

**THE FACTORS EXPLAINING USERS' ATTITUDES TOWARD
INTERNET ADVERTISING IN SOCIAL MEDIA: A CROSS-
CULTURAL COMPARATIVE STUDY BETWEEN CHINESE
USERS AND THAI USERS**

Juanjuan Cai

**A Thesis Submitted in Partial
Fulfillment of the Requirements for the Degree of
Master of Management
International College,
National Institute of Development Administration
2016**

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ABSTRACT

Title of Thesis	The Factors Explaining Users' Attitudes toward Internet Advertising in Social Media: A Cross-cultural Comparative Study between Chinese Users and Thai Users
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This study aims to investigate the factors associated with social media users' attitudes toward advertising in social media, including perceived informativeness, perceived entertainment, perceived intrusiveness and perceived credibility of advertising, and privacy concerns and online experience, and to compare these factors between Chinese social media users and Thai social media users based on Hofstede's five cultural dimensions. The data were collected from 196 Chinese and 200 Thai people and analyzed using partial least squares regression. The analyses indicated that perceived informativeness and perceived entertainment of advertising were positively related to users' attitudes toward advertising in social media, while perceived intrusiveness and privacy concerns were negatively associated with users' attitudes toward advertising in social media. Furthermore, the results also revealed that the positive relationship between perceived informativeness of advertising and users' attitudes was stronger for Thai sample than Chinese sample; while the positive linkage between perceived entertainment of advertising and attitudes toward advertising was stronger for Chinese sample than Thai sample. Through this study, implications can be provided to advertisers and marketers about how to create effective advertising in social media either in China or Thailand.

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TABLE OF CONTENTS

	Page
ABSTRACT	iii
ACKNOWLEDGEMENTS	iv
TABLE OF CONTENTS	v
LIST OF TABLES	vii
LIST OF FIGURES	viii
CHAPTER 1 INTRODUCTION	1
1.1 Popularity of Social Media	1
1.2 Social Media Advertising in China and Thailand	1
1.3 Relationship between China and Thailand	2
1.4 Organization of the Study	3
CHAPTER 2 BACKGROUND AND HYPOTHESES	4
2.1 Internet Advertising	4
2.2 Social Media as the Advertising Channel	4
2.3 Factors Associated with Attitudes toward Advertising in Social Media and Hypotheses	6
2.4 The Moderating Role of the National Culture	10
2.5 Comparisons between China and Thailand in terms of the Five Cultural Dimensions	13
CHAPTER 3 METHODOLOGY	16
3.1 Sample and Data Collection	16
3.2 Measures	17
3.3 Statistical Analysis Method	20
CHAPTER 4 RESULTS	21
4.1 Validity and Reliability Analysis	21
4.2 Hypothesis Testing	24

4.3 The Moderating Effect of Culture	27
CHAPTER 5 DISCUSSION	30
5.1 General Discussion of the Result	30
5.2 Limitations	32
CHAPTER 6 CONCLUSION	34
6.1 Research Contribution	34
6.2 Practical Implication	34
6.3 Implication for Future Studies	35
BIBLIOGRAPHY	36
BIOGRAPHY	43

LIST OF TABLES

Tables	Page
2.1 A Comparison of the Cultural Dimensions Index of China and Thailand	13
3.1 Demographic Characteristics of the Respondents-mean and Standard Deviation	17
3.2 Measurement Scale and Factors Loadings	18
4.1 Construct Reliability Indicators	22
4.2 Correlations among the Latent Variable and the Discriminant Validity Indicator	23
4.3 Path Coefficient and P Values	26

LIST OF FIGURES

Figures	Page
2.1 Hierarchy of Effects	7
4.1a Relationships between Attitudes toward Advertising and the Perceived Entertainment of Advertising of Thai and Chinese Samples	28
4.1b Relationships between Attitudes toward Advertising and the Perceived Informativeness of Advertising of Thai and Chinese Samples	28
4.1c Relationships between Attitudes toward Advertising and the Privacy Concerns of Thai and Chinese Samples	29
4.1d Relationships between Attitudes toward Advertising and the Perceived Informativeness of Advertising of Thai and Chinese Samples	29

CHAPTER 1

INTRODUCTION

1.1 Popularity of Social Media

As the social media environment continues to flourish, paid social media advertising is increasingly considered as an integrated part of marketing tool kits by marketers (Nielsen, 2013) and holds an increasingly significant role for marketers (Kumar, Bhaskaran, Mirchandani, & Shah, 2013), for advertising is one of the primary means of communication linking companies with their customers (Zhang, Srisupandit, & Cartwright, 2009). According to the data from the website We Are Social (2015), social media usage keeps growing around the world. Social media such as Facebook is still adding about half a million new users every day, which means almost 6 new users would add on Facebook in every second (We Are Social, 2015). As the use of social media has ranked as the top activity on the Internet, social media are changing the way businesses communicate with their customers (Karahanna, Xu, & Zhang, 2015). Barnes and Jacobsen (2013) suggested that almost the examined companies from the list of the 500 fastest-growing private companies in the US thought social media to be very important for the marketing strategy and they used social media to communicate with their customers, partners and vendors.

1.2 Social Media Advertising in China and Thailand

Currently, the number of social media users is also increasing significantly in both China and Thailand. Up to August 2015, China has 659 million active social media users, and the penetration rate of social media is 48 percent (Millward, 2015). Comparatively speaking, there are about 38 million active social media users in Thailand up to November 2015, with a penetration rate of 58 percent (Kemp, 2015). With the number of social media growth, revenue of social media advertising seems

to increase. According to the data from the website Statista (2015a 0rb), social media advertising revenue in China added up to 923 million US dollars in 2015 from 692 million US dollars in 2014, with a revenue growth of 58.5 percent; and a revenue growth of 40.3 percent in 2015, social media advertising revenue in Thailand increased to 68 million US dollars from 49 million US dollars in 2014.

1.3 Relationship between China and Thailand

Even though revenue of social media advertising is increasing in both countries, does that mean both Chinese and Thai users have favorable attitudes toward advertising in social media? Ducoffe (1996) suggested that people's attitudes toward online advertising is a key factor that influences advertising effectiveness; thus knowing what factors associated with people's attitudes toward advertising can be significant.

Both China and Thailand are Asian countries and Thailand is geographically close to southwest of China, which makes these two countries can communicate and interact easily. Especially, with more and more people coming to travel and study in Thailand and the increasing international business cooperation between China and Thailand, relations between China and Thailand is getting much closer. Besides, with the rapid E-business developing in China, specifically Alibaba's online shopping which is not pretty popular in China but also increasingly accepted by Thai people, which means online purchasing from China to Thailand may increase in future. Internet advertising is a marketing tool used to attract more people's attention about advertised products or services, knowing how people's attitudes toward the internet advertising and differences between them could be significant for both Chinese and Thai advertisers and marketers.

As different country has different culture, people in different countries probably have different values and attitudes even toward same things. Culture can influence people's life by affecting values, attitudes and behaviors of a society (Kwasi, 2013), and it can more strongly influence a consumer's attitudes and values than the other environmental influences such as economic influence (Hsu & Burns, 2012). China and Thailand have different cultural background, and their economies

and advertising industries are developing differently. Each country represents a unique sociopolitical background: socialist China with weak Confucian values and capitalistic Thailand with strong Confucian values (Zhang et al., 2009, p. 684). Cultural differences between China and Thailand may impact the attitudes and values of people in the two countries. Therefore, Chinese social media users and Thai social media users may have different attitudes toward Internet advertising in social media.

The objective of this study is to explain what factors related to users' attitudes toward advertising in social media. This study focus on the role of perceived informativeness, perceived entertainment, perceived intrusiveness, perceived credibility, privacy concerns and online experience. All of these factors are selected because they have been proposed in previous research as the factors that explain attitudes toward advertising (El-Ashmawy, & El-Sahn, 2014; Ang, Lee, & Leong; 2007, Taylor, Lewin, & Strutton, 2011; Mao, & Zhang, 2015) However, there is no research conducted to investigate whether there is any difference of social media users' attitudes toward Internet advertising between China and Thailand. Therefore, this study also aims to explore whether the linkages between each of these factors on social media users' attitudes tend to differ between Chinese and Thai sample groups. The results of this study will add to the existing literature based on a cross-cultural context and help us understand the attitude toward Internet advertising of people in these two countries. In addition, results from this study can also provide implications to Chinese or Thai advertisers and marketers about how to create social media advertising effective either in China or Thailand.

1.4 Organization of the Study

This study was organized as follows: First, the concept of Internet advertising, social media as the advertising channel and factors related to users' attitudes toward social media advertising were explored. After that, Hofstede's (2010) cultural dimensions were explored and comparisons between China and Thailand from Hofstede's (2010) cultural dimensions were concluded. On this basis, the research model was developed. Then, methodology applied in this paper was presented and the empirical evaluation of the conceptual model was conducted. After this, analysis results were presented. At last, discussions and conclusions were made.

CHAPTER 2

BACKGROUND AND HYPOTHESES

2.1 Internet Advertising

There is no doubt that with the development of web-based services and e-business, Internet advertising becomes popular and has been widely used for marketing. Goldfarb (2014) noted that as users spent more time using social media through the Internet, online advertising was becoming an increasing portion of the total advertising market. Advertisers prefer to use Internet advertising for it has the characteristics of low cost, high flexibility, no time limit, extensive coverage and fast speed of propagation. Goldfarb (2014) argued that the technology that underlay Internet advertising reduced the cost for advertisers to identify and target potential customers.

In terms of advertising forms, Goldfarb (2014) classified Internet advertising into three general categories: search advertising, classified advertising, and display advertising. Search advertising is advertisements related to the key words or content of what users have searched on search engines such as Google advertising. Classified advertising is small or short messages grouped under a specific classification on websites such as online job-finding sites. Display advertising is very common on the Internet. It includes banner ads, video ads and image-based advertisements which are usually put in the top or bottom or side positions of websites.

2.2 Social Media as the Advertising Channel

Up to August 2015, global social media usage still keeps increasing, with a global penetration rate in excess of 30% (Kemp, 2015). With the increasing popularity of using social media, social media no doubt have become a significant vehicle for advertisers to deliver advertising. New services and products can be easily advertised

in social media to make them be more visible. The total global advertising spending in social media in the end of 2015 will be about 23.68 billion dollars and it will reach 35.98 billion dollars by 2017 (David, 2015).

Social media is a collection of websites and applications designed to establish and enhance online communities for networking and sharing information (Osborne-Gowey, 2014). The creation and exchange of user-generated content is allowed in social media (Kaplan, & Haenlein, 2010). Classified by characteristics, common social media includes social networking sites (e.g., Facebook), microblogging (e.g., Twitter), video sharing sites (e.g., You Tube), photo sharing sites (e.g., Instagram), business networking sites (e.g., LinkedIn) and the like (Mangold, & Faulds, 2009). People use social media to access and share information about products, services, companies and organizations (Picard, 2013). Therefore, more and more people tend to use the Internet to know about the information of products or service when they want to purchase something so advertisers can easily target consumers in the Internet (Goyal, 2013).

Social media advertising is comprised of different advertisements delivered by using social media as a platform in order to gain traffic or the attention of online users (Goyal, 2013). Online social media platforms have significantly changed the way how consumers respond to advertising (Marken, 2007). Compared to other general forms of Internet advertising, social media advertising can communicate with audiences and focus more on interacting with them in order to attract people. After information of products or services is posted in social media, users can view, review or repost even interact with the advertisements. Social media provides an opportunity to connect with contemporaries and consumers to obtain feedback and learn from it. It can provide an unfiltered view of consumers' perceptions so companies can know what will impact the future of their business (Marken, 2007).

Although social media provides an easy and rapid way to carry advertisements and some people accept them with pleasure and are fond of this type of advertising, however, other people may be not so acceptable of them. If people think the media is not trustworthy, they are less likely to pay attention to the online advertising (Johnson, & Kaye, 1998). According to MacKenzie and Lutz (1989, p. 54), attitudes toward advertising are defined as "a learned predisposition to respond in a

consistently favorable or unfavorable manner toward advertising in general". In this context, attitudes toward advertising in social media mean people's attitudes toward general advertising in social media rather than one particular advertisement. People's attitudes toward social media advertising are related to whether the advertising can be accepted by people. Attitudes toward advertising influence advertising effectiveness and the study of this area is important to provide implications for the industry (Mehta, 2000).

2.3 Factors Associated with Attitudes toward Advertising in Social Media and Hypotheses

Although there are many factors that might relate to people's attitudes toward Internet advertising, this study will focus on perceived informativeness, perceived entertainment, perceived intrusiveness and perceived credibility of advertising, privacy concern, and online experience. All these factors were selected based on the prior research (El-Ashmawy, & El-Sahn, 2014; Ang, Lee, & Leong, 2007; Taylor, Lewin, & Strutton, 2011; Mao, & Zhang, 2015). The roles of each of these factors on users' attitudes toward social media advertising will be presented as follows.

2.3.1 Perceived Informativeness

Perceived informativeness of advertising in social media is defined as the extent to which the Internet advertising in social media provides users with resourceful and helpful information (Chen, & Wells, 1999). The main function of an advertisement is the information value of its content (Rotzoll, Haefner, & Sandage, 1989), and the functional information of the product or service presented in the advertisements comes first to let consumers accept them (Bauer, & Greyser, 1968). Taylor, Lewin and Strutton (2011) suggested that consumers' perceptions of advertisements in social networking sites as being informative would positively influence their attitudes toward advertising in social networking sites.

According to the Hierarchy Effect Model of Lavidge and Steiner (2000), effectiveness of advertising can be understood as shown in figure 2.1. Whether an advertisement effective or not depends on the ability that whether it can make

consumers successfully attracted to aware and know the information of the product in the advertisement and then consumers have a positive attitude toward the advertisement such as liking, preference, or conviction before they decide to buy or not to buy. Therefore, if consumers can perceive the information value of the advertisement, they may be going through the cognitive stage in accepting the advertisement processing and may then go through the affective stage in having a positive attitude toward the advertisement. Thus, the following hypothesis is proposed:

Hypothesis 1: Perceived informativeness of advertising is positively related to users' attitudes toward advertising in social media.

Cognitive Stage	Awareness	Information and Ideas
	Knowledge	
Affective Stage	Liking	Attitudes and Feelings
	Preference	
	Conviction	
Behavior Stage	Purchase	Action

Figure 2.1 Hierarchy of Effects

2.3.2 Perceived Entertainment

Perceived entertainment of advertising in social media is defined as the extent to which the advertising in social media is fun and entertaining for social media users (Eighmey, & McCord, 1998). The degree of entertainment provided by advertisements in social media is as important as in traditional media (Ducoffe, 1995). Advertisements with entertaining and pleasurable elements are liked by consumers, and it is not only positively related to consumers' attitudes toward advertisements but also it can create further curiosity for the advertisement (Ling, Piew, & Chai, 2010). Besides, Gao and

Koufaris (2006) also suggested that audiences' perceived entertainment is one of the main factors influencing their attitudes toward advertising. Similarly, according to the Hierarchy Effect Model of Lavidge and Steiner (2000) shown in figure 2.1, if consumers perceive the entertainment value of the advertisement, they may be going through the cognitive stage in accepting the advertisement processing and may then go through the affective stage in having a positive attitude toward the advertisement. Thus, the following hypothesis is proposed:

Hypothesis 2: Perceived entertainment of advertising is positively related to users' attitudes toward advertising in social media.

2.3.3 Perceived Intrusiveness

Perceived intrusiveness of advertising refers to a cognitive evaluation of the degree to which the advertising interrupts someone's goals (Edwards, Li, & Lee, 2002). When users spend time on social media, they want to connect with their friends, chat with them, post photos, read news, listen to music or play games and so the like. If advertising distracts their attentions or annoys them, they will feel invaded by advertising (Li, Edwards, & Lee, 2002). Advertisements like pop-up and banner are perceived as intrusiveness to users, interrupting and intruding upon their online tasks (Li, Edwards, & Lee, 2002). According to McCoy, Everard, Polak and Galletta (2007, p. 85), "the more important or urgent the task, the more intrusive the interruption is likely to be perceived". Users' perceived intrusion of advertising is the leading cause of them developing negative feelings about advertising. If the advertising is perceived as intrusive, advertising is unlikely to elicit positive attitudes among consumers (Li, Edwards, & Lee, 2002). Thus, the following hypothesis is proposed:

Hypothesis 3: Perceived intrusiveness of advertising is negatively related to users' attitudes toward advertising in social media.

2.3.4 Perceived Credibility

Perceived credibility of advertising is defined as the consumers' perception of the truthfulness and believability of advertising in general (Mackenzie & Lutz, 1989). It is mainly about the advertisement and the consumer's assessment of the truth and

believability of the content of the advertisement (Cotte, Coulter, & Moore, 2005). Perceived credibility is related to people's attitudes toward Internet advertising. Ling et al. (2010) found credibility is a key characteristic of advertising to help people build positive attitudes toward online commercials. Besides, the study conducted by Saadeghvaziri and Hosseini (2011) indicates that there is a positive relationship between credibility of advertising and the overall attitude of advertising. When consumers think that what is presented in the advertisement is worth believing, they will not think that the advertisement is annoying; therefore, the following hypothesis is proposed:

Hypothesis 4: Perceived credibility of advertising is positively related to users' attitudes toward advertising in social media.

2.3.5 Privacy Concerns

Privacy refers to personal information which has multiple dimensions, including: privacy of personal behavior, privacy of personal communication, and privacy of personal data (Clarke, 1999). Privacy concerns are also "concerns about possible loss of privacy as a result of information disclosure" (Xu et al., 2008, p. 4). Since the Internet was created, argument about online privacy has been existed, with private information becoming increasingly available to individuals or companies (Roberts, 2010). According to Guha, Cheng and Francis (2011, p. 1), "online advertising is a key economic driver in the Internet economy". In order to increase profit, Internet advertisers increasingly focus on providing more personalized advertising, but personalized online advertising is at the cost of individual privacy (Krishnamurthy, & Wills, 2006). Every search a user does in the search engines and every website a user visits are captured by search engines. Therefore, advertisers can collect and store a large number of Internet users' information. These detailed data is used by online advertisers to provide more tailored advertisements to the needs of users. Besides, these data can also be used by companies to conduct research to improve their products (Evans, 2009). As a result, users sometimes may receive junk messages, spam emails or voice phishing, which is disturbing people's life. If social media users are aware of those privacy issues, they may not like online advertising and develop negative attitudes toward it. Therefore, the following hypothesis is proposed:

Hypothesis 5: Privacy concern is negatively related to users' attitudes toward advertising in social media.

2.3.6 Online Experience

Gordon and Anand (2000) suggested that the more experience a user has online, the less they will accept the use of Internet advertising. Internet users with one year or less online experience have a less negative attitude toward Internet advertising than users with four or more years of online experience (Previte, & Forrest, 1998). Internet users may once suffered being tricked by Malwares or malicious websites. People who have used the Internet for a long time would more probably confront a lot of such cases and they know existed harms, therefore they may be strongly conscious about the network security. Thus, the following hypothesis is proposed:

Hypothesis 6: Social media users with more online experience will have a less positive attitude toward advertising in social media, whereas social media users with less online experience will have a more positive attitude toward advertising in social media.

2.4 The Moderating Role of the National Culture

In addition to the relationship between each of the factors mentioned above and users' attitudes toward advertising in social media, this study also aims to investigate whether the linkage between each of these factors on attitudes toward advertising in social media tends to differ between Thai and Chinese sample. In particular, "culture is the collective programming of the mind that distinguishes the members of one group or category of people from others" (Hofstede, Hofstede, & Michael, 2010, p. 6). National culture has been identified as one of key environmental characteristics explaining systematic differences in behavior (Steenkamp, 2001). People's attitudes and values are deeply influenced by culture compared to other environmental factors such as economic influence (Hsu, & Burn, 2012). Markus and Kitavama (1991) also suggested that the shaping of people's perceptions and behaviors are strongly influenced by cultural norms and beliefs. People from different cultural groups behave differently under similar circumstances because of the differences in their underlying values and attitudes (Tayeb, 1994). In the advertising

context, culture has identified as a key factor in successfully helping Web advertisers deeply understand consumers' beliefs and attitudes toward Web advertising (Wolin, Korgaonkar, & Lund, 2002). Guo and Koufaris (2006) also affirmed that cross-cultural differences exist in attitudes toward Internet advertising.

In this study, Hofstede's (2010) cultural dimensions are selected. Hofstede conducted a large-scale investigation about culture values to the staff coming from 72 countries of the famous multinational corporation IBM (International Business Machines Corporation) from 1967 to 1973. After the investigation, Hofstede (2010) formulated cultural differences can be classified into five dimensions, including: Individualism-Collectivism (IDV), Power Distance Index (PDI), Uncertainty Avoidance Index (UAI), Masculinity-Femininity (MAS), and Long-term Orientation-Short-term Orientation (LTO). Hofstede's study provides a good summary for people to understand people's behaviors or attitudes in different cultures. Hofstede's (2010) cultural dimensions are used in this study based on the following reasons: First, compared to other cultural constructs, Hofstede's (2010) cultural dimensions were empirically developed and fully cover major conceptualizations of culture (Yoo, Donthu, & Lenartowicz, 2011). Second, Hofstede's (2010) dimensions have been heavily used and found to be the most important theory of culture types in cross-cultural studies (Chandy, & Williams, 1994). The five dimensions of Hofstede's (2010) study are discussed as follows.

2.4.1 Individualism-Collectivism

"Individualism pertains to societies in which the ties between individuals are loose: everyone is expected to look after him- or herself and his or her immediate family" (Hofstede et al., 2010, p. 92). Its opposite is collectivism. "Collectivism pertains to societies in which people from birth onward are integrated into strong, cohesive in-groups, which throughout people's lifetime continue to protect them in exchange for unquestioning loyalty" (Hofstede et al., 2010, p. 92). IDV dimension is used to measure in a society whether people emphasize more on individualism or collectivism. The word collectivist or collectivism here has no political sense. It only refers to the power of the group (Hofstede et al., 2010). Collectivist society emphasizes on interdependence among people, characterized by family integrity, in-group

membership, and strong solidarity (Triandis, 2001). On the contrary, individualist society values self-reliance, competition, distance from in-groups and hedonism (Mills, & Clark, 1982).

2.4.2 Power Distance

The power distance index (PDI) means “the extent to which the less powerful members of institutions and organizations within a country expect and accept that power is distributed unequally. Institutions are the basic elements of society, such as the family, the school, and the community; organizations are the places where people work” (Hofstede et al., 2010, p. 61). The PDI stands for the degree of equality or inequality between people in a society (Foster, 2015). A high score on PDI indicates that unequal power is distributed among the members, and less powerful people are afraid of talking back to authorities (Hofstede, 1984). A low score on PDI indicates that people have more control over their lives, and authorities under this culture prefer to listen and accept different opinions from others before making decisions, especially when making decisions which have a great influence on the society (Chan, & Cheung, 2012).

2.4.3 Uncertainty Avoidance

The uncertainty avoidance Index (UAI) can be defined as “the extent to which the members of a culture feel threatened by ambiguous or unknown situations” (Hofstede et al., 2010, p. 191). Societies with higher UAI would be less tolerant of ambiguity and unexpected situation. People’s frustration and intolerance can be visible when things do not go as expected. Relatively, people in a culture with low UAI are more likely to accept risks, be innovative and to prefer an entrepreneurial spirit.

2.4.4 Masculinity-Femininity

In society, different gender roles are clearly distinct: men are supposed to be assertive, tough, and focus on material success and to be more concerned with achievements outside the home; on the other hand, women are supposed to be tender, more modest, and concerned with the quality of life, for example taking care of the home, of the children, and of people in general. This kind of society is called masculine. A society can be called feminine when gender roles are overlapping: both

men and women are supposed to care for others and to be concerned with the quality of life (Hofstede et al., 2010).

2.4.5 Long-term Orientation-Short-term Orientation

The long-term orientation (LTO) describes how a society has to maintain links with its own past while handling the challenges of the present and future (The Hofstede Centre, 2015). It can be defined as the fostering of pragmatic virtues oriented toward future rewards, particularly stressing perseverance and thrift. Short-term orientation is the opposite pole of long-term orientation; it stands for the fostering of virtues in relation to the past and present, in particular respecting tradition, preservation of “face,” and fulfilling social obligations (Hofstede et al., 2010). In the culture with high LTO, values such as persistence, building relationships, loyalty, thrift and trustworthiness are emphasized (Lee, Trimi, & Kim, 2013); people are more patient, persistent towards slow results, and respect the requirement of virtue (Dartey-Baah, 2013); this kind of culture is related to a low innovation effect (Lee et al., 2013). Conversely, in the culture with low LTO, society captures the following elements: respecting for traditions, lower savings ratio, quick results orientation, and care about possessing the truth (Dartey-Baah, 2013).

2.5 Comparisons between China and Thailand in terms of the Five Cultural Dimensions

Index of different national culture dimensions is different in different countries. Index comparison between China and Thailand is shown in Table 2.1

Table 2.1 A Comparison of the Cultural Dimensions Index of China and Thailand

Country	Individualism	Power distance	Masculinity	Uncertainty avoidance	Long-term orientation
China	20	80	66	30	118
Thailand	20	64	34	64	56

Note: Hofstede, 2010.

It can be found from Table 2.1 that individualism Index of China and Thailand are same both at a score of 20, which means both China and Thailand are highly collectivist countries. China scores 80 on the Power Distance Index. It manifests that Chinese people believe that inequalities amongst people are acceptable. Thailand scores 64, which means people think inequalities are accepted in Thailand. From the power distance index, it suggests both China and Thailand are high power distance countries and there is no much more difference between them on this dimension.

Regarding the dimension of masculinity, China scored 66, and Thailand scored 34. This indicates that Chinese people are more masculine than Thai people. In a low masculine society, people work to live, they value service, and they are more concerned with the quality of life, which may make people from this culture place more emphasis on perceived entertainment. Thus, the following hypothesis is made:

H 7: The relationship between the perceived entertainment of advertising and users' attitudes toward advertising in social media will be more positive in a Thai sample than in a Chinese sample.

With the score of the uncertainty avoidance index being 30, China has low avoidance regarding uncertainty. In this circumstance, Chinese people are comfortable with ambiguity. Thailand scored 64 for this dimension, which indicates that Thai people tend to avoid uncertainty and they may be more risk adverse and not readily accept change. Therefore, in order to reduce the level of uncertainty, Thai people may prefer detailed and clear information from Internet advertising. Based on this, the following hypothesis is made:

H 8: The relationship between the perceived informativeness of advertising and users' attitudes toward advertising in social media will be more positive in a Thai sample than in a Chinese sample.

Hofstede et al. (2010) found that low scores on the uncertainty avoidance index were related to low levels of anxiety and stress and being willing to take risks, while high scores on the uncertainty avoidance index were related to high levels of anxiety, stress, and caring about security. In order to reduce uncertainty, people in cultures with high scores on the uncertainty avoidance index tend to be more protective of their private information (Bandyopadhyay, 2011). They would be less possible to accept unauthorized access to their personal space, as shared information

could be copied or leaked to unauthorized parties and increase their anxiety. Therefore, people with higher uncertainty avoidance values are likely to be more cautious in terms of protecting their personal data and information from being accessed by anyone that do not have authorization (Cao, & Everard, 2008). To the extent that users will more greatly value privacy in high uncertainty avoidance cultures than users in low uncertainty avoidance, the following hypothesis is proposed:

H 9: The relationship between privacy concerns related to advertising and users' attitudes toward advertising in social media will be less negative in a Chinese sample than in a Thai sample.

Regarding the dimension of long-term orientation, China scored 118 ranking higher on this dimension, which indicates that China has a very pragmatic culture. In this culture, people believe that truth depends on context and time. They have strong perseverance in achieving results (Hofstede et al, 2010). Scoring 56, Thailand ranked lower than China in this dimension. This means that the Thai culture is more normative and less pragmatic. Ducoffe (1996) suggested that advertising value was positively related to the informativeness and entertainment value of an advertisement. The perception of intrusiveness may be affected when the advertising provides people either with informativeness or entertainment value or both. To the degree that advertising does not provide value or pragmatic informativeness, it may be perceived as unwelcome and intrusive (Edwards et al., 2002). As users tend to more concern about pragmatic things in long-term oriented cultures than short-term oriented cultures, the following hypothesis is predicted:

H 10: The relationship between the perceived intrusiveness of advertising and users' attitudes toward advertising in social media will be more negative in a Chinese sample than in a Thai sample.

CHAPTER 3

METHODOLOGY

3.1 Sample and Data Collection

In this study, published scales were adopted to make up the questionnaire and all of these scales have been validated in research. The questionnaire was developed first in English and then translated into Chinese and Thai. In order to improve the translation accuracy, back-translation was conducted by bilingual third parties. All samples used in this study were university students from China and Thailand. In order to obtain diverse samples, the convenience sampling technique was used to collect data.

Overall, 196 questionnaires were collected in China and 200 were collected in Thailand. For the Chinese sample, 72 were males (37 percent) and 124 were females (63 percent). Mean age is 23.95 years old (standard deviation=4.49). For educational degree, 71 respondents were below bachelor's degrees (36.22 percent), 58 respondents received bachelor's degrees (29.59 percent), 53 respondents had master's degrees (27.04 percent), and 14 respondents held doctoral degrees (7.14 percent). For the average daily using time on social media, 10 spent less than 1 hour (5.1 percent), 23 spent 1 hour (11.73 percent), 36 spent 2 hours (18.37 percent), 44 spent 3 hours (22.45 percent), 20 spent 4 hours (10.2 percent), 15 spent 5 hours (7.65 percent), and 48 spent over 5 hours (24.49 percent). Mean hour of average daily using time on social media is 4.41 hours (standard deviation=1.88).

As compared to Chinese samples, the Thai sample was composed of 79 males (40 percent) and 121 females (60 percent). Mean age was 23.6 years old (standard deviation=6.37). For educational level, 32 did not get their bachelor's degrees (16.2%), 129 obtained their bachelor's degrees (65.2%), 32 held master's degrees (16.2 percent), and 5 held doctoral degrees (2.5 percent). For the average daily using time on social media, 9 reported they spent less than 1 hour (4.5 percent), 14 reported

they spent 1 hour (7.1 percent), 30 reported they spent 2 hours (15.2 percent), 36 reported they spent 3 hours (18.2 percent), 29 reported they spent 4 hours (14.6 percent), 16 reported they spent 5 hours (8.1 percent), and 64 reported they spent over 5 hours (32.3 percent). Mean hour of average daily using time on social media is 4.41 hours (standard deviation=1.88). Descriptive statistics were summarized in Table 3.1.

Table 3.1 Demographic Characteristics of the Respondents-mean and Standard Deviation (SD)

	China	Thailand
Age (in years)	Mean: 23.95 Standard deviation: 4.49	Mean: 23.6 Standard deviation: 6.37
Gender	Male: 72 (36.73%) Female: 124 (63.27%)	Male: 79 (39.5%) Female: 121 (60.5%)
Education	Below bachelor's degree: 71(36.22%) Bachelor's degree: 58 (29.59%) Master's degree: 53 (27.04%) Doctoral degree: 14 (7.14%)	Below bachelor's degree: 32(16.2%) Bachelor's degree: 129 (65.2%) Master's degree: 32 (16.2%) Doctoral degree: 5 (2.5%)
Average daily use time of social media (in hours)	Mean: 4.41 Standard deviation: 1.88 Less than 1 hour: 10 (5.1%) 1 hour: 23 (11.73%) 2 hours: 36 (18.37%) 3 hours: 44 (22.45%) 4 hours: 20 (10.2%) 5 hours: 15 (7.65%) Over 5 hours: 48 (24.49%)	Mean:4.8 Standard deviation: 1.89 Less than 1 hour: 9 (4.5%) 1 hour: 14 (7.1%) 2 hours: 30 (15.2%) 3 hours: 36 (18.2%) 4 hours: 29 (14.6%) 5 hours: 16 (8.1%) Over 5 hours: 64 (32.3%)

3.2 Measures

To measure the dependent variable users' attitudes toward Internet advertising on social media, a 4-item scale developed by Pollay and Mittal (1993) was used.

Sample scale items include “I’m satisfied with ads on social media” and “My general opinion of ads on social media is unfavorable (reversed)”.

Perceived informativeness was measured using a scale developed by Ducoffe (1995). The scale comprises of four questions. Sample items are “I can get new advertising information on social media” and “I can get accurate and reliable advertising information on social media”.

Perceived entertainment was measured using a scale also developed by Ducoffe (1995). The scale comprises of four questions. Sample items are “Ads on social media provide me fun and pleasure” and “When I’m bored, I use ads on social media”.

Perceived intrusiveness was measured using scales from Li et al. (2002). The scale comprises of three questions. Sample items are “I find ads shown on social media distracting” and “I find ads shown on social media intrusive”.

Perceived credibility was measured using scales from Wang and Sun (2010). The scale comprises of four questions. Sample items are “Ads on social media are credible” and “There are too many exaggerations in ads on social media (reversed)”.

Privacy concern was measured using scales from Culnan (1993). The scale comprises of three questions. Sample items are “I am concerned about threats to my personal privacy on social media” and “I feel secure in providing sensitive information on social media (reversed)”.

Items included attitudes toward Internet advertising, perceived informativeness, perceived entertainment, perceived intrusiveness, perceived credibility, and privacy concerns. All of the items were scored on a 5-point Likert-type scale. In the scale, 1 = “strongly disagree” and 5 = “strongly agree”. These items were measured as reflective latent variables. The measurement scales were presented in Table 3.2.

Table 3.2 Measurement Scale and Factors Loadings

Attitudes Toward Internet Advertising.
1) I'm satisfied with ads in social media (.826).
2) I'm happy about the time I spend using ads in social media (.817).
3) My general opinion of ads in social media is unfavorable* (.585).
4) Overall, I'm satisfied with ads in social media (.866).

Table 3.2 (Continued)

Perceived Informativeness of Advertising
1) I can get new advertising information in social media (.757).
2) I can get accurate and reliable advertising information in social media (.798).
3) I can get advertising information I want in social media (.845).
Perceived Entertainment of Advertising
1) Ads on social media provide me fun and pleasure (.822).
2) When I'm bored, I use ads in social media (.817).
3) I use ads on social media to kill time (.805).
4) Ads in social media make me refreshed (.839).
Perceived Intrusiveness of Advertising.
1) I find ads shown in social media distracting (.826).
2) I find ads shown in social media intrusive (.893).
3) I find ads shown in social media irritating (.905).
Perceived Credibility of the Advertising
1) Ads in social media are credible (.857).
2) Ads in social media are trustworthy (.863).
3) There too many exaggerations in ads in social media* (.608).
4) I use ads in social media as a reference for purchasing (.589).
Privacy Concerns
1) I feel secure in providing sensitive information in social media* (.867).
2) I feel social media will keep my personal details private* (.867).

Note: Factors Loadings are in Parentheses, * Reversed Question.

Apart from the main independent variables, control variables for attitudes toward advertising in social media were considered. Control variables included gender, age, educational degree, average daily use time of social media. Gender was measured as a dummy variable (females = 0; males = 1). Age was measured in years. Educational degree was measured using an ordinal scale (1 = below a bachelor's degree; 2 = bachelor's degree; 3 = master's degree; 4 = doctoral degree). Average daily use time of social media was measured using an ordinal scale (1 = less than 1 hour; 2 = 1 hour; 3 = 2 hours; 4 = 3 hours; 5 = 4 hours; 6 = 5 hours; 7 = more than 5

hours). Nationality of users was measured as a dummy variable. Chinese user was marked as “1,” and Thai user was marked as “0.”

3.3 Statistical Analysis Method

Partial least-squares (PLS) regression was conducted in order to analyze the data in this study. The PLS was selected for the analysis because of its several advantages. One of advantages is PLS has minimal requirements for measurement scales and sample size (Wold, 1985). Another advantage is that the PLS can better indicate the positive or negative strength and direction of the relationships among variables compared to correlation coefficients (Calantone et al., 1998). In addition, another advantage of the PLS is that the PLS is more flexible than other structural equation modeling (SEM) techniques because it does not require data to be normally distributed and requires a smaller sample size (Kline, 2004). The PLS analysis was conducted using WarpPLS version 5.0 (Kock, 2015).

CHAPTER 4

RESULTS

4.1 Validity and Reliability Analysis

Before using the PLS model estimation, validity and reliability of all the multiple-item constructs were assessed. First, the convergent validity of the latent variables was assessed using factor loadings. Hair et al. (2009) suggested that factor loadings lower than 0.5 should not be accepted. From the results, most of the factors loadings met this requirement, and only one item of privacy concerns was less than the requirement, so it was removed from the analysis. Secondly, a discriminant validity test was conducted using average variance extracted (AVE). As clearly seen in Table 4.2, the square root of the AVE of each construct was significantly greater than the other correlations (Fornell, & Larcker, 1981). Therefore, the results were satisfactory. Next, the construct reliabilities were evaluated using Cronbach's alpha (α) and composite reliability coefficients. The results are shown in Table 4.1, indicating that most of Cronbach's alpha (α) coefficients were greater than 0.7, and only the Cronbach's alpha (α) of privacy concern was lower than 0.7 but greater than 0.6. Even though the minimum requirement for Cronbach's alpha (α) coefficients was 0.7, Cronbach's alpha (α) greater than 0.6 is still acceptable according to Nunnally (1978). Additionally, according to Table 4.1, all of the composite reliability coefficients exceeded 0.8. Hair et al. (2010) suggested that composite reliability coefficients greater than 0.7 are acceptable. Therefore, all of the concepts in this research had good reliability. Last, full Variance Inflation Factor (VIF) statistics were used to check for the possible presence of multicollinearity among the indicators. The results showed full VIFs ranging from 1.184 to 2.565, which was lower than 3.3 as recommended by Petter et al. (2007). This means that multicollinearity tended not to be a serious issue in the analysis.

The t-values of the path coefficients of the structural model were tested using the bootstrapping resampling method with 100 subsamples, as recommended by Efron et al. (2004). As one of the resampling methods in the PLS-SEM model, bootstrapping is useful for performing hypothesis tests in cases of small samples (Mooney et al., 1993) and is a versatile tool that allows estimation of the distribution of any statistic for any type of distribution (Jack et al., 2001).

Table 4.1 Construct Reliability Indicators

	ATTD	PINF	PENT	PINT	PCRE	PRIV
Composite reliability	0.86	0.843	0.892	0.907	0.825	0.858
Cronbach's alpha	0.78	0.719	0.838	0.846	0.713	0.669

Note: ATTD=attitudes toward advertising in social media, PINF=perceived informativeness of advertising in social media, PENT=perceived entertainment of advertising in social media, PINT=perceived intrusiveness of advertising in social media, PCRE=perceived credibility of advertising in social media, PRIV=privacy concerns.

Table 4.2 Correlations Among the Latent Variable and the Discriminant Validity Indicators

	ATTD	PINF	PENT	PINS	PCRED	PRIV	AGE	GEN	EDU	ADUT	NOU
ATTD	(.781)										
PINF	.539**	(.801)									
PENT	.573**	.536**	(.821)								
PINT	-.451**	-.2**	-.347**	(.875)							
PCRED	.396**	.439**	.461**	-.299**	(.741)						
PRIV	.334**	.246**	.224**	-.264**	.435**	(.867)					
AGE	-.105*	-.125*	-.163*	.137*	-.067	-.091	(1)				
GEN	-.106*	-.101*	-.045	.063	.007	-.017	.197**	(1)			
EDU	-.182**	-.108*	-.241**	.261**	-.163*	-.152*	.026	.498**	(1)		
ADUT	.134*	.128*	.143*	-.108*	.1*	.133*	-.184**	-.24**	-.262**	(1)	
NOU	-.359**	-.093	-.114*	.087	-.067	-.151*	-.013	.033	-.012	-.102*	(1)

Note: **, * significant level at 1 percent and 5 percent respectively; The square root of the AVE of each construct is in parentheses.

ATTD=attitudes toward advertising in social media, PINF=perceived informativeness of advertising in social media,

PENT=perceived entertainment of advertising in social media, PINT=perceived intrusiveness of advertising in social media,

PCRE=perceived credibility of advertising in social media, PRIV=privacy concerns, AGE=age, GEN=gender (male=1),

EDU=education, NOU=nationality of user (Chinese=1).

4.2 Hypothesis Testing

The results from the PLS analysis showed that some hypotheses met the criteria for statistical significance and some did not meet. All fit indices of the PLS model estimation, including the average path coefficient (APC), average r-squared (ARS), average full collinearity (AFVIF), Sympton's paradox ratio (SPR), r-square contribution ratio (RSCR), and statistical suppression ratio (SSR) were satisfactory. All of the hypotheses were confirmed by the data collected by the author. The results are shown in Table 4.3. The first model in Table 4.3 presents the results of the main effects without the interaction term that tested the moderating effect of national culture. The second model in Table 4.3 presents the results with the interaction terms that tested the moderating effects of national culture.

Hypothesis 1 predicted a positive link between the perceived informativeness of advertising and users' attitudes toward advertising in social media. The result indicated a positively significant relationship between them ($\beta=.287$, $P<.001$). Thus, hypothesis 1 is supported.

Hypothesis 2 predicted a positive link between the perceived entertainment of advertising and users' attitudes toward advertising in social media. The result showed a positive and significant relationship between them ($\beta=.278$, $P<.001$). Thus, hypothesis 2 is supported.

Hypothesis 3 predicted a negative relationship between the perceived intrusiveness of advertising and users' attitudes toward advertising in social media. The result showed a negative and significant link between them ($\beta=-.242$, $P<.001$). Therefore, hypothesis 3 is supported.

Hypothesis 4 predicted the perceived credibility of advertising was positively associated with users' attitudes toward advertising on social media. The result showed a positive relationship between them, but it was not statistically significant ($\beta=.011$, $P=.406$). Thus, hypothesis 4 is not supported.

Hypothesis 5 predicted the privacy concerns were negatively related to users' attitudes toward advertising in social media. The result demonstrated a negatively significant link between them ($\beta=-.092$, $P<.01$). Therefore, hypothesis 5 is supported.

Hypothesis 6 predicted that the length of users' average daily use time of social media is negatively associated with their attitudes toward advertising on social media. Although the result showed a negative link between them, it was not statistically significant ($\beta = -.018$, $P = .297$). Thus, hypothesis 6 is not supported.

Hypothesis 7 predicted that the positive relationship between the perceived entertainment of advertising and users' attitudes toward advertising in social media will be more positive in the Thai sample than in the Chinese sample. From the beta of the interaction term between Chinese dummy variable and the perceived entertainment in Table 4.3, the beta coefficient of the interaction term was positive and statistically significant ($\beta = .102$, $P < .05$). However, because Chinese was used as a dummy variable, the positive beta meant that the relationship was more positive in Chinese sample than in Thai sample, which contradicted what had been proposed in the hypothesis 7, therefore, hypothesis 7 is not supported.

Hypothesis 8 predicted the positive link between the perceived informativeness of advertising and users' attitudes toward advertising in social media will be more positive in the Thai sample than in the Chinese sample. From the beta of the interaction term between Chinese dummy variable and perceived informativeness in Table 4.3, the beta coefficient of the interaction term was negative and significant ($\beta = -.147$, $P < .001$). Because Chinese was used as a dummy variable, the negative beta meant that the relationship was more positive in the Thai sample than in the Chinese sample. Therefore, hypothesis 8 is supported.

Hypothesis 9 predicted that negative relationship between the privacy concerns of advertising and users' attitudes toward advertising in social media will be less negative in Chinese sample than in Thai sample. From the beta of the interaction term between Chinese dummy variable and privacy concerns in Table 4.3, the beta coefficient of the interaction term was positive and statistically insignificant ($\beta = -.025$, $P = .279$), therefore, hypothesis 9 is not supported.

Hypothesis 10 predicted that negative relationship between the perceived intrusiveness of advertising and users' attitudes toward advertising in social media will be more negative in Chinese sample than in Thai sample. From the beta of the interaction term between Chinese dummy variable and perceived intrusiveness in Table 4.3, the beta coefficient of the interaction term was positive but statistically insignificant ($\beta = .015$, $P = .39$), therefore, hypothesis 10 is not supported.

In terms of the significant relationships between the control variables and the dependent variables, gender, age and nationality were significantly related to the dependent variable. The results indicated that females had more positive attitudes toward advertising with social media than males ($\beta = -.065$, $P < .05$). Elder social media users had more positive attitudes toward advertising with social media than younger social media users ($\beta = .055$, $P < .05$). Finally, Thai people had more positive attitudes toward advertising using social media than Chinese people ($\beta = -.27$, $P < .001$).

Table 4.3 Path Coefficients and P Values

Interaction Term	Attitudes Toward Advertising	
	Model I	Model II
	Main Effect	Moderating Effect
Perceived Informativeness (H1)	.287***	.3***
Perceived Entertainment (H2)	.278***	.281***
Perceived Intrusiveness (H3)	-.242***	-.240***
Perceived Credibility (H4)	.011	.012
Privacy Concern (H5)	-.092**	-.089**
Average daily using time of social media (H6)	-.018	-.026
Chinese Dummy Variable*perceived entertainment (H7)		.102*
Chinese Dummy Variable *perceived informativeness (H8)		-.147***
Chinese Dummy Variable *privacy concern (H9)		.025
Chinese Dummy Variable *perceived intrusiveness (H10)		.015
Chinese Dummy Variable	-.27***	-.269***
Male	-.065*	-.061*
Age	.055*	.05
Education	-.038	-.037
Model fit indicators		
R-square	0.561	0.577
Maximum full-collinearity VIF	2.278	2.362
Average path coefficient	.136***	.118***
Average R-squared	.561***	.577***

Table 4.3 (Continued)

Interaction Term	Attitudes Toward Advertising	
	Model I	Model II
	Main Effect	Moderating Effect
Average full collinearity VIF	1.503	1.495
Sympson's paradox ratio	.800	.786
R-square contribution ratio	.986	.984
Statistical suppression ratio	1	.857

Note: ***, **, * significant level at 0.1 percent, 1 percent and 5 percent respectively
Standardized coefficients are reported.

4.3 The Moderating Effect of Culture

Figure 4.1a to Figure 4.1d present the moderating effect of culture. All illustrations are generated from standardized data. The illustrations are consistent with the results from the hypothesis testing. Figure 4.1a indicates that the positive relationship between social media users' attitudes toward advertising in social media and their perceived entertainment of advertising was more positive in Chinese sample than in Thai sample. Figure 4.1b shows that the positive linkage between social media users' attitudes toward advertising in social media and their perceived informativeness of advertising was more positive in the Thai sample than in the Chinese sample. Figure 4.1c presents that the negative link between social media users' attitudes toward advertising in social media and their privacy concerns was less negative in the Thai sample than in the Chinese sample. Figure 4.1d indicates that the negative relationship between social media users' attitudes and their perceived intrusiveness of advertising was less negative in the Thai sample than in the Chinese sample. Among these figures, only the relationship in figure 4.1b was statistically supported in this study.

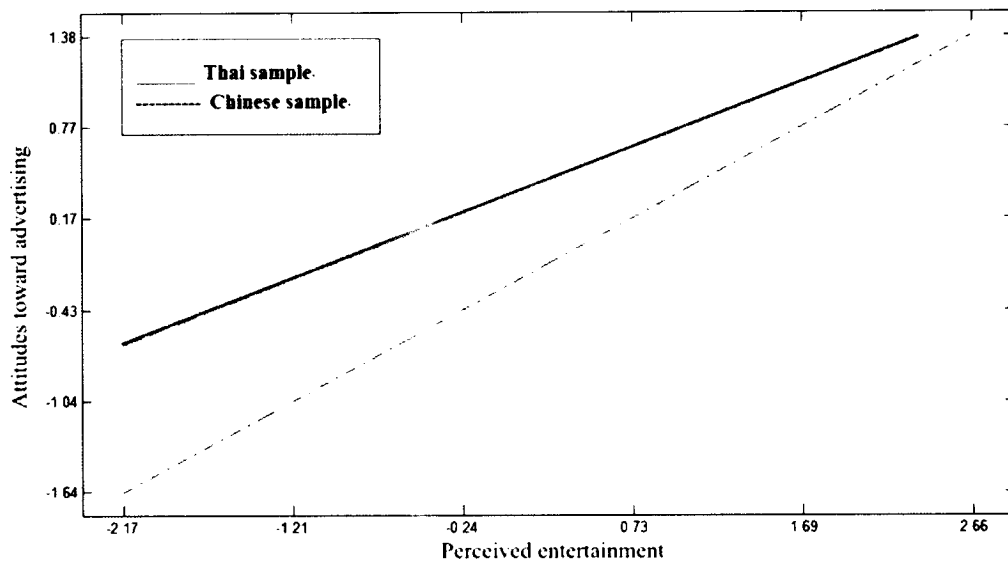


Figure 4.1a Relationships between Attitudes Toward Advertising and the Perceived Entertainment of Advertising of Thai and Chinese Samples

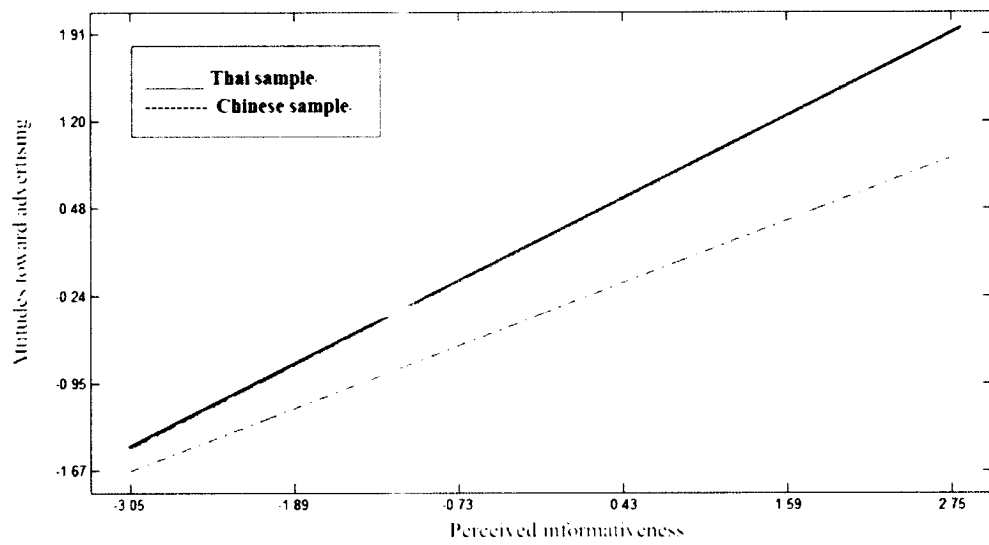


Figure 4.1b Relationships between Attitudes Toward Advertising and the Perceived Informativeness of Advertising of Thai and Chinese Samples

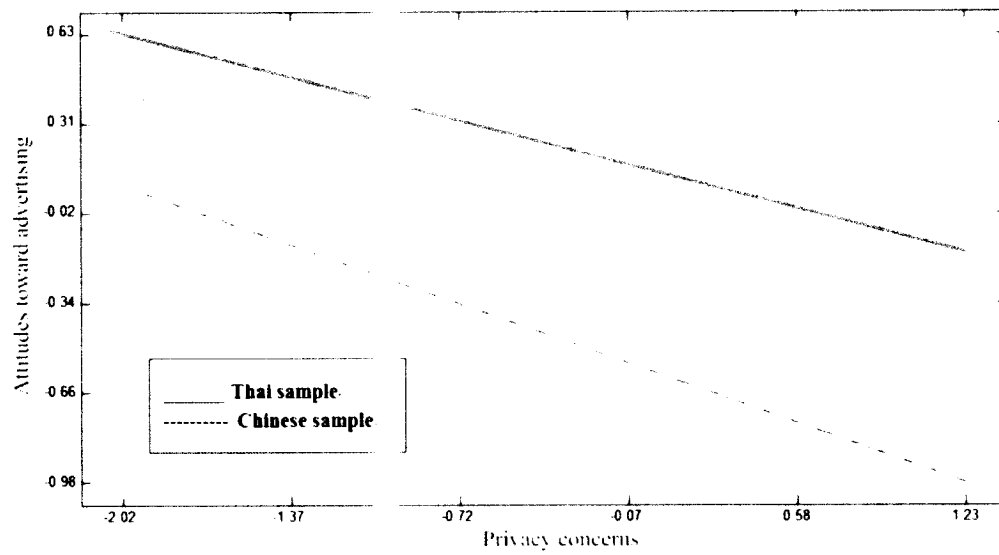


Figure 4.1c Relationships between Attitudes Toward Advertising and the Privacy Concerns of Thai and Chinese Samples

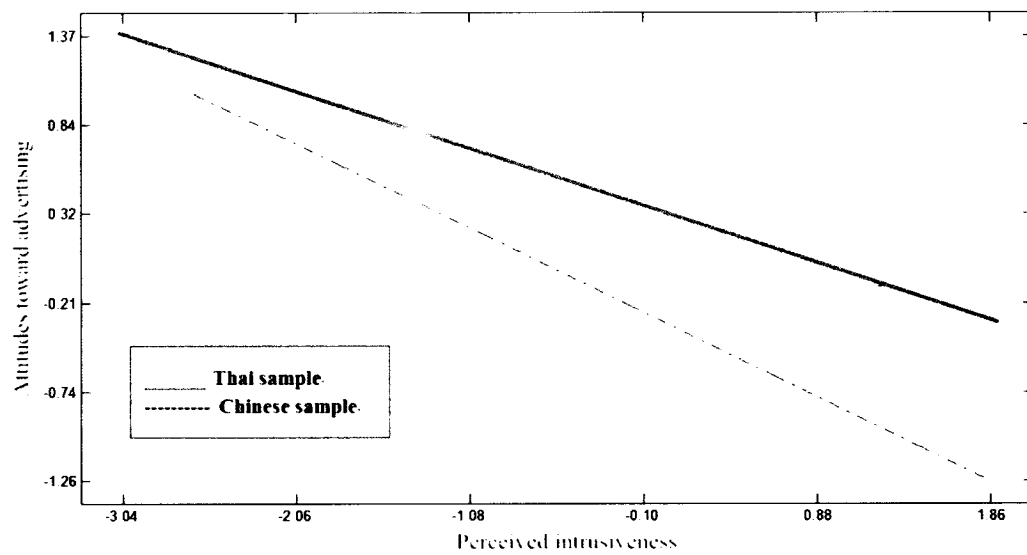


Figure 4.1d Relationship between Attitudes Toward Advertising and the Perceived Intrusiveness of Advertising of Thai and Chinese Samples

CHAPTER 5

DISCUSSION

5.1 General Discussion of the Result

Through the PLS analysis, results of this study indicated clear links between the factors and users' attitudes toward advertising, and compared these factors between Chinese social media users and Thai social media users. For the factors that associate with people's attitudes toward advertising on social media, the results revealed that the informativeness, entertainment, and intrusiveness of advertising with social media were strongly associated with both Chinese and Thai social media users' attitudes toward advertising in social media. Specifically, the more informativeness that users could perceive from the advertising with social media, the more positive were their attitudes toward advertising. This result is consistent with the results from a study by Taylor, Lewin and Strutton (2011). As Rotzoll, Haefner and Sandage (1989) mentioned that information value of the advertisement content was the main function of an advertisement, and the functional information presented in the advertisements came first to let consumers accept the advertisement (Bauer & Greyser, 1968), when social media users can perceive the helpful information from the advertisements, they would be more likely to accept the advertisements and form positive attitudes to the advertisements.

In terms of the entertainment value of advertising, the more entertainment social media that the users felt they perceived from the advertising with social media, the more positive were their attitudes toward advertising. This finding is also consistent with the findings from the work by Gao and Koufaris (2006). According to the Hierarchy Effect Model of Lavidge and Steiner (2000) shown in figure 2.1, when social media users perceive the entertainment values of the advertisement on social media, which indicates social media users may be going through the cognitive stage in accepting the advertisement, the more fun and entertaining information they can

perceive, the more likely users accept the advertisement and go through the affective stage in having positive attitudes toward advertising in social media.

As for the link between perceived intrusiveness and attitudes toward advertising, it indicated that social media users who felt invaded by advertising would develop less positive attitudes toward advertising using social media. This result is also consistent with a previous study by Edwards et al. (2002). Edwards et al. (2002) suggested that when advertising distracted people's attention or annoyed them, they would feel invaded by advertising. When social media users spend time on social media, they have clear online tasks that chatting with friends, posting photos, reading news or watching videos, if advertisements pop up to them to interrupt them, they would feel invaded by advertisements. The more intrusiveness of advertising social media users perceived, the more likely they develop negative attitudes toward advertising in social media.

Results of this study also showed that privacy concerns strongly negatively related to users' attitudes toward advertising. Particularly, social media users who highly concern over privacy security tended to develop less positive attitudes toward advertising on social media. Internet advertisers increasingly focus on providing more personalized advertising to Internet users in order to obtain more profit, however this is at the cost of using individual privacy (Krishnamurthy, & Wills, 2006). The more personalized the Internet advertising is, the more personal information has been collected and used by advertisers. Therefore, social media users who have high concern over the privacy issue would more likely know about how personalized advertising having been made, and then more likely develop negative attitudes toward advertising in social media.

Even though some factors hypothesized to explain users' attitudes toward advertising on social media were supported, this study did not support the significant relationships between, perceived credibility of advertising, online experience and users' attitudes toward advertising on social media as Ang et al. (2007), Saadeghvaziri et al. (2011) and Previte et al. (1998) suggested respectively. For hypothesis 7, it predicted that the positive relationship between the perceived entertainment of advertising and users' attitudes toward advertising in social media will be more positive in the Thai sample than in the Chinese sample. From the results in Table 4.3,

the beta coefficient of the interaction term was positive and statistically significant ($\beta=.102$, $P<.05$), while because Chinese was used as a dummy variable, the positive beta means that the relationship was more positive in Chinese sample than in Thai sample, which contradicted with hypothesis 7. As a result, hypothesis 7 is not supported. One of reasons could explain this may be that Hypothesis 7 was predicted based on Hofstede's (2010) cultural dimensions, with time changing, national culture and people's thoughts are changing and influenced by other cultures, therefore cultural dimensions may be changed and could not truly indicate cultural differences in China and Thailand.

In addition, this study found out that in both China and Thailand sample groups, female had more positive attitudes toward advertising in social media than male social media users; elder social media users had more positive attitudes toward advertising than younger social media users. Interestingly, the analyses indicated that Chinese social media users tended to have less positive attitudes toward advertising in social media compared to Thai social media users. In particular, the positive link between informativeness of advertising in social media and attitudes toward advertising in social media appeared to be more significant for the Thai social media users than for Chinese social media users; and the positive link between entertainment of advertising in social media and attitudes toward advertising in social media appeared to be more significant for Chinese social media users than for Thai social media users.

5.2 Limitations

It has to be admitted that this study has some limitations. First, this study adopted self-reported questionnaire survey. Social desirability bias may exist. Therefore, the data could not indicate what the respondents truthfully think. Secondly, because cross-sectional data collection was used in this study, it may be difficult to make clear causal inference between dependent variable and independent variables. Thirdly, the sample of this study was skewed toward younger respondents, specifically university students. As a result, the generalizability of the findings was limited. In addition, because social media types surveyed in this study were focused

on general social media rather than specific type of social media which are both available in China and Thailand, it may lead to the findings of this study could not truly indicate the differences between Chinese social media users' attitudes and Thai social media users' attitudes toward Internet advertising in social media. At last, this study only focused on advertising in social media as generalized advertising, and therefore it is not clear which specific type of advertising make social media users feel fond or disliked. Despite these limitations, the author expects that this study will be useful for future study on advertising in social media.

CHAPTER 6

CONCLUSION

6.1 Research Contribution

Even though various research exist on the predictors that determine consumers' attitudes toward advertising, as far as the author knows there is little previous literature on comparing the factors that associate with users' attitudes toward advertising between China and Thailand. This study helps to fill the gap in this area, and can help people know more about the differences between Chinese social media users and Thai social media users regarding their different attitudes toward advertising in social media. In addition, this study demonstrates again that it is still important for advertisers to maintain functions of advertising that provide information and entertainment to consumers, as these two basic functions can make consumers develop positive attitudes toward advertising; intrusiveness of advertising is still highly associates with people's negative attitudes toward advertising as before, and privacy concerns is still an important factor that leads to people's negative attitudes toward internet advertising.

6.2 Practical Implication

In practice, the findings of this study can help advertisers and marketers produce more effective advertising when they design internet advertising in social media. In this study, it is identified that the perceived informativeness and perceived entertainment were highly positively related to users' attitudes toward advertising in social media. Thus, advertisers should place more emphasis on the perceived informativeness and entertainment of the advertised products or services when developing internet advertising with social media. Especially, for developing advertising for Thai social media users, advertisers and marketers should put

emphasis on the informativeness of advertised products or services, such as detailed product descriptions including price, function, innovation and so forth. While developing advertising for Chinese social media users, advertisers and marketers should place emphasis on the entertainment of advertising with social media, such as humorous and funny advertising content. In addition, because privacy concerns is negatively influencing social media users' attitudes toward advertising in social media, advertisers should guarantee users that they provide credible and secure online advertising, such as affiliating with credible organizations. Moreover, as the negative relationship between the perceived intrusiveness and attitudes toward advertising in social media, advertisers and marketers should delivery advertisements with minimum levels of intrusiveness for social media users, such as not frequently pushing advertising to users.

6.3 Implication for Future Studies

For future studies related to this field, the followings could be considered. First, except using cross-sectional data, a longitudinal study could be conducted in order to provide much clearer relationships among different factors. Secondly, future study should further explore more diverse samples, such as sample from different industries, or different regions. Thirdly, future study can compare attitudes across different specific types of advertising in specific social media which are both available in China and Thailand, such as trends and promoter tweets on Twitter; promoted posts and page post ads in Facebook; and promoted video advertising in YouTube and the like, so that it can be known clearly users' attitudes toward specific different kinds of advertising in specific social media, which will be easier to make personalized advertising for social media users. At last, future study can consider measuring cultural differences based on Hofstede's (2010) cultural dimensions to obtain updated national cultural differences in order to find more truthful cultural differences between China and Thailand

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