The Dual-mediation Effect of Perceived Accuracy and Perceived Connectedness on Consumer Attitude Toward Social Network Advertising

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ABSTRACT

Despite the importance of social media advertising, few studies have investigated the factors that influence its effectiveness (Jung, Shim, Jin, and Khang 2016). Because advertising on social media is a relatively new phenomenon (Okazaki and Taylor 2013), several studies are exploratory in nature and lack a solid theoretical framework (e.g., Campbell, Pitt, Parent, and Berthon 2011; Pehlivian, Sarican, and Berthon 2011; Sashittal, Sriramachandramurthy, and Hodis 2012; Waters and Jones 2011). For this reason, the present study examines the factors affecting consumers’ attitudes toward advertisements they view on social media.

This paper draws on the stimulus-organism-response (S-O-R) model to investigate the dual mediation effect of perceived accuracy and perceived connectedness between endorsement from satisfied customers/review credibility/social influence and consumers’ attitudes toward social network advertising. Analysis of 1,031 valid responses to a survey show that endorsement from satisfied customers, review credibility, and social influence are antecedents of perceived accuracy and perceived connectedness. These variables are also antecedents of consumers’ attitudes toward social network advertising. In turn, perceived accuracy and connectedness partially mediate the relationships between endorsement from satisfied customers/review credibility/social influence and consumers’ attitudes toward social network advertising.

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