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Social Media Advertising Effectiveness: The Role of Perceived Originality, Liking, Credibility, Irritation, Intrusiveness, and Ad Destination

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ABSTRACT

Social media advertising effectiveness is a fundamental issue that remains poorly examined in academic research. The aim of this research is to investigate differences regarding user reactions to advertisements on Facebook. An online survey of Facebook users was conducted to test the hypotheses. Originality, liking, credibility, and irritation have significant effects on consumers' attitudes toward the advertising, which in turn positively influences their purchase intention and recommendation of the brand. Moreover, advertisements driving visitors to the brand's Facebook page are less irritating, more original, credible, and liked than those driving them to the brand's website. Managers could be guided by the results in deciding which features to place at brand posts to enhance their effectiveness. Other managerial and theoretical implications of the findings are identified, and future research directions are suggested.

KEYWORDS

Ad Destination, Advertising Effectiveness, Attitude, Credibility, Intrusiveness, Irritation, Liking, Online Advertising, Originality, Social Media

INTRODUCTION

Social media has offered important potential opportunities for advertising. Social media has attracted a large number of users. Individuals could actively engage in many-to-many communication; exchange ideas, post updates, share comments, rate services and access links to shopping sites. Advertising on social media is cheaper, suited to viral marketing, and permit a customized targeting based on user interests (Jung, et al., 2016). Advertising in Social media platform is prosperous (Knoll, 2016). In this context, companies look for best practices on how to achieve more effective online advertising strategies and use social media as a major advertising medium (Muñoz-Leiva, Hernández-Méndez, and Gómez-Carmona, 2019). Despite a growing body of research examining social media advertising (Balakrishnan and Manickavasagam, 2016, Belanche, Flavián, and Pérez-Rueda, 2017; Tran, 2017; Reich, Gavilanes, and Flatten, 2015; Dao, Le, Cheng, and Chen, 2015; Jung, et al., 2016), it is still a challenge to determine what makes social media advertising efficient (Knoll, 2016).

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A review of the related literature indicates that social media advertising effectiveness could be assessed by several factors. Some factors are related to advertising in general such as attitude toward the Ad, attitude toward the brand, credibility, originality, liking, irritation, the recipient's mood (Lutz 1985; Goldsmith, Lafferty, and Newell, 2000; Mehta 1994; Logan, Bright, and Gangadharbatla, 2012; Vera & Espinosa, 2019), and the advertisement's ability to supply information and entertainment (Bauer and Greysen, 1968; Muntiga, Moorman, and Smit, 2011; Park, Kee, and Valenzuela, 2009; Taylor, Lewin, and Strutton, 2011; Shareef, Mukerji, Dwivedi, Rana & Islam, 2017; Lee Burton, Mueller, Gollins, Walls, 2019). Other factors are more specific to online advertising. According to Dao et al. (2015), informativeness, entertainment, and credibility are regarded as the primary consumers' predictors of advertising value in the context of social media advertising. Jung et al. (2016) and Belanche et al. (2017), add to these factors the perceived invasiveness and perceived irritation. Shen, Chiou, Hsiao, and Wang (2016) extend advertising effectiveness by the construct of message sharing intention. For Prendergast Liu, and Poon (2009), the medium itself could impact the consumers' reactions to the advertisement since each social media possesses its own particular attributes.

This research contributes to this debate by investigating the role of originality, liking, credibility, irritation, intrusiveness and the specific, but important factor related to the role of the advertising destination (sponsored link directing consumers to the brand's Facebook page or to the brand's website homepage). In traditional online advertising, the advertisement is delivered through banners. In social media advertising, the advertisement is often indistinguishable from the user content (Jung et al., 2016). For instance, the brand's Facebook pages are look-alike other content on Facebook, and "tweets" are indistinguishable from other messages on Twitter (Taylor, et al. 2011). When clicking on a sponsored link in social media, the user might be directed to the brand's page. In this case, he/she remains in the social media. Otherwise, the user might be directed to the brand's website and exits the social media. Because interacting with Facebook and social media offers a total immersion, concentration, and flow (Pelet, Ettis, and Cowart, 2017), it could be meaningful to investigate if a potential distraction will occur if the user leaves the social media and if this distraction will influence the overall user's assessment of the advertisement in the social media. Answering these questions will give managers of brands that operate advertising on social media insights on which of these modes of advertising is most efficient.

The present research aims to gain a realistic understanding of advertising effectiveness in social media. Facebook is used as a basis for our empirical investigation because it is the most used social media with more than two billion monthly active users (Statista, 2019). First, the study tests the differences between advertisements driving visitors to a brand's Facebook page and advertisements driving visitors to a brand's website regarding the user's reactions (originality, liking, credibility, irritation, intrusiveness). Second, the study examines the effects of these factors on the attitude toward the advertisement. Third, it investigates the effect of this attitude on the user's purchase intention and willingness to recommend the brand.

The paper starts with a presentation of the theoretical framework of the research, with an explanation of each variable (the effectiveness of ads on social media, its originality, the "liking" process, the credibility of the ad, when irritation can pertain on an ad, the intrusiveness in advertising, a criticized practice, consumers' attitude towards social media ads, purchase intention and willingness to recommend the brand). Next, the researchers announce the research model and provide supporting literature to specify a range of testable hypotheses involving the relationship of the model constructs. They present the methodology, discuss the results, and provide implications. Finally, the paper presents the research limitations and future directions of research. We now start the presentation of the theoretical framework by describing the effectiveness of ads on social media.

THEORETICAL FRAMEWORK

The Effectiveness Of Ads On Social Media

As mentioned by Muñoz-Leiva et al. (2019), significant debate has been generated since the early days of e-commerce on how to measure banner advertising effectiveness. This measure incorporates the user behavior (e.g. click-through rate), user information processing (e.g. attention, recognition, recall), and communication-related characteristics that will generate particular attitudes toward the advertisement and affect purchase intent. In this research, the communication-related characteristics measure will be used by drawing on five constructs from the online advertising literature namely originality, liking, credibility, irritation, and intrusiveness.

Originality

Originality describes Ad novelty, creativeness, fascination, and aesthetic appeal. Since it captures consumers' attention and makes ads memorable, the originality is a core concept of advertising effectiveness (Vera and Espinosa, 2019; Reid, King, and DeLorme, 1998). According to Altsech (1995) and Moldovan, Steinhart and Lehmann (2019), an Ad that is perceived as original will generate higher interest than will an Ad with little originality.

Ads driving visitors to a brand's website could benefit from the originality of the website since the design features might be similar regarding logotype, navigation links, colors, fonts, and any other design asset. However, an Ad is also considered original if it fits especially well by not harming the flow of browsing experience. Users might disregard and therefore reject an Ad if it does not fit with the Facebook environment (Pelet, Ettis, and Cowart, 2017). Changing from a navigation environment to another might harm this feeling of originality. Moreover, leaving Facebook may decrease the curiosity aroused by the interaction and the control maintained over the navigation which might induce negative feelings and reduce subsequently the overall evaluation of the ad. Therefore, ads driving visitors to a brand's Facebook page are considered to be more original than ads driving visitors to a brand's website. Accordingly, the authors propose:

H1. Ads driving visitors to the brand's Facebook page are perceived as more original compared to ads driving visitors to the brand's website homepage.

The "Liking" Process

Ad liking, or the pleasantness of advertising, measures how much the consumer likes or dislikes the Ad. Liking is a key measure of ads effectiveness (Harris, Ciorciari and Gountasa, 2019); Thorson, 1990). When an Ad scores high on liking, it is often detected and remembered (Hughes, Swaminathan and Brooks, 2019; Du Plessis, 1994). Identifying and understanding the various factors predicting the extent to which an Ad will be liked, is very attractive for the practitioner. Liking is a complex concept. Identifying the features that make ads likable is currently an incompletely answered issue.

Consumers draw on the entertainment and informative value of the Ad in expressing how much they like or dislike the Ad (Hughes, Swaminathan and Brooks, 2019; Haley and Baldinger, 1991). Studies demonstrate that liking is associated to Ad's perceived 'ingenuity', 'meaningfulness', 'energy', 'rubs the wrong way', 'warmth', 'believable', 'confusing', and 'usual' (Biel and Bridgewater, 1990; Aaker and Stayman, 1990). In view of that, it is likely that ads driving visitors to a brand's Facebook page are perceived as more liked than ads driving visitors to a brand's website. Thus:

H2. Ads driving visitors to the brand's Facebook page are more liked compared to ads driving visitors to the brand's website homepage.

The Credibility Of The Ad

Ad credibility is the extent to which the consumer perceives the Ad to be truthful and believable (MacKenzie and Lutz, 1989). Credibility is a characteristic of the source that enhances the receiver's approval of the message (Ohanian, 1990). So, credibility captures a positive, truthful, and believable assessment of an Ad (Tran, 2017).

The avoidance of ads on social media depends on whether the users expect any negative experience, whether the Ad is clearly connected to this experience, and how much doubt the users are toward the Ad message and the Ad medium (Kelly, Kerr, and Drennan, 2010). In the present study, the researchers expect that consumers express skepticism regarding the credibility of ads driving visitors to the brand's website because they force them to browse the website homepage and leave Facebook which interrupts their experience. Also, customers become suspicious after they achieve that companies use marketing strategies to manipulate them (Tran, 2017). Leaving Facebook might be understood as an attempt to manipulate. However, ads driving visitors to the brand's Facebook page are created on the basis of the viewers' current interaction on Facebook and do not disturb them from interacting with Facebook, the viewers will have a lower degree of skepticism, suspicion, and disbelief because they are not engaged in a biased browsing manner. Therefore,

H3. Ads driving visitors to the brand's Facebook page are perceived as more credible compared to ads driving visitors to the brand's website homepage.

Irritation Can Pertain On An Ad

Several authors have assumed that anything that irritates or distracts viewers tends to diminish advertising effectiveness (Shareef, Mukerji, Dwivedi, Rana & Islam, 2017; Ilsang, Xiaolong and Nan, 2019); Ducoffe, 1996; Leavitt, 1975; Thorson, Chi, and Leavitt, 1992). When advertising informs about the product or inspires a warm atmosphere, it is not considered irritating. An irritating Ad is frequently one that is provoking, causing annoyance, and momentary impatience (Aaker and Bruzzone, 1985). On Facebook, when users must go to another website after clicking on an Ad link, such links are more likely to be considered irritating and dissonant in terms of consumers' experiences. On the other hand, users might appreciate the fact that when they reach a Facebook page, they remain in a familiar environment. Thus, through the use of such pages, the company adopts a less irritating posture. The Facebook page is here considered to be less dissonant. Thus H4 is as follows:

H4. Ads driving visitors to the brand's Facebook page are perceived as less irritating compared to ads driving visitors to the brand's website homepage.

Intrusiveness In Advertising, A Criticized Practice

Intrusiveness is a "*perception or psychological consequence that occurs when an audience's cognitive processes are interrupted*" (Li, Edwards, and Lee, 2002, p.39). In advertising, intrusiveness is a commonly criticized practice. Consumers might perceive an Ad as being disturbing when it disturbs their goals (Belanche, 2019; Tan, Brown and Pope 2019; Li, et al., 2002).

The Internet is a more goal-oriented medium than traditional media (Korgaonkar and Wolin, 1999). Users might find it intrusive when an Ad interferes with their goal-oriented behaviors. While using Facebook, an Ad forcing them to leave Facebook increases their interruption and might be perceived as interfering with their goal. Particularly, if the user is highly goal-oriented, this kind of advertising will be perceived as being even more intrusive. In addition, Internet ads that interrupt flow (Novak, Hoffman, and Yung, 2000), such as "pop-up" advertisements, are perceived to be more intrusive as compared with other media advertisements (Cho and Cheon, 2004; Li et al., 2002). The degree of involvement of the recipients with the message content negatively influences the perceived

intrusiveness of the message (Varnali, Yilmaz, and Toker 2012). In the same manner, the high engagement with social media makes users perceive less control and great intrusiveness with ads driving visitors to the brand's website homepage than ads driving visitors to the brand's Facebook page. Therefore, H5 is as follow:

H5. Ads driving visitors to the brand's Facebook page are perceived as less intrusive compared to ads driving visitors to the brand's website homepage.

Consumers' Attitude Towards Social Media Ads

Attitude toward Ads is "a predisposition to respond in a favorable or unfavorable manner to a particular advertising stimulus during a particular exposure occasion" (Lutz, 1985, p. 53). Attitudes towards ads might vary according to several factors. This research investigates the impacts of Facebook Ad originality, liking, credibility, irritation, and intrusiveness on attitude towards the ads.

In their research, Smith, MacKenzie, Yang, Buchholz, and Darley (2007) and Reinartz and Saffert (2013) found that originality and creativity of ads are strongly connected to the motivation to process the Ad and the attitude toward the Ad. Overall liking has been reported to be associated with positive Ad attitude (Steyn, Wallström, and Pitt, 2010). Liking also entails positive impressions of the Ad that, in turn, extend to consumer's attitude toward the sponsor (Ertimur and Gilly, 2012).

Similar to traditional media, when a consumer is doubtful, he perceived less credibility, sincerity, and believability in the Ad and view the ad as an advertiser's effort to manipulate and persuade the customer. As such, the skeptical customers generally do not like the Ad, and therefore he is more inclined to develop a negative attitude towards the advertisement (Lutz 1985). In Facebook, the findings of Tran (2017) demonstrate significant effects of Ad credibility on Ad avoidance, Ad skepticism, and Ad attitude.

Research on advertising effectiveness highlights that if consumers feel irritation about the Ad for any reason, they are reluctant to have a positive attitude about the advertisement. Many researchers, demonstrated that advertising irritation is an antecedent of consumer attitude to an Ad (Hayes and King, 2014; Logan et al., 2012; Shareef, Archer, and Dwivedi, 2015). In an online context, irritation is a significant factor influencing users' attitude toward advertising (Peng, Qu, Peng, and Quan, 2017; Waldt, Rebbello, and Brown, 2009).

In an early study, Bauer and Greysier (1968) indicated that customers tend to form unfavorable attitudes toward intrusive Ads. In the online context, research has already reported that online ads might be disturbing. Techniques, such as pop-up ads relegating users to passive viewers of forced messages, are likely to produce unfavorable attitudes toward ads (Li, Edwards, and Lee. 2002). As stated by Goodrich, Schiller, and Galletta (2015), intrusiveness results in an unfavorable attitude toward the Ad which in turn affects the attitude toward the advertised brand and the host website. On the above theoretical grounds, the following hypotheses are proposed:

The greater the perceived originality (H6), liking (H7), and perceived credibility (H8) of Facebook ads, the more favorable the attitude toward the Ad.

The greater the perceived irritation (H9) and perceived intrusiveness (H10) of Facebook ads, the less favorable the attitude toward the Ad.

Purchase Intention And Willingness To Recommend The Brand

In social psychological theories, it is generally accepted that attitude shapes an individual's behavioral intentions (Ajzen, 1991; Fishbein and Ajzen, 1975; Triandis, 1979). Advertising research found that the attitude consumers develop in regards an Ad will directly influence brand attitude and, to a considerable extent, consumers' purchase intentions of the advertised brand (e.g. Brown and Stayman, 1992, Mitchell and Olson, 1981, and MacKenzie, Lutz, and Belch, 1986). In online and social media, Goodrich et al. (2015) found that unfavorable attitudes toward online video ads are related to less

favorable attitudes toward the brand and lower purchase intention. Dao et al. (2015) showed that Facebook and YouTube users' attitude leads to higher purchase intentions of the advertised product. This relationship also is expected in the current study:

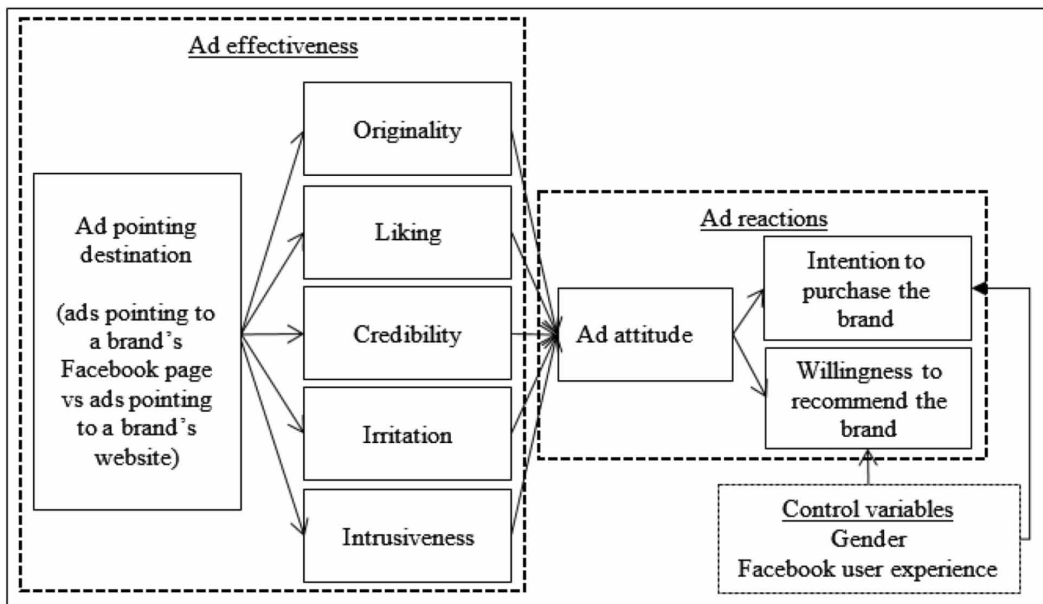
H11. The more favorable the attitude toward the Ad, the more likely consumers to buy the Facebook advertised brand.

Chu and Kim (2011) highlight that the majority of buying decisions are influenced by Word-of-mouth (WOM). WOM is an informal interpersonal communication between a non-commercial transmitter and a receiver (Moulins and Roux, 2008). Efficient advertising is related to positive WOM. Following Mackenzie, et al. (1986), if customers reported a positive attitude toward the Ad, they are more likely to spread positive word-of-mouth about the brand online. Therefore:

H12. The more favorable the attitude toward the Ad, the more likely consumers to recommend the Facebook advertised brand.

The following model depicts our hypothesized relationships. The perceived originality, liking, perceived credibility, perceived irritation, and perceived intrusiveness are expected to be different when the consumer is exposed to an Ad driving visitors to the brand's Facebook page or the brand's website homepage. These factors also predict the attitude toward the Ad. This attitude is supposed to positively enhance the intention to purchase and recommend the brand. In order to avoid possible systematic errors that could bias the results, the study introduced gender and Facebook user experience as control variables (Figure 1).

Figure 1. Conceptual model



The methodology section, describing the data collection process, the scales and the sample are now presented.

METHODOLOGY

Data Collection

An online survey was designed to gather data needed to test the proposed hypotheses. The sampling units in this research are effective users of social media. Respondents were recruited by a convenience sampling method, using an invitation via Facebook to take part in a survey. Participants were solicited by receiving a message while using Facebook. The invitation explained the respondent's tasks, which were (1) clicking on an Ad on Facebook and remembering whether the advertising allowed the user to visit the Facebook page of a brand or the brand institutional website, and (2) returning to the invitation to click on the link to the questionnaire. Also, two screenshots were inserted in the invitation showing respondents where to locate the ads on Facebook. At the time of the study, these advertisements were located at the bottom right of the page and in the Timeline view. Traditional methods of survey administration (face-to-face, telephone, or mail) were not used. The completion time for the survey was 10 min. Brief instructions on the tasks, the estimated completion time, and data privacy and anonymity were presented to participants. The questionnaire brings together the measurement scales of the study and sociodemographic questions. Each scale was presented on a single page in the online survey. SurveyGizmo [<https://www.surveygizmo.com/>] was used to design the questionnaire.

Measuring Scales

All the scales are validated measures adopted from previous research. Likert scale ranging from strongly disagree (1) to strongly agree (7). The attitude toward the Ad was evaluated by seven items from Donthu (1998, 1992). The scale measuring the originality of the Ad was adapted from Guerin's (2008) study. The liking of the Ad was measured by three items adapted from Atkin and Block (1983). The credibility of the Ad was measured with the scale proposed by Block and Punam (1995). The irritation toward the Ad was estimated with the scale of Coulter and Pinto (1995). Seven items were used to measure intrusiveness adapted from Li, et al. (2002). The intention to purchase the brand was assessed by the scale of Yoo and Donthu (2001). The willingness to recommend the brand was captured by the scale of Zeithaml, Berry, and Parasuraman (1996). The Facebook user experience was captured through the frequency of Facebook use evaluated with 7 point Likert scales (1 = rarely, 7 = frequently). The items are provided in Appendix A. Finally, to distinguish between respondents who had visited the Facebook page of the brand and the ones who had visited the brand website, respondents were asked to indicate whether the advertisement they clicked had taken them to the brand Facebook page or brand website.

Sample

Some participants had not clicked an Ad on Facebook before responding to the questionnaire. These cases were dropped from the analysis. Others had visited pages or sites corresponding not to a brand but to associations, universities or celebrities. As our intention was to measure the purchase and recommend intention of commercial brands, respondents who had visited pages or sites not corresponding to commercial content were also eliminated from the analysis. After discarding incomplete questionnaires, 154 valid responses were used for the analysis. Sixty-four percent are female and 36% are male. The average age of the respondents is approximately 26 years. Most of our respondents are highly educated (University level, 85%), 2.3% have an independent occupation, 31.6% are executives, 49.6% are students or non-working people. Finally, 3.8% are workers. Approximately 93% of the sample has a computer and an Internet connection at home. The largest proportion

of participants had Facebook experience of more than six years. A summary of the respondents' characteristics is shown in Table 1.

Table 1. The survey sample characteristics (N=154)

Variable	Indicator
Gender - Female - Male	63.6% 36.4%
Age	Average age = 25.93 years old
Socio-professional category - Liberal profession - Executives - Workers - Non-working/student - Others	2.3% 31.6% 3.8% 49.6% 12.7%
Level of education - No diploma - Baccalaureate (high school diploma) - Bac+2 - Bac+3 - Bac+4 - Bac+5 - Bac+5 and above	9.7% 5.6% 4.9% 22.9% 17.4% 14.6% 25.0%
Possession of computer at home	92.9%
Possession of Internet access at home	93.5%

The obtained results will now be presented, starting with the psychometric analysis of the scales, then the hypotheses which test the effects of Ad destination on Ad effectiveness and hypotheses that test the effects of Ad effectiveness on Ad reactions.

RESULTS

Psychometric Analysis Of The Scales

Structural equation modeling (SEM) was conducted using a partial least squares (PLS) procedure. The PLS-SEM analysis was run in the SmartPLS software package (Ringle, Wende, and Will, 2005). As all scales are reflective, indicator reliability, internal consistency reliability, convergent validity, and discriminant validity were examined for each construct (Hair et al., 2017). A summary of the measures is provided in Tables 2 and 3.

The indicator reliability was examined by measuring the outer loadings on all items in the model. All indicators are significantly associated with their respective constructs ($p < 0.001$), and all standardized indicator loadings are nearby the critical threshold of 0.70, ranging from two 0.69 loadings to a 0.94 score, showing satisfactory indicator reliability (Hair et al., 2017). The internal consistency reliability was estimated using Cronbach's alpha and composite reliability. The Cronbach's alpha values of the constructs ranged from 0.67 to 0.84. The composite reliability values ranged from 0.82 to 0.88. Thus, all the scales used in this research had acceptable internal consistency reliability (Bagozzi and Yi, 1988). It should be noted that only one item was kept after the purification process

of the scale of liking and two items for credibility. Consequently, Cronbach’s alpha and composite reliability could not be calculated for these two constructs.

The convergent validity was evaluated by means of the constructs’ Average Variance Extracted (AVE). For all constructs, the AVE values were above the critical value of 0.50, indicating sufficient convergent validity (Bagozzi and Yi, 1988; Hair et al., 2017). Discriminant validity was assessed based on the Fornell-Larcker criterion (Fornell and Larcker, 1981) and the cross-loadings of indicators (Chin, 1998; Grégoire and Fisher, 2006). The square roots of the AVE values for each of the involved constructs were greater than the correlations between that construct and any other. All items loaded more highly on their respective constructs than other constructs in the model. Thus, proof of discriminant validity was obtained (see table 2 and table 3).

Table 2. Indicators of reliability and validity of measurement scales (N = 154)

<i>Construct’s items</i>	<i>Average Variance Extracted</i>	<i>Composite Reliability</i>	<i>Cronbach Alpha</i>
Attitude toward the advertisement	0.61	0.88	0.84
Originality	0.60	0.85	0.78
Irritation	0.69	0.87	0.78
Intrusiveness	0.69	0.87	0.78
Intentions to purchase the brand	0.63	0.87	0.80
Willingness to recommend the brand	0.62	0.87	0.80

Table 3. Indicators of discriminant validity of constructs (Correlation coefficient matrix; N = 154)

<i>Constructs</i>	<i>(1)</i>	<i>(2)</i>	<i>(3)</i>	<i>(4)</i>	<i>(5)</i>	<i>(6)</i>
Attitude toward the advertisement (1)	0,78					
Intention to purchase the brand (2)	0,15	0,79				
Willingness to recommend the brand (3)	0,49	0,02	0,79			
Intrusiveness (4)	0,57	0,04	0,70	0,83		
Irritation (5)	-0,28	-0,11	-0,23	-0,27	0,83	
Originality (6)	0,43	-0,14	0,33	0,39	-0,23	0,77

Note: The diagonal elements show the square root of the average variance extracted; the off-diagonal elements show the correlations between the constructs.

Hypotheses testing the effects of Ad destination on Ad effectiveness

To test hypotheses H1 to H5, a series of Independent Samples T-Test were conducted (table 4). For all tests, the assumptions of homogeneity of variances, outliers, independence of observations, and normality were met. The results indicated that the Ad destination significantly influences the ads’ perceived originality ($t [152] = 4.400, p < 0.05$), liking ($t [152] = 3.043, p < 0.10$), credibility ($t [152] = 2.013, p < 0.05$), and irritation ($t [152] = 5.689, p < 0.05$), but not intrusiveness ($t [152] = -0.783, p > 0.10$).

Ads driving visitors to the brand page had higher originality ($M = 4.253$), liking ($M = 4.589$), and credibility ($M = 4.566$) compared to ads driving visitors to the brand website (respectively, $M = 3.777, M = 4.172, M = 4.031$). Inversely, but in accordance with our hypothesis, ads driving visitors

to the brand Facebook page had low perceived irritation ($M = 3.052$) than ads driving visitors to the brand website ($M = 3.656$). These results confirmed H1, H2, H3, and H4, but rejected H5.

Table 4. Results of H.1 to H.5 testing (N = 154)

Path	Hypo.	Levene's test F (p)	t-value	Mean		Testing
				Brand fan page	Brand website	
Ad pointing destination @ Originality	H1	0.361 (0.54)	4.400**	4.253	3.777	Accepted
Ad pointing destination @ Liking	H2	0.014 (0.90)	3.043*	4.589	4.172	Accepted
Ad pointing destination @ Credibility	H3	0.460 (0.49)	2.013**	4.566	4.031	Accepted
Ad pointing destination @ Irritation	H4	0.375 (0.54)	5.689**	3.052	3.656	Accepted
Ad pointing destination @ Intrusiveness	H5	0.931 (0.33)	-0.783 ^{ns}	3.731	3.911	Rejected

Note: **: $p < 0.05$; *: $p < 0.10$; ns: not significant

Hypotheses Testing The Effects Of Ad Effectiveness On Ad Reactions

To test the hypotheses H6 to H12, a PLS-SEM path analysis was conducted. The exogenous variables were originality, liking, credibility, irritation, and intrusiveness. The endogenous variables were the attitude toward the Ad, intention to purchase the brand, and willingness to recommend the brand. Key statistics for the final structural model evaluation are reported in Table 5 and Figure 2. To assess the quality of our structural model, the predictive relevance was evaluated using the Stone-Geisser criterion (Q2) (Geisser, 1975; Stone, 1974), derived through the SmartPLS blindfolding procedure with an omission distance of 7. The cross-validated redundancy Q2 values were larger than zero for the attitude toward the Ad (0.27), intention to purchase (0.14), and willingness to recommend (0.19). Accordingly, the exogenous constructs had predictive relevance for the endogenous constructs (Hair et al., 2017), indicating that the predictive relevance of the structural model was satisfactory. The SRMR value was 0.08 equal to the recommended critical threshold of 0.08.

Six of the seven first hypothesized relationships were statistically significant. The results showed that the attitude toward the Ad was positively determined by the credibility of the Ad ($\beta = 0.188$; $t\text{-value} = 2.476$; $p < 0.05$), originality of the Ad ($\beta = 0.432$; $t\text{-value} = 6.869$; $p < 0.01$), and liking of the Ad ($\beta = 0.134$; $t\text{-value} = 2.006$; $p < 0.05$). Conversely, and as predicted, the irritation influence negatively the attitude toward the Ad ($\beta = -0.224$; $t\text{-value} = 3.259$; $p < 0.01$). The Intrusiveness ($t\text{-value} = 1.139$; $p > 0.05$) had no significant effect. The credibility, originality, liking, and irritation explained 52% of the variance in the attitude toward the Ad ($R^2 = 0.52$). Therefore, H6, H7, H8, and H9 were confirmed, but H10 was reject.

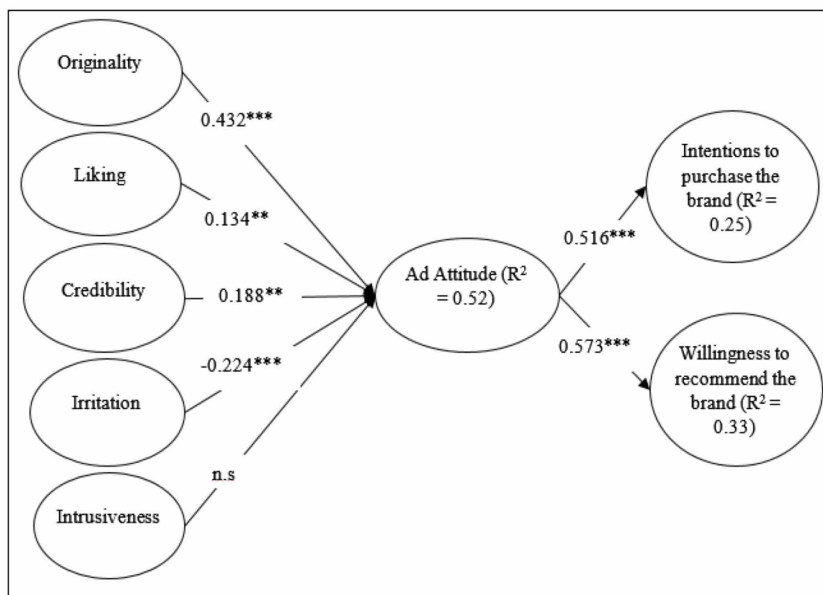
The purchase intention of the brand ($\beta = 0.516$; $t\text{-value} = 7.417$; $p < 0.01$) and willingness to recommend the brand ($\beta = 0.573$; $t\text{-value} = 8.299$; $p < 0.01$) were positively determined by the attitude toward the Ad. The attitude explained 25% of the variance in the purchase intention ($R^2 = 0.25$) and 33% of the variance in the willingness to recommend ($R^2 = 0.33$). Therefore, H11 and H12 were confirmed. However, the controls – gender and Facebook user experience – did not have a significant impact on both dependent variables, the purchase intention and willingness to recommend the brand, i.e. these variables are not key determinants of the consumer's reactions to ads.

Table 5. Results of H6 to H12 Testing (N = 154)

Path	Hypotheses	Path coefficient (β)	t-value	Testing
Originality @ Attitude toward the Ad	H6	0.432	6.869***	Accepted
Liking @ Attitude toward the Ad	H7	0.134	2.006**	Accepted
Credibility @ Attitude toward the Ad	H8	0.188	2.467**	Accepted
Irritation @ Attitude toward the Ad	H9	-0.224	3.259***	Accepted
Intrusiveness @ Attitude toward the Ad	H10	-0.077	1.139 ^{ns}	Rejected
Attitude @ Intentions to purchase the brand	H11	0.516	7.417***	Accepted
Attitude @ Willingness to recommend the brand	H12	0.573	8.299***	Accepted
Gender @ Intentions to purchase the brand		0.0633	0.907	
Gender @ Willingness to recommend the brand		-0.0285	0.414	
Facebook user experience @ Intentions to purchase the brand		-0.0496	0.739	
Facebook user experience @ Willingness to recommend the brand		-0.0466	0.736	
R ²	Attitude = 0.52; Intentions to purchase = 0.25; Willingness to recommend = 0.33			
Q ²	Attitude = 0.27; Intentions to purchase = 0.14; Willingness to recommend = 0.19			
SRMR	0.089			

Note: ***: p < 0.01; **: p < 0.05; ns: not significant

Figure 2. Structural model



***: p < 0.01; **: p < 0.05; n.s.: not significant

DISCUSSION AND IMPLICATIONS

This study leads us to notice that on social media, ads driving visitors to the brand's Facebook page are more effective compared to ads driving visitors to the brand's website homepage. Evidence of this statement comes first from our measures of the effects of ads destination on the perceived credibility, originality, liking, and irritation toward ads. Ads bringing consumers to a brand Facebook page are perceived as more credible, more original, more liked, and is less irritating than advertising bringing consumers to the related brand website. Besides, this study goes hand in hand with existing research that considered criteria to meet advertising efficiency (Bauer and Greyser, 1968; Mackenzie, et al., 1986; Mitchell and Olson, 1981). These investigations have shown that perceived originality, liking, credibility, and irritation influence the attitude toward the advertising which, in turn, positively affects purchase intentions and intentions to recommend the brand.

Today, companies understand the importance of maintaining a social media presence to improve their advertising strategy. However, uncertainty could sometimes remain regarding whether they should use a brand institutional website or a page as an advertising format. Our results show that companies should rely primarily on banners bringing consumers to the brand Facebook page as their landing. From the consumer perspective, this option appears to be better than the one that brings consumers from a banner to the website of the advertised brand. Apparently, users do not like leaving Facebook because they wish to exercise total control of the navigation and disregard harming the flow of browsing experience. Therefore, the navigation from the usual visit of a social media page to the page of the branded product or service should stay as homogeneous as possible in order to keep users in the same designed environment. This is important in order to diminish any cognitive dissonance that could occur in the minds of social media users.

Our research suggests also to increase the consumer's purchase and recommend intentions of the brand, the Ad should be able to create a favorable consumer attitude. Such an attitude is related to an increasing level of perceived originality, liking, credibility, and decreasing level of irritation. Advertising practitioners should develop tactics that help to enhance consumers' perception of originality, liking, credibility, and decreasing the irritation of social media advertising. More specifically, these tactics should exhibit up-to-date and trustworthy information regarding brand attributes and provide credible sources of information such as messages from friends. More entertainment might enhance the interest, amusement and pleasure related to social media ads and subsequently increase their originality, liking, and decrease their perceived irritation (Dao et al. 2015), thus conducting an effective advertising to enhance the attitude toward the advertisement, and in turn increase the purchase intention and the willingness to recommend the advertised brand. We now conclude our paper.

CONCLUSION

The contributions of this research are both theoretical and managerial. Perceptions of sponsored advertising banners on social media are rarely investigated. This research contributes to the question by showing that criteria such as perceived originality, credibility, irritation, liking, and attitude toward the ads remain relevant to investigate advertising effectiveness on social media. From a managerial point of view, our results bring some important ideas to practitioners concerning the efficiency of ads within social media. Specifically, the researchers have shown that an advertising banner driving users to the Facebook page of the brand is better perceived than an advertising banner driving them to the brand website.

This study is not without limitations. First, even if the authors tried to get closer to real conditions of exposure to ads, individuals were in a situation where they did not decide by themselves to choose to click banners. Future research could consider only respondents that clicked the banner in the sequence of their ordinary actions. The small sample of convenience could also affect the validity of the results.

A method of sampling by quotas in which all the sociodemographic categories are fairly represented might have brought more generalizable results. The ordinary journey of a consumer nowadays also takes place on mobile devices. Advertisers rely not only on information such as ratings, reach, or readership (Kwon, et al., 2018) but also on specific media-context factors that exert positive, negative, or neutral influence on advertising. To that purpose, measuring the context in which the advertising is observed on social media, would undoubtedly also very important. Finally, other limits are related to the measure of credibility and liking. As these constructs were both estimated with a low number of items, the reliability is necessarily diminished (Nunnally and Bernstein, 1994). Also, future studies should rely less on students. About half of our sample was non-working and students.

This research suggests a great deal of possible future research. Following the concerns that motivated this study, future work could try to achieve higher representativeness of Internet users. Then, it would be particularly interesting to test the model on other social media than Facebook. The researchers also suggest improving the measures of credibility and liking by using other measurement scales observing a balance between many and few items. It could be also interesting to examine the role of other variables (such as attention and memorization of advertisements) that could be integrated into the conceptual model as well as the context in which social media are visited. Finally, as was suggested earlier, it is important to try to capture consumers' perceptions in conditions that are closer to the real conditions they have in an ordinary course of action. Beyond these investigations suggesting that improvements could be made while using a quantitative design, it is believable that some qualitative approaches could be interesting to address, for instance, underlying reasons related to online experiences that might ultimately explain in other ways why consumers prefer certain types of brand-related pages over others.

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APPENDIX A

Attitude toward the advertisement (Donthu, 1998, 1992).

This Ad is good.

This Ad is extremely likable.

This Ad is informative.

This Ad is clear.

This Ad is attractive.

This Ad is eye-catching.

This Ad is convincing.

Originality (Guerin, 2008)

This Ad is surprising.

This is a striking Ad.

This Ad is original.

This Ad is imaginative.

Liking (Atkin and Block, 1983)

I really like this Ad.

This Ad is pleasant.

This Ad is enjoyable.

Credibility (Block and Keller, 1995)

The information contained in the advertisement is credible.

I think the information contained in the advertisement is exaggerated.

I think the information contained in the advertisement is unbelievable.

Irritation (Coulter and Pinto, 1995)

I am irritated by this Ad.

This Ad annoys me.

This Ad makes me angry.

Intrusiveness (Li, Edwards, and Lee, 2002).

Distracting.

Disturbing.

Forced.

Interfering.

Intrusive.

Invasive.

Obtrusive.

Intentions to purchase the brand (Li, Edwards, and Lee, 2002).

I intend to buy this brand in the near future.

I will certainly buy this brand.

I will buy probably this brand in the near future.

It is possible that I will buy this brand in the future.

Willingness to recommend the brand (Li, Edwards, and Lee, 2002).

I will recommend this brand to whoever asks for my advice.

I will encourage my friends to adopt the products of this brand.

I will say a lot about this brand to others.

I will not hesitate to reference the products of this brand.

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