017, from FREDCAVAZZA.NET: https://fredcavazza.net/2016/04/23/social-media-landscape-2016/

Cha, J. (2009). Shopping on social networking Web sites: Attitudes toward real versus virtual items. *Journal of Interactive Advertising, 10*(1), 77–93.

Chaffey, D. (2017, March 01). *Mobile Marketing Statistics compilation*. Retrieved April 2, 2017, from SmartInsights: http://www.smartinsights.com/mobile-marketing/mobile-marketing-analytics/mobile-marketing-statistics/

Chen, J., & Stallaert, J. (2014). AN ECONOMIC ANALYSIS OF ONLINE ADVERTISING USING BEHAVIORAL TARGETING. *MIS Quarterly, 38*(2), 429-449.

Cho, C. (2003). Factors influencing the clicking of banner ads on the WWW. *CyberPsychology & Behavior, 6*, 201-215.

Cho, C.-H., & Cheon, H. (2004). Why do people avoid advertising on the internet? *Journal of Advertising, 33*, 89-97.

Cho, J., Luong, D., & Vo, T. (2016). The impact of mobile advertising on Vietnamese consumer. *International Journal of Research Studies in Management, 5*(1), 3-18.

Choi, S., & Rifon, N. (2002). Antecedents and consequences of Web advertising credibility: a study of consumer response to banner ads. *Journal of Interactive Advertising, 3*(1), 12-24.

Clemons, E. (2009). The complex problem of monetizing virtual electronic social networks. *Decision Support Systems, 48*(1), 46-56.

comScore. (2014, August 21). *The U.S. Mobile App Report*. Retrieved March 20, 2017, from Comscore.com: https://www.comscore.com/Insights/Presentations-and-Whitepapers/2014/The-US-Mobile-App-Report

Cooper, D., & Schindler, P. (2006). *Marketing Research.* USA: McGraw-Hill Irwin.

Dao, W. V.-T., Hanh Le, A. N., Chen, J. M.-S., & Chen, D. C. (2014). Social Media Advertising Value: The case of transitional economics in Southeast Asia. *International Journal of Advertising, 33*(2), 271-294.

Dar, N. A., Ahmed, M. A., Muzaffar, M. H., Khizar, N., & Zahid, Z. (2014, September). Facebook verses Television: Advertising Value Perception among Students. *International Journal of Business and Management Invention, 3*(9), 61-70.

deVaus, D. (2002). *Surveys in Social Research* (5th ed.). London: Routledge.

Ducoffe, R. H. (1995). How consumers assess the value of advertising. *Journal of Current Issues & Research in Advertising, 17*(1), 1-18.

Ducoffe, R. H. (1996). Advertising Value and advertising on the web. *Journal of Advertising Research, 36*(1), 21-36.

eBizMBA. (2017, March 1). *Top 15 Most Popular Social Networking Sites*. Retrieved April 2, 2017, from ebizmba.com: http://www.ebizmba.com/articles/social-networking-websites

eMarketer. (2016, November 1). *US Ad Spending: eMarketer's Updated Estimates and Forecast for 2015–2020*. Retrieved March 27, 2017, from eMarketer.com: https://www.emarketer.com/Report/US-Ad-Spending-eMarketers-Updated-Estimates-Forecast-20152020/2001915

Freberg, K. (2013). Social media. In R. L. Heath, *Encyclopedia of Public Relations* (Vol. 2, pp. 848-849). Thousand Oaks, CA: SAGE Publications Ltd. doi:http://dx.doi.org/10.4135/9781452276236.n457

George, D., & Mallery, P. (2003). *SPSS for windows step by step: A simple guide and reference.* Boston: Allyn & Bacon.

Gong, W., & Maddox, L. M. (2003). Measuring web advertising effectiveness in China. *Journal of Advertising Research, 43*(1), 34-49.

Ha, Y. W., Park, M., & Lee, E. (2014). A framework for mobile SNS advertising effectiveness: user perceptions and behaviour perspective. *Behaviour & Information Technology, 33*(12), 1333-1346. doi:10.1080/0144929x.2014.928906

Haghirian, P., & Madlberger, M. (2005). Consumer Attitude Toward Advertising via Mobile Devices - An Empirical Investigation Among Austrian Users. *European Conference on Information Systems.*

Hair, J., Bush, R., & Ortinau, D. (2003). Marketing Research Within a Changing Environment) (3rd ed.). Boston, USA: McGraw-Hill Education.

Hanna, R., Rohm, A., & Crittenden, V. L. (2011). We're all connected: The power of the social media ecosystem. *Business Horizons, 54*(3), 265-273.

Hoelzel, M. (2014, November 13). *THE SOCIAL-MEDIA ADVERTISING REPORT: Growth Forecasts, Market Trends, And The Rise Of Mobile*. Retrieved March 20, 2017, from Business Insider: http://www.businessinsider.com/social-media-advertising-industry-trends-2014-11

Hosanagar, K., & Cherepanov, V. (2008). Optimal Bidding in Stochastic Budget Constraint Slot Auctions. *Electronic Commerce*, 20-29.

Jankowicz, A. (2005). *Business Research Projects* (4th ed.). London: Thomson Learning.

Kaplan, A. (2012). If you love something, let it go mobile: Mobile marketing and mobile social media 4x4. *Business Horizons, 55*(2), 129-139. doi:10.1016/j.bushor.2011.10.009

Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons, 53*(1), 59-68.

Kietzmann, J. H., Hermkens, K., McCarthy, I. P., & Silvestre, B. S. (2011). Social media? Get serious! Understanding the functional building blocks of social media. *Business Horizons, 54*, 241-251.

Kim, N., & Sundar, S. (2010). Relevance to the rescue: Can "Smart Ads" reduce negative response to online ad clutter? *Journalism & Mass Communication Quarterly, 87*(2), 346-362.

Kim, Y., Kim, D. J., & Wachter, K. (2013). A Study of Mobile User Engagement (MoEN): Engagement Motivations, Perceived Value, Satisfaction, and Continued Engagement Intention. *Decision Support Systems, 56*, 361-370.

Larson, R., & Kubey, R. (1983). Television and music: Contrasting media in adolescent life. *Youth and Society, 15*(1), 13-31.

Le, T., & Nguyen, B.-T. H. (2014). Attitudes toward Mobile Advertising: A study of Mobile Web Display and Mobile App Display Advertising. *Asian Academy of Management Journal, 19*(2), 87-103.

Lee, E., Lee, J., Moon, J., & Sung, Y. (2015). Pictures Speak Louder than Words: Motivations for Using Instagram. *Cyberpsychology, Behavior, and Social Networking, 18*(9), 552-556. doi:10.1089/cyber.2015.0157

Lee, J., Kim, S., & Ham, C. (2016). A Double-Edged Sword? Predicting Consumers Attitudes Toward and Sharing Intention of Native Advertising on Social Media. *American Behavioral Scientist, 60*(12), 1425-1441. doi:10.1177/0002764216660137

Li, N., & Chen, G. (2009). Multi-Layered Friendship Modeling for Location-Based Mobile Social Networks. *Sixth Annual International Conference on Mobile and Ubiquitous Systems: Computing, Networking, and Services,*. Toronto, Canada.

Liu, C. T., Sinkovics, R., Pezderka, N., & Haghirian, P. (2012). Determinants of Consumer Perceptions Toward Mobile Advertising – a Comparison Between Japan and Austria. *Journal of Interactive Marketing, 26*(1), 21-32.

Logan, K. (2013). And now a word from our sponsor: Do consumers perceive advertising on traditional television and online streaming video differently? *Journal of Marketing Communications, 19*(4), 258-276. doi:10.1080/13527266.2011.631568

Logan, K., Bright, L. F., & Gangadharbatla, H. (2012). Facebook versus television: Advertising value perceptions among females. *Journal of Research in Interactive Marketing, 6*(3), 164-179.

Lu, X., Yu, Z., Guo, B., & Zhou, X. (2014). Predicting the Content Dissemination Trends by Repost Behavior Modeling in Mobile Social Networks,. *Journal of Network and Computer Applications, 42*, 197-207.

Luna-Nevarez, C., & Torres, I. M. (2015). Consumer Attitudes Toward Social Network Advertising. *Journal of Current Issues & Research in Advertising, 36*, 1-19. doi:10.1080/10641734.2014.912595

Lutz, R. (1985). Affective and cognitive antecedents of attitude towards the ad: a conceptual framework. In L. Alwitt, & A. Mitchell, *Psychological Processes and Advertising Effects: Theory, Research and Application* (pp. 45-53). Hillsdale, NJ: Lawrence Erlbaum Associates.

MacKenzie, S., & Lutz, R. (1989). An empirical examination of the structural antecedents of attitude toward the ad in an advertising pretesting context. *The Journal of Marketing, 53*(2), 48-65.

Malhotra, N. K., & Birks, D. F. (2007). *Marketing Research: An Applied Approach* (3rd ed.). Essex: Prentice Hall.

Manjoo, F. (2016, November 30). *While We Weren't Looking, Snapchat Revolutionized Social Networks*. Retrieved April 15, 2017, from NY Times: https://www.nytimes.com/2016/11/30/technology/while-we-werent-looking-snapchat-revolutionized-social-networks.html?_r=1

McQuail, D. (1983). *Mass Communication Theory: An Introduction.* London: Sage.

Mitchel , A. (1998). Advertising Attitudes and Advertising Effectivenes. *Journal of Advertising Research, 38*(3), 67-72.

Moore, J., & Rodgers, S. (2005). An examination of advertising credibility and skepticism in five different media using the persuasion knowledge model. *Proceedings of the Conference-American Academy of Advertising. 2005*, p. 10. Pullman, WA: American Academy of Advertising.

Mull, I., & Lee, S. (2014). "PIN" pointing the motivational dimensions behind Pinterest. *Computers in human behavior, 33*, 192-200.

Murillo, E., Merino, M., & Núñez, A. (2016). The advertising value of Twitter Ads: a study among Mexican Millennials. *Review of Business Management, 18*(61), 436-456.

Ngai, E. W., Tao, S. S., & Moon, K. K. (2015). Social media research: Theories, constructs, and conceptual frameworks. *International Journal of Information Management, 35*, 34-44. doi:http://dx.doi.org/10.1016/j.ijinfomgt.2014.09.004

Park, C., Jun, J., & Lee, T. (2015). Consumer characteristics and the use of social networking sites. *International Marketing Review, 32*(3/4), 414-437. doi:10.1108/imr-09-2013-0213

Park, E., & Ohm, J. (2014). The impacts of media type, placement and exposure type on attitudes towards advertisements on mobile devices. *International Journal of Mobile Communications, 12*(2), 29-44. doi:10.1504/ijmc.2014.059736

Parker, S. (2016, November 16). *A long List of Instagram Statistics That Marketers Need To Know*. Retrieved May 2, 2017, from Hootsuite: https://blog.hootsuite.com/instagram-statistics/

Pingkan, D. P., & Indriani, M. T. (2014). Consumers' Attitude toward Shopping through Instagram Social Media. In M. M. Bhuiyan (Ed.), *Proceedings of 7th Asia-Pacific Business Research Conference* (pp. 1-16). Singapore: World Business Institute Australia. Retrieved from http://www.wbiworldconpro.com/uploads/singapore-conference-2014/marketing/1408618814_514-Pingkan.pdf

Pollay, R., & Mittal, B. (1993). Here's the beef: factors, determinants, and segments in consumer criticism of advertising. *Journal of Marketing, 57*(3), 99-114.

Prendergast, G., Liu, P., & Poon, D. T. (2009). A Hong Kong study of advertising credibility. *Journal of Consumer Marketing, 26*(5), 320-329.

Richter, F. (2017, February 2). *Facebook's Growth Is Fueled by Mobile Ads*. Retrieved March 14, 2017, from Statista: https://www.statista.com/chart/2496/facebook-revenue-by-segment/

Rizavi, S., Ali, L., & Rizvavi, S. (2011). User perceived quality of social networking websites: A study of Lahore region. *Interdisciplinary Journal of Contemporary Research in Business, 2*(12), 902-913.

Rodgers, S., & Thorson, E. (2012). *Advertising theory.* New York: Routledge/Taylor & Francis Group.

Rotzoll, K., & Christians, C. (1980). Advertising agency practitioners' perception of ethical decisions. *Journalism Quarterly, 57*(3), 425-433.

Salomon, D. (2013). Moving on from Facebook: Using Instagram to connect with Undergraduates and engage in teaching and learning. *ACRL TechConnect*, 408-412.

Sandage, C., & Leckenby, J. (1980). Student Attitudes toward Advertising: Institution vs. Instrument. *Journal of Advertising, 9*(2), 29-44. doi:10.1080/00913367.1980.10673316

Saunders, M., Lewis, P., & Thornhill, A. (2009). *Research Methods for Business Students* (5th ed.).

Saxena, A., & Khanna, U. (2013). Advertising on Social Network Sites: A Structural Equation Modelling Approach. *Vision: The Journal of Business Perspective, 17*(1), 17-25. doi:10.1177/0972262912469560

Schmidt, M., & Hollensen, S. (2006). *Marketing Research: An international approach.* (P. E. Limited, Ed.) England: FT Prentice Hall.

Sethuraman, R., Tellis, G. J., & Briesch, R. A. (2011). How Well Does Advertising Work? Generalizations from Meta-Analysis of Brand Advertising Elasticities. *Journal of Marketing Research, 48*(3), 457-471. doi: http://dx.doi.org/10.1509/jmkr.48.3.457

Shiau, W.-L., & Lu, M. (2010). Continuance intention of blog users: The Impact of Perceived Enjoyment and User Involvement. *Proceedings PACIS 2010*, (pp. 856-867). Retrieved May 5, 2017, from http://www.pacis-net.org/file/2010/S20-02.pdf

Smith, C. (2017, February 1). *70 Amazing Facebook Mobile Stats*. Retrieved March 14, 2017, from DMR Stats: http://expandedramblings.com/index.php/facebook-mobile-app-statistics/

Soo, J. T., & Chia, L. (2007). Are we measuring the same attitude? Understanding media effects on attitude towards advertising. *Marketing Theory, 7*(4), 353-377. doi:10.1177/1470593107083162

Statista. (2016, December 1). *Instagram: number of monthly active users 2013-2016*. Retrieved April 2, 2017, from www.statista.com: https://www.statista.com/statistics/253577/number-of-monthly-active-instagram-users/

Statista. (2017, February 2). *Twitter: number of monthly active users 2010-2016*. Retrieved April 3, 2017, from Statista: https://www.statista.com/statistics/282087/number-of-monthly-active-twitter-users/

Sumathy, M., & Vipin, K. P. (2016, December). A STUDY ON CONSUMER'S ATTITUDE TOWARDS ADVERTISEMENTS THROUGH SOCIAL MEDIA WITH SPECIAL REFERENCE TO FACEBOOK. *International Journal of Research in Commerce & Management, 7*(12), 24-27.

Taylor, D., Lewin, J., & Strutton , D. (2011). Friends, fans, and followers: do ads work on social networks? *Journal of Advertising Research, 51*(1), 258-275.

Ting, H., Ming, W., Cyril de Run, E., & Choo, S. (2015). Beliefs about the Use of Instagram: An Exploratory Study. *International Journal of Business Innovation, 2*(2), 15-31.

Tussyadiah, I. P. (2012). A Concept of Location-Based Social Network Marketing. *Journal of Travel and Tourism Marketing, 29*(3), 205-220.

Wilson, A. (2003). *Marketing Research: An Integrated Approach*. Harlow: FT/Prentice Hall.

Wimmer, D., & Dominick, J. (2013). *Mass media research* (9th ed.). Boston: MA: Wadsworth.

Wu, L. (2016). Understanding the Impact of Media Engagement on the Perceived Value and Acceptance of Advertising Within Mobile Social Networks. *Journal of Interactive Advertising, 16*(1), 59-73. doi:10.1080/15252019.2016.1160331

Xu, H., Oh, L., & Teo, H. (2009). Perceived effectiveness of text vs. multimedia location-based advertising messaging. *International Journal of Mobile Communications, 7*(2), 154-177.

Yan, J., Liu, N., Wang, G., Zhang, W., Jiang , Y., & Chen, Z. (2009). How Much Can Behavioral Targeting Improve Online Advertising? *Proceedings of the 18th International Conerence on World Wide Web*, (pp. 261-270). Madrid, Spain.

Zha, X., Li, J., & Yan, Y. (2015). Advertising value and credibility transfer: attitude towards web advertising and online information acquisition. *Behaviour & Information Technology, 34*(5), 520-532. doi:http://dx.doi.org/10.1080/0144929X.2014.978380

Appendices

Appendix A: Scale Items Measures

Informativeness (Ducoffe, 1996)

- is a good source of product information
- supplies relevant product information
- provides timely information

Entertainment (Ducoffe, 1996)

- is entertaining
- is enjoyable
- is fun to use

Irritation (Ducoffe, 1996)

- insults people's intelligence
- is annoying
- is irritating

Credibility (Brackett & Carr, 2001; MacKenzie & Lutz, 1989)

- is trustworthy
- is credible
- is believable

Advertising Value (Ducoffe, 1996)

- is useful
- is valuable
- is important

Attitudes towards advertising (Alwitt & Prabhaker, 1994)

- helps me to find products that match my personality and interests
- helps me know which products have the features I am looking for
- is a good way to learn about what products are available

Appendix B: Reliability Analysis

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.772	.772	3

Item Statistics

	Mean	Std. Deviation	N
SNS_inf1	2.668	1.0969	205
SNS_inf2	2.776	1.0839	205
SNS_inf3	2.829	1.1093	205

Inter-Item Correlation Matrix

	SNS_inf1	SNS_inf2	SNS_inf3
SNS_inf1	1.000	.593	.481
SNS_inf2	.593	1.000	.518
SNS_inf3	.481	.518	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
SNS_inf1	5.605	3.652	.615	.393	.683
SNS_inf2	5.498	3.604	.645	.422	.650
SNS_inf3	5.444	3.787	.560	.315	.744

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.851	.852	3

Item Statistics

	Mean	Std. Deviation	N
SNS_ent1	2.263	1.1241	205
SNS_ent2	2.141	1.0912	205
SNS_ent3	2.039	1.1019	205

Inter-Item Correlation Matrix

	SNS_ent1	SNS_ent2	SNS_ent3
SNS_ent1	1.000	.649	.629
SNS_ent2	.649	1.000	.693
SNS_ent3	.629	.693	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
SNS_ent1	4.180	4.070	.694	.483	.818
SNS_ent2	4.302	4.036	.743	.555	.772
SNS_ent3	4.405	4.046	.727	.535	.787

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.763	.759	3

Item Statistics

	Mean	Std. Deviation	N
SNS_irr1	2.585	1.1669	205
SNS_irr2	3.751	1.2254	205
SNS_irr3	3.629	1.2443	205

Inter-Item Correlation Matrix

	SNS_irr1	SNS_irr2	SNS_irr3
SNS_irr1	1.000	.308	.441
SNS_irr2	.308	1.000	.788
SNS_irr3	.441	.788	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
SNS_irr1	7.380	5.453	.396	.198	.881
SNS_irr2	6.215	4.189	.655	.623	.611
SNS_irr3	6.337	3.744	.765	.664	.471

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.812	.813	3

Item Statistics

	Mean	Std. Deviation	N
SNS_cre1	2.634	1.0135	205
SNS_cre2	2.639	.9530	205
SNS_cre3	2.712	1.0432	205

Inter-Item Correlation Matrix

	SNS_cre1	SNS_cre2	SNS_cre3
SNS_cre1	1.000	.543	.544
SNS_cre2	.543	1.000	.689
SNS_cre3	.544	.689	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
SNS_cre1	5.351	3.366	.591	.350	.814
SNS_cre2	5.346	3.267	.702	.514	.705
SNS_cre3	5.273	2.984	.699	.516	.703

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.842	.841	3

Item Statistics

	Mean	Std. Deviation	N
SNS_av1	2.717	1.0882	205
SNS_av2	2.395	1.0361	205
SNS_av3	1.990	.9650	205

Inter-Item Correlation Matrix

	SNS_av1	SNS_av2	SNS_av3
SNS_av1	1.000	.739	.585
SNS_av2	.739	1.000	.592
SNS_av3	.585	.592	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
SNS_av1	4.385	3.189	.745	.579	.743
SNS_av2	4.707	3.345	.752	.585	.735
SNS_av3	5.112	3.924	.631	.399	.849

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.840	.842	3

Item Statistics

	Mean	Std. Deviation	N
SNS_att1	3.049	1.2436	205
SNS_att2	2.800	1.1939	205
SNS_att3	2.917	1.2902	205

Inter-Item Correlation Matrix

	SNS_att1	SNS_att2	SNS_att3
SNS_att1	1.000	.703	.595
SNS_att2	.703	1.000	.619
SNS_att3	.595	.619	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
SNS_att1	5.717	4.998	.719	.536	.763
SNS_att2	5.966	5.121	.739	.557	.746
SNS_att3	5.849	5.060	.658	.434	.825

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.853	.854	3

Item Statistics

	Mean	Std. Deviation	N
MSS_inf1	2.585	1.1109	205
MSS_inf2	2.527	1.0597	205
MSS_inf3	2.605	1.1224	205

Inter-Item Correlation Matrix

	MSS_inf1	MSS_inf2	MSS_inf3
MSS_inf1	1.000	.774	.607
MSS_inf2	.774	1.000	.600
MSS_inf3	.607	.600	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
MSS_inf1	5.132	3.811	.769	.630	.749
MSS_inf2	5.190	4.008	.766	.625	.755
MSS_inf3	5.112	4.179	.641	.411	.872

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.861	.861	3

Item Statistics

	Mean	Std. Deviation	N
MSS_ent1	2.449	1.1391	205
MSS_ent2	2.346	1.1123	205
MSS_ent3	2.361	1.1361	205

Inter-Item Correlation Matrix

	MSS_ent1	MSS_ent2	MSS_ent3
MSS_ent1	1.000	.732	.636
MSS_ent2	.732	1.000	.653
MSS_ent3	.636	.653	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
MSS_ent1	4.707	4.179	.751	.579	.790
MSS_ent2	4.810	4.233	.766	.595	.777
MSS_ent3	4.795	4.389	.692	.480	.845

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.794	.790	3

Item Statistics

	Mean	Std. Deviation	N
MSS_irr1	2.561	1.1343	205
MSS_irr2	3.376	1.2329	205
MSS_irr3	3.293	1.2533	205

Inter-Item Correlation Matrix

	MSS_irr1	MSS_irr2	MSS_irr3
MSS_irr1	1.000	.427	.436
MSS_irr2	.427	1.000	.807
MSS_irr3	.436	.807	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
MSS_irr1	6.668	5.586	.454	.206	.893
MSS_irr2	5.854	4.096	.739	.659	.605
MSS_irr3	5.937	4.001	.745	.662	.597

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.803	.803	3

Item Statistics

	Mean	Std. Deviation	N
MSS_cre1	2.585	.9846	205
MSS_cre2	2.698	1.0224	205
MSS_cre3	2.761	1.0032	205

Inter-Item Correlation Matrix

	MSS_cre1	MSS_cre2	MSS_cre3
MSS_cre1	1.000	.542	.589
MSS_cre2	.542	1.000	.598
MSS_cre3	.589	.598	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
MSS_cre1	5.459	3.279	.632	.403	.749
MSS_cre2	5.346	3.139	.640	.413	.741
MSS_cre3	5.283	3.106	.676	.457	.703

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.814	.813	3

Item Statistics

	Mean	Std. Deviation	N
MSS_val1	2.600	1.0692	205
MSS_val2	2.410	.9891	205
MSS_val3	2.098	.9290	205

Inter-Item Correlation Matrix

	MSS_val1	MSS_val2	MSS_val3
MSS_val1	1.000	.758	.469
MSS_val2	.758	1.000	.548
MSS_val3	.469	.548	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
MSS_val1	4.507	2.849	.702	.579	.707
MSS_val2	4.698	2.937	.770	.623	.634
MSS_val3	5.010	3.725	.541	.307	.861

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.908	.908	3

Item Statistics

	Mean	Std. Deviation	N
MSS_att1	2.741	1.2072	205
MSS_att2	2.624	1.1759	205
MSS_att3	2.854	1.2240	205

Inter-Item Correlation Matrix

	MSS_att1	MSS_att2	MSS_att3
MSS_att1	1.000	.812	.754
MSS_att2	.812	1.000	.738
MSS_att3	.754	.738	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
MSS_att1	5.478	5.006	.839	.712	.849
MSS_att2	5.595	5.183	.827	.696	.860
MSS_att3	5.366	5.145	.784	.615	.896

Appendix C: Questionnaire

PART 1 Segmentation & Classification

1) What is your gender?
Male   Female

2) What is your age?
18-25   26-35   36-45   45+

3) Which of the following categories best describe your employment status?
  Student   Employed Full-Time   Employed Part-Time   Unemployed

4) What is your location?
Denmark   Other (Specify)

5) What mobile social media do you use most frequently?
Facebook   Instagram   None   Other (Specify)

PART 2 Facebook

6) When I see Facebook advertising on my mobile, I think it is a good source of product information.
Strongly Disagree   Disagree   Neutral   Agree   Strongly Agree

7) When I see Facebook advertising on my mobile, I think it supplies relevant product information.
Strongly Disagree   Disagree   Neutral   Agree   Strongly Agree

8) When I see Facebook advertising on my mobile, I think it provides timely information.
Strongly Disagree   Disagree   Neutral   Agree   Strongly Agree

9) When I see Facebook advertising on my mobile, I think it is entertaining.
Strongly Disagree   Disagree   Neutral   Agree   Strongly Agree

10) When I see Facebook advertising on my mobile, I think it is enjoyable.
Strongly Disagree   Disagree   Neutral   Agree   Strongly Agree

11) When I see Facebook advertising on my mobile, I think it is fun to use.
Strongly Disagree   Disagree   Neutral   Agree   Strongly Agree

12) When I see Facebook advertising on my mobile, I think it insults my intelligence.
Strongly Disagree   Disagree   Neutral   Agree   Strongly Agree

13) When I see Facebook advertising on my mobile, I think it is annoying.
Strongly Disagree   Disagree   Neutral   Agree   Strongly Agree

14) When I see Facebook advertising on my mobile, I think it is irritating.
Strongly Disagree   Disagree   Neutral   Agree   Strongly Agree

15) When I see Facebook advertising on my mobile, I think it is trustworthy.
Strongly Disagree   Disagree   Neutral   Agree   Strongly Agree

16) When I see Facebook advertising on my mobile, I think it is credible.
Strongly Disagree   Disagree   Neutral   Agree   Strongly Agree

17) When I see Facebook advertising on my mobile, I think it is believable.
Strongly Disagree   Disagree   Neutral   Agree   Strongly Agree

PART 3 Advertising value on Facebook

18) When I see Facebook advertising on my mobile, I think it is useful.
Strongly Disagree   Disagree   Neutral   Agree   Strongly Agree

19) When I see Facebook advertising on my mobile, I think it is valuable.
Strongly Disagree   Disagree   Neutral   Agree   Strongly Agree

20) When I see Facebook advertising on my mobile, I think it is important.
Strongly Disagree   Disagree   Neutral   Agree   Strongly Agree

PART 4 Attitudes toward Facebook advertising

21) When I see Facebook advertising on my mobile, I think it helps me to find products that match my personality and interest.
Strongly Disagree   Disagree   Neutral   Agree   Strongly Agree

22) When I see Facebook advertising on my mobile, I think it helps me know which products have the features I am looking for.
Strongly Disagree   Disagree   Neutral   Agree   Strongly Agree

23) When I see Facebook advertising on my mobile, I think it is a good way to learn about what products are available.
Strongly Disagree   Disagree   Neutral   Agree   Strongly Agree

PART 5 Instagram

24) When I see Instagram advertising on my mobile, I think it is a good source of product information.
Strongly Disagree   Disagree   Neutral   Agree   Strongly Agree

25) When I see Instagram advertising on my mobile, I think it supplies relevant product information.
Strongly Disagree   Disagree   Neutral   Agree   Strongly Agree

26) When I see Instagram advertising on my mobile, I think it provides timely information.
Strongly Disagree   Disagree   Neutral   Agree   Strongly Agree

27) When I see Instagram advertising on my mobile, I think it is entertaining.
Strongly Disagree   Disagree   Neutral   Agree   Strongly Agree

28) When I see Instagram advertising on my mobile, I think it is enjoyable.
Strongly Disagree   Disagree   Neutral   Agree   Strongly Agree

29) When I see Instagram advertising on my mobile, I think it is fun to use.
Strongly Disagree   Disagree   Neutral   Agree   Strongly Agree

30) When I see Instagram advertising on my mobile, I think it insults my intelligence.
Strongly Disagree   Disagree   Neutral   Agree   Strongly Agree

31) When I see Instagram advertising on my mobile, I think it is annoying.
Strongly Disagree   Disagree   Neutral   Agree   Strongly Agree

32) When I see Instagram advertising on my mobile, I think it is irritating.
Strongly Disagree   Disagree   Neutral   Agree   Strongly Agree

33) When I see Instagram advertising on my mobile, I think it is trustworthy.
Strongly Disagree   Disagree   Neutral   Agree   Strongly Agree

34) When I see Instagram advertising on my mobile, I think it is credible.
Strongly Disagree   Disagree   Neutral   Agree   Strongly Agree

35) When I see Instagram advertising on my mobile, I think it is believable.
Strongly Disagree   Disagree   Neutral   Agree   Strongly Agree

PART 6 Advertising value on Instagram

36) When I see Instagram advertising on my mobile, I think it is useful
Strongly Disagree   Disagree   Neutral   Agree   Strongly Agree

37) When I see Instagram advertising on my mobile, I think it is valuable.
Strongly Disagree   Disagree   Neutral   Agree   Strongly Agree

38) When I see Instagram advertising on my mobile, I think it is important.
Strongly Disagree   Disagree   Neutral   Agree   Strongly Agree

PART 7 Attitudes toward Instagram advertising

39) When I see Instagram advertising on my mobile, I think it helps me to find products that match my personality and interest.
Strongly Disagree   Disagree   Neutral   Agree   Strongly Agree

40) When I see Instagram advertising on my mobile, I think it helps me know which products have the features I am looking for.
Strongly Disagree   Disagree   Neutral   Agree   Strongly Agree

41) When I see Instagram advertising on my mobile, I think it is a good way to learn about what products are available.
Strongly Disagree   Disagree   Neutral   Agree   Strongly Agree