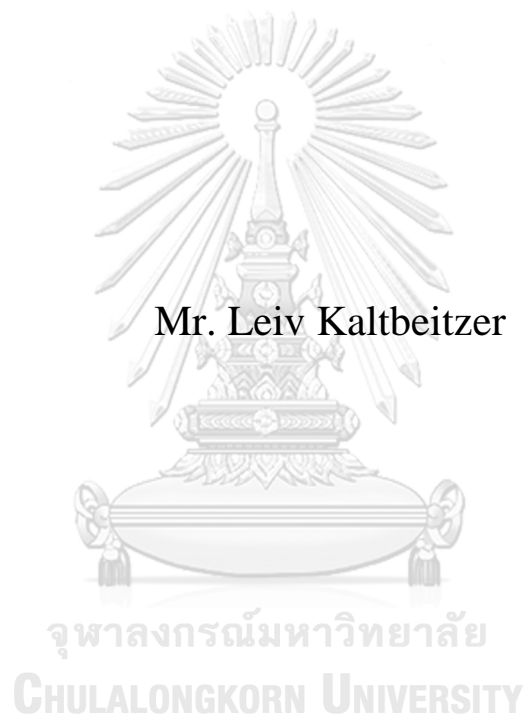Impacts of Bandwagon Effect and Product Type in Instagram Native Advertising on Generation Z Consumer's Behavior

Mr. Leiv Kaltbeitzer

A Thesis Submitted in Partial Fulfillment of the Requirements
for the Degree of Master of Arts (Communication Arts) in Strategic
Communication Management
FACULTY OF COMMUNICATION ARTS
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ผลกระทบของผลความนิยมและประเภทสินค้าในการโฆษณาแบบกลมกลืนบนอินสตาแกรมต่อ
พฤติกรรมผู้บริโภคเจเนอเรชันซี

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Field of Study	Strategic Communication Management
Thesis Advisor	Associate Professor SARAVUDH ANANTACHART, Ph.D.

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จุฬาลงกรณ์มหาวิทยาลัย

CHULALONGKORN UNIVERSITY

เลฟ คาลเบซเซอร์ : ผลกระทบของผลความนิยมและประเภทสินค้าในการโฆษณาแบบกลมกลืนบนอินสตาแกรม ต่อ พฤติกรรมผู้บริโภคเจเนอเรชันซี. (Impacts of Bandwagon Effect and Product Type in Instagram Native Advertising on Generation Z Consumer's Behavior) อ. ที่ปรึกษาหลัก : รศ. ดร.สราวุธ อนันตชาติ

งานวิจัยนี้มีวัตถุประสงค์เพื่อศึกษาผลกระทบของผลความนิยมและประเภทสินค้าในการโฆษณาแบบกลมกลืนบน อินสตาแกรม ต่อพฤติกรรมของผู้บริโภค (ได้แก่ การล่วงล้ำของการโฆษณาต่อผู้บริโภค ทัศนคติต่องานโฆษณา ทัศนคติต่อตรา สินค้า ความตั้งใจซื้อสินค้า และความตั้งใจที่จะแชร์งานโฆษณาให้ผู้อื่น) โดยในการศึกษา ผู้วิจัยใช้การวิจัยแบบทดลอง ใน ลักษณะการออกแบบ 2 (ผลความนิยมแบบสูงและต่ำ) x 2 (ประเภทสินค้าแบบเน้นประโยชน์ใช้สอยและเน้นอารมณ์ ความรู้สึก) แฟคทอเรียล เพื่อเก็บข้อมูลจากนิสิตระดับปริญญาตรีของจุฬาลงกรณ์มหาวิทยาลัย จำนวน 129 คน ซึ่งจาก ผลการวิจัยพบว่า ผลกระทบของผลความนิยมและประเภทของสินค้า ส่งผลกระทบหลักต่อพฤติกรรมของผู้บริโภค ในแง่ความ ตั้งใจที่จะแชร์งานโฆษณาให้ผู้อื่น และความตั้งใจซื้อสินค้า ตามลำดับ อย่างไรก็ตาม ไม่พบผลกระทบเชิงปฏิสัมพันธ์ระหว่าง ผลกระทบของผลความนิยมกับประเภทของสินค้าต่อพฤติกรรมของผู้บริโภคแต่อย่างใด

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The objective of this study was to investigate the impact of bandwagon effect and product type in Instagram native advertising on consumer behavior (i.e., ad intrusiveness, attitude towards the ad, attitude towards the brand, purchase intention and intention to share). Using an experimental method, a 2 (bandwagon effect: high and low) x 2 (product type: utilitarian and hedonic) factorial design was employed to collect data from 129 undergraduate students at Chulalongkorn University. The results indicated that bandwagon effect as well as product type have main effects on consumer behavior, in terms of intention to share and purchase intention, respectively. No interaction effect between bandwagon effect and product type was found in this study, however.

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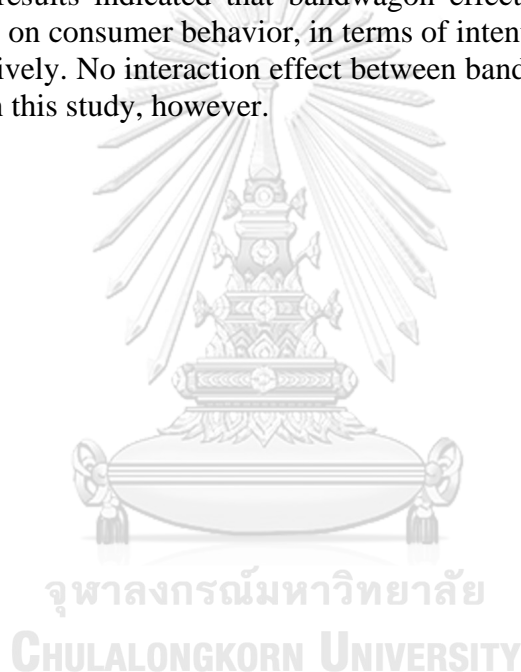
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CHAPTER 1

INTRODUCTION

Going hand in hand with the digitalization of society, marketing strategies must develop alongside such changes to reach intended consumers. Through the creation of digital environments, marketplaces have become more globalized and thus became more competitive. To stay competitive, marketing strategies used by partitioners thus must evolve alongside the environments in which they are to be employed, to effectively reach target audiences.

Social media as advertising space has become vastly more important over the years due to its increased reach and better targeting potential (Wright et al., 2010) as well as its added feature of two-way interaction (Hensel & Deis, 2010). This especially holds true among Generation Z with them being more active than other generations in sharing feedback or comments regarding brands or products. They also value the opinions of their peers (Liu et al., 2019). When looking at the Thai market, social media usage is widespread, with a penetration rate of 81.2% and 56.85 million active users (Statista Research Department, 2021). While YouTube and Facebook are the most used social media platforms among Thai Generation Z, other social media platforms have displayed a strong rise in user base. The Thai user base of Instagram is estimated to rise to 20.28 million users in 2025 (Degenhard, 2021).

Along a variety of new and adapted disciplines for communicating with target audiences on social media, native advertising has developed into one of the most popular and arguably most efficient marketing tools for practitioners. In short, native

advertising is advertising material, which in its content and visual design inherently resembles its surrounding content, in which it is implemented. However, native advertising, being conceptualized fairly recently, can be defined through two different perspectives. The narrow perspective is defined as "any paid advertising that takes the specific form and appearance of editorial content from the publisher itself" (Wojdynski & Evans, 2016, p. 157).

Via the broad perspective, native advertising can be defined as advertising, which is cohesive with the editorial content, resembling the overall design as well as exhibiting the same behavior as the source content, to create a sense of belonging of the advertisement in the eye of consumers and to establish engagement between product or brand and the consumer (Interactive Advertising Bureau, 2019).

While overlapping with the narrow perspective in terms of the similarity between the advertisement content and its surrounding content, the broad perspective allows consumers to actively participate in the communication process through the in-built interaction functions of social media platforms, which pose as unique characteristics of advertising on social media (Kim et al., 2015).

Those characteristics of this form of advertising leads to several new opportunities of many partaking shareholders. Brands, which choose to market via digital native advertising, gain a new approach to reach their target groups and communicate their marketing communication goals. Publishers are given the opportunity to widen their revenue streams through this form of advertising, which can potentially counter the declining monetary income produced via more traditional ways of marketing (Probst et al., 2013). Consumers as well can profit from native advertising, as the native advertising builds upon their preference of editorial content,

offering a higher value to the consumer than more traditional approaches to marketing (Tutaj & van Reijmersdal, 2012).

As described by Golan and Wojdynski in 2016, expenditure for native advertising was estimated to exceed 21 billion US Dollars by 2018 (Golan & Wojdynski, 2016). Among the ASEAN countries, Thailand specifically shows one of the highest share volumes of native advertising with roughly one third of total online marketing being dedicated to online native advertising (Noda et al., 2022). This fact indicates the enormous current and future potential for this type of advertising.

Despite its attractiveness for marketing strategies through its inherent native implementation in surrounding content and its vast implementation on social media by practitioners, native advertising, its persuasive aspects, and its impact on consumer behavior have been strongly debated by scholars.

In the past, there has been much research conducted on native advertising and consumer behavior, focusing on perceptions, attitudes, and behavioral intentions of consumers. Results, however, vary widely. Schauster et al. (2016) found in their research, that native advertising impacts consumers attitude towards the surrounding content negatively, indicating that native advertising not only bears positive but also negative impacts on consumers. Wojdynski (2016b), researching native advertising under the pretense of disclosure, found that clear disclosure, while lessening the integration into editorial content, minimized perceived deception of consumers. An et al. (2019) on the other hand, through their study on native advertising and recognition, found that a heightened recognition of native advertising leads to a perception of manipulative intentions on the side of consumers. Research by Harms et al. (2019) suggests that a clear understanding of message intent leads to more positive

consumer attitudes. This previous research shows that a consensus among scholars regarding the impact of native advertising on consumers has not been reached yet.

Further, research on native advertising on social media under consideration of the integration of interaction functions on social media platforms has been less researched. When engaging on social media platforms, users are given the ability to evaluate content via virality- or audience metrics. Research by Li et al. (2020) shows, that audience metrics, meaning the number of likes, retweets and comments on Twitter influenced the consumers evaluation and behavioral intentions for social media ads. Furthermore, former research shows significant evidence of consumers relying on heuristics like the bandwagon effect when confronted with persuasive attempts in everyday situations to process messages (Go et al., 2014; Metzger et al., 2010).

Research on native advertising and bandwagon effect are scarce. Li et al. (2020) found that bandwagon cues enhanced advertising persuasiveness, lowered perceived advertising intrusiveness, and led to a more positive attitude among consumers. Research by Smakova (2017) implies, that bandwagon cues, among other heuristic cues, impact consumers' attitude toward the advertisement and attitude toward the brand, not however intentions to purchase or share, showing the need for future research on the topic of bandwagon effects in native advertising on social media.

There are, however, other factors contributing to the consumers response to native advertising on social media besides heuristic cues. Research by Vijayasarathy (2002) on the impact of product type on consumer decision making during the early days of online environments shows that different product characteristics, directly

affected consumers' behavioral intentions. Later research by Kim et al. (2017) examined product type under consideration of congruency with spokespersons for native advertising on social media. They categorized product type as utilitarian and hedonic products. Results show that main effects of product type on consumer behavior, specifically native ad acceptance were significant. A study conducted by Kim et al. (2019), investigating interplay of content type and product type in native advertising on social media on the other hand found that product type did not have a main effect on the consumers' persuasion knowledge, attitude toward the advertisement or intention to click like, suggesting, that more research on this topic is needed. Moreover, former research illustrates a difference in information processing among consumers between hedonic products and utilitarian products. Multiple studies indicate that consumers engage more in heuristic processing when confronted with hedonic products and utilize systematic processing when encountering utilitarian products, which in turn leads to consumers valuing different informational cues dependent on the product type they interact with (Alvarez & Casielles, 2005; Mittal & Lee, 1989; Shiv & Fedorikhin 1999).

To the researcher's knowledge, there has been no study conducted, which investigates potential interaction effects between bandwagon effect as a heuristic cue and product type in native advertising on social media. Thus, both bandwagon effect and product type are chosen as independent variables in this research study.

When looking at the Thai consumers, research by Tunshevavong (2022) on native advertising exposure indicated that in-feed native advertisements were clicked on most. Further, the study showed that Instagram is the third most used social media platform among Thai Generation Z. This finding together with the vast use of in-feed

native advertising, lead to Instagram being chosen as the media vehicle for this research study.

In conclusion, both bandwagon effect and product type can impact consumer behavior on native advertising via social media, but the degree to which they do, has not yet been fully comprehended and researched. Further, no interaction effects of bandwagon effect and product type on consumer behavior in native advertising on social media have been investigated yet. To add to this field of research this and widen the understanding of these independent variables to possibly find promising outcomes for practitioners, this research study will be conducted.

Research Objectives

1. To study the main effect of bandwagon effect in Instagram native advertising on consumer behavior.

2. To study the main effect of product type in Instagram native advertising on consumer behavior.

3. To examine the interaction effect of bandwagon effect and product type in Instagram native advertising on consumer behavior.

Research Questions

1. Does bandwagon effect in Instagram native advertising have a main effect on consumer behavior?

2. Does product type in Instagram native advertising have a main effect on consumer behavior?

3. Do bandwagon effect and product type in Instagram native advertising have an interaction effect on consumer behavior?

Scope of study

This research study "Impacts of Bandwagon Effect and Product Type in Instagram Native Advertising on Generation Z Consumer's Behavior" was conducted via experimental research, through employing a 2 x 2 between-subject factorial design. The independent variables for this study were bandwagon effect (high vs. low) and product type (hedonic vs. utilitarian). The dependent variable set was consumer behavior with its sub-variables ad intrusiveness, attitude toward the ad, attitude toward the brand, purchase intention and intention to share. The data was collected from 129 students matriculated at the Faculty of Communication Arts of Chulalongkorn University. The data was collected during the second semester of the 2021 academic year.

Operational definitions of the variables

Instagram native advertising in this study refers to native advertising found on the social media platform Instagram in form of sponsored posts in consumers Instagram feeds. Native advertising is a form of advertising in which the advertising content is implemented into the surrounding editorial content.

Bandwagon effect is a form of heuristic information processing, using shortcuts to evaluate objects, which relies on the collective opinion of others (Sundar, 2008). For this research study, bandwagon effect is based on quantitative bandwagon cues such as virality metrics (Go et al., 2014; Sundar, 2008). In this study, high and

low virality metrics through differing amounts of likes and comments on the Instagram native advertisement were chosen.

Product type refers to a group of products or services which display similar characteristics. For this research, product type was split into utilitarian products and hedonic products. Hedonic products are related to consumers' enjoyment. They are characterized through the ability to provide feelings and enjoyment, focusing on consumer experience (Hirschman, 1980). For this study, this product type was represented by perfumes. Utilitarian products are characterized through function and performance, are goal oriented, and can aid in problem solving as well as pose practical applications (Dhar & Wertenbroch, 2000). For this research, a notebook computer represented utilitarian products.

Consumer behavior is defined as a process encompassing the selection, purchase and use of products, services, ideas, or experiences of individuals in order to satisfy needs as well as desires (Solomon, 2019). In this study, consumer behavior after being exposed to Instagram native advertising consists of five sub-variables. These are defined as follows:

Ad intrusiveness. It refers to the degree to which the advertisement interferes with the consumers cognitive process. Ad intrusiveness was measured using a five-point Likert scale adapted from Li and Edwards (2013).

Attitude toward the ad. This sub-variable refers to the predisposition of consumers, either favorable or unfavorable, when confronted with an advertisement stimulus. To measure attitude toward the ad, the five-point semantic differential scale with four items, developed by Holbrook and Batra (1987) was used.

Attitude toward the brand. Attitude towards the brand refers to favorable or unfavorable beliefs or feelings toward a brand. To measure attitude toward the advertisement, a five-point semantic differential scale with five items, developed by Spears and Singh (2004) was employed.

Purchase intention. Purchase intention refers to the consumers' willingness to buy a product or service. A five-point semantic differential scale with five items, by Spears and Singh (2004) was used to measure purchase intention.

Intention to share. This sub-variable refers to the consumers' willingness to share content with others. Intention to share was measured using a five-point Likert scale adapted from Chen and Lee (2014).

Expected benefits

1. Academically, the results of this research study are expected to contribute to the preceding literature focusing on the bandwagon effects on social media, as well as to build further knowledge on native advertising.

2. Professionally, the results of this study should help practitioners in social media marketing communications to develop more effective strategies when employing the discipline of native advertising on Instagram.

CHAPTER 2

LITERATURE REVIEW

This chapter reviews three concepts in total, which relate to the impacts of bandwagon effect and product type in Instagram native advertising on Generation Z consumer's behavior, encompassing native advertising, social media marketing communications and consumer behavior.

Native advertising

Native advertising is a marketing discipline getting implemented more and more in the advertising landscape. Like with all advertisements, its goal lies in positively influencing consumer behavior towards the specific brand and product. When done right, native advertising as a tool can potentially create benefit for everyone involved. With the rise of this discipline, practitioners as well as scholars increasingly debate and research native advertising. This section reviews important aspects related, encompassing various definitions, historical context, the shift into the digital realm as well as social media and persuasive aspects.

Defining native advertising

With the term native advertising being relatively new, as it was conceptualized in 2011 (Lee et al., 2016), various definitions and approaches to defining this discipline can be found.

According to Lee et al. (2016) the term native advertising can be defined in a narrow perspective as well as in a broader sense. Native advertising within the narrow perspective can be defined as "a term used to describe any paid advertising that takes the specific form and appearance of editorial content from the publisher itself" (Wojdynski & Evans, 2016, p. 157). Under this specific definition, native advertising may not be seen as a completely new discipline due to its resemblance to older marketing strategies like advertorials in print formats (Campbell & Marks, 2015).

Under the broader approach of defining the term native advertising, it can be described as advertising, which is cohesive with the editorial, resembling the overall design as well as exhibiting the same behavior as the source content, in order to create a sense of belonging of the advertisement in the eye of consumers and to establish engagement between product or brand and the consumer (Interactive Advertising Bureau, 2019).

The core similarity between the narrow and broad perspectives on native advertising then lies in the resemblance of the advertising content with- and the implementation in the editorial content.

Other definitions of native advertising take this into account. Dale Lovell (2017, p. 3) describes native advertising as "a form of paid media where the advertisement is relevant to the consumer experience, integrated into the surrounding content and is not disruptive."

With native advertising constantly evolving due to technological progress, aspects of this discipline are receptive to change. This can be seen due to the change which this form of advertisement has been exposed to – from advertorials in early print to personalization of native ads on digital platforms. The Interactive Advertising

Bureau (2019) describes the introduction of programmatic and dynamic ads for a more organic implementation of native advertising and to create a more personalized consumer experience with higher consumer engagement.

While perspectives and approaches of definitions may vary, all share a similar viewpoint regarding the integration of paid advertisement content into existing editorial content to create a less disruptive or intrusive experience for the consumer.

Historical context for understanding native advertising

As mentioned before, even though the terminology of native advertising might be new, the advertising strategy of blending paid, promotional input into editorial content is not. When looking at newspapers for example, according to Lovell (2017) most newspapers in the nineteenth century implemented advertising on their first few pages, including the cover page. Furthermore, he states that most early twentieth century print formats carried sponsored content.

With the rising profitability of print formats during the last century, dedicated advertising disciplines emerged, which blended advertisements with editorial content. These advertisements were labeled advertorials to distinguish between the different types of content. While advertorials did carry brand messages, they also had to carry value to the consumer in order to be added to the normal, editorial content. This value was added through relaying educating information to the consumer (Lovell, 2017).

If the value was not implemented through information, entertainment of consumers as added value could be used through the depiction of sponsored comics encompassing added brand messages with examples of this being published in the "New Yorker" during the 1950's and onwards (Lovell, 2017).

Even though advertorials were the most common type of sponsored content during the twentieth century, they were not the only one. With the rise of new media like TV or the radio, different forms emerged. These types of sponsored advertising ranged from sponsored radio programs in the 1920's to sponsored TV dramas starting in the 1930's, created by Proctor & Gamble to advertise their products (Eyada & Milla, 2020).

When examining the historical context of advertising strategies and disciplines which nowadays can be labeled as native advertising, it becomes apparent that this form of advertising closely co-develops with new media types to reach its intended target audiences.

Native advertising shifting digital

With the appearance of the internet, many new possibilities were created for advertisers and publishers as well as for consumers. Advertising strategies quickly adapted from analog to digital platforms. As example for this serves the introduction of the first banner advertisement on the digital platform of the "Wire" magazine in 1994 (Manic, 2015). As Manic states however, during the ongoing rise of the internet, these techniques, while still abundantly present to this day, became outdated through their strong intrusiveness or out-of-context messaging.

Adding on to that is the rise in control of the consumers on what they are exposed to, through sheer abundance of information or through technological tools like ad-blockers as well as their ability to learn how to recognize advertisements on digital platforms (Cho & Choen, 2004). As Chatterjee (2008) describes, this enables consumer to either avoid advertisements on the internet or skip it entirely.

Resulting from this, different approaches to distributing advertising material to intended consumers had to be drafted – digital native advertising, as Wojdynski and Golan (2016) express, being the most promising solution. Reason for this can be seen in the wide variety of digital native advertising forms online, which can serve to reduce the disruption and rather blend in seamlessly into the consumer experience while using these communication channels and platforms (Compbell & Marks, 2015). It is in this context that the term native advertising, first under the native monetization systems was introduced. Credited for this, according to Lovell (2017), is the venture capitalist Fred Wilson while talking at the OMMA Global conference in 2011. Native advertising as a label for the previously mentioned advertising practices became the industry standard and a viable practice to raise online advertising revenue, as shown by earlier estimates by Business Insider Intelligence in 2014 (see Figure 1).

Figure 1 Native Advertising Revenue (US) Desktop and Mobile
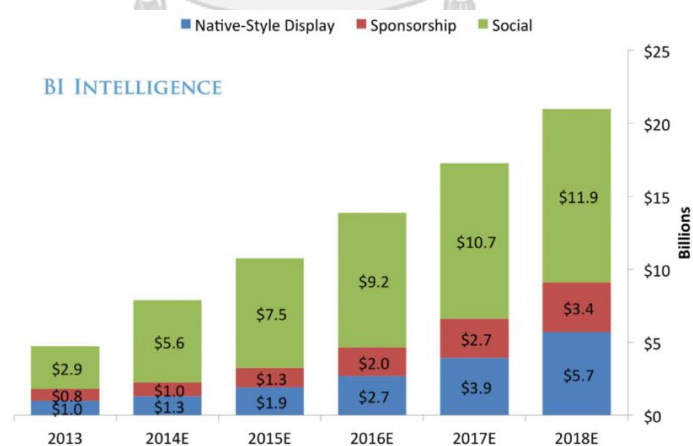
Source: Hoelzel, M. (2014, November 7). *The native advertising report: Spending trends, format breakdowns, and audience attitudes.*

https://www.businessinsider.com/the-native-advertising-report-spending-trends-format-breakdowns-and-audience-attitudes-2014-11

A prime example for the importance of native advertising revenue can be seen in the content publisher "Buzzfeed" with estimates of 120.000$ of ad revenue through native advertising in 2014 alone (Agius, 2015). The growth of native advertising as a digital advertising discipline are underline by various studies. Figures given by the Interactive Advertising Bureau and eMarketer estimate a $85.5 billion investment on a global scale for native advertising, accounting for 30% of all digital advertising spent globally and a 213% increase from 2016 (ADYOULIKE, 2017).

The fast-moving implementation of digital trends further pushes the importance of native advertising as a key discipline for online advertisements through its capability to adapt to new or varying formats and platforms.

Lovell (2017), in his work, points at two major trends. The first major trend he labels as the rapid adoption of mobile browsing and further illustrates the creation of a mobile first world. In this, most of new advertising material nowadays is created to be presented to consumers on their mobile devices, with only an increase of mobile usage in sight. Moreover, he facilitates that native advertising is the advertising format best fitted for adaption on mobile devices.

The second major trend is content marketing, as brands themselves today create and publish content to communicate and engage with their consumers. While Content marketing may work without the tool of native advertising, through its characteristics, this discipline lends itself for content marketing (Lovell, 2017).

With these digital trends further developing and being incorporated together with social media platforms, native advertising, according to the estimates of practitioners, regulators and scholars will take on an even bigger role in shaping the global online advertising market.

Native advertising on social media

Over the last twenty years social media has rapidly become one of the most used communication platform types of consumers globally. With estimated 4.54 billion people accessing the internet and roughly 3.8 billion people engaging on social media platforms worldwide in 2020, the penetration rate now lays at close to 50 per cent (Kemp, 2020). In this report it is also stated that circa 90 per cent of brands use social media as marketing channels. Social media presents a completely new way in which people interact with one another. Through social media, consumers are given more power to decide for themselves what they are exposed to. Furthermore, these constructs, due to their interactive nature and integrated features, change how target audiences are able to interact with brands as part of a new, two-way communication (Lee & Hong, 2016).

Therefore, companies are challenged with the task of delivering their advertisements in way thar steers the consumers attention towards their brands or products and creates consumer engagement. The latest attempt to achieve these goals has been native advertising (Wojdynski, 2016a).

Native advertising on social media platforms. Native advertising has become widely adapted on social media platforms, which can be explained through several reasons. While implementation of native advertising may differ between different social media platforms like Facebook, Instagram, Twitter or LinkedIn, the lessened intrusiveness plays a major role in its rapid spreading over those channels (Wojdynski, 2016a). Fulgoni and Lipsman (2014) elaborate on the function of feeds within social media, which make it easy for the consumer to be exposed to native advertising without having to change their typical usage. Adding on to this is the large amount of time spent on these platforms, being heightened through the incorporation of mobile devices in the consumers usage patterns. Further, the vast user bases of social media platforms provide large enough potential targeting audiences to make native advertising profitable for brands to advertise in the first place (Fulgoni & Lipsman, 2014).

Another advantage, enabled through new technologies assimilated into social media, is the considerable amount of data offered by users of the platforms, which in turn are used to help target audiences using these sites. Through this tracking data on social media platforms, advertisers can more efficiently target and personalize their native ads according to the consumers preferences in order to lessen intrusiveness and heighten engagement (Wojdynski, 2016a).

Native advertising and its types on Instagram. As brands came to understand the potential power of social media regarding its potential for digital advertising, Instagram, through its large user base and multitude of functions for interactions became a prime platform to market to intended target audiences. This holds true for the use of different types of native advertising to reach and engage with consumers as well.

To discern what types of native advertising are present on Instagram, first one must look at commonly used classifications of native advertising types. The Interactive Advertising Bureau, in their updated "Native Advertising Playbook 2.0" describes the three major and most used native advertising types as in-feed/in-content native advertising, content recommendation ads and branded/native content (IAB, 2019).

The IAB classifies in-feed/in-content native advertising as a type in which advertisements are fed into either articles or content feeds and additionally resemble the aesthetic of the overall design and layout. This type can appear in content feeds, for example in news publisher feeds or in product feeds like on Amazon (Interactive Advertising Bureau, 2019). Social feeds play a huge role for this type of native advertising, which "include social content, articles, videos, stories, images and music branded/native content, e.g. social networking and messaging apps such as Facebook, Instagram, and Twitter" (Interactive Advertising Bureau, 2019, p. 13).

The IAB labels the second native advertising type as content recommendation ads, also known as sponsored content ads, discovery ads or recommendation widgets. These types of ads are "are a type of native ad (article, video, product or web page)

that are displayed alongside other editorial content, ads, and/or paid content"

(Interactive Advertising Bureau, 2019, p. 13), which can also be found in feeds.

The third type, as describe by the IAB, branded/native content is "paid content

from a brand that is published in the same format as full editorial on a publisher's site,

generally in conjunction with the publisher's content teams themselves" (Interactive

Advertising Bureau, 2019, p. 13). Therefore, the content created out of this

cooperation must be considered as a native advertising type as well.

When reviewing the possibilities for native advertising practices on Instagram,

all three core types can be identified within the platform. In-feed native

advertisements are distributed over then main feed or the stories function of Instagram

with a disclosure labeling it as "sponsored" content. Similarly, content

recommendation ads can be found in the explore feed as either photos, videos or reels

and labeled as advertisements. Branded/native content is featured on Instagram via

influencers or companies with editorial accounts on Instagram (Iacobucci & de Cicco,

2020).

Important to mention is that these ads, while featuring the same aesthetics as

the surrounding content, also include the same functions as any other post on the

platform, meaning that these native ads can be liked, commented, and shared in the

same way, thus making Instagram as a social media platform a congruent carrier for

native advertising.

Persuasive aspects of native advertising

An important point that must be brought up, is the debate on native advertising

as a marketing discipline and its persuasive aspects. Through its inherently

implemented, organic nature, native advertising is often described as a deceptive

technique. The question on whether or how native advertising, especially digital

native advertising and its persuasive aspects impacts consumer behavior, emerges.

A lot of recent research regarding native advertising and consumer behavior

has already been conducted, especially consumer recognition, perception, and

consumer attitudes towards native advertising. Intention of consumers regarding

native advertising, even though also present, has not been researched as much –

particularly regarding the digital approach of native advertising.

Schauster et al. (2016) researched this topic in their article "Native

Advertising Is the New Journalism: How Deception Affects Social Responsibility,"

published in the American Behavioral Scientist. They considered it from the

perspective of the effectiveness of native advertising and its potential effects on the

editorial content it is published in. They concluded that native advertising in fact has

influence on the perceptions and attitudes of consumers towards the editorial content

and question its impact on social responsibility of journalists.

This indicates that the persuasive aspects of this discipline not only bear

positive results but can also create negative impacts for parties involved when

deciding on using this discipline to reach target audiences.

Wojdynski (2016b) focuses on this discipline in his research article labeled

"The Deceptiveness of Sponsored News Articles: How Readers Recognize and

Perceive Native Advertising" in terms of consumer recognition. He discerned that the

ability of consumers to recognize native advertising has negative impacts on the

advertiser as well as the publisher of the editorial content but also notes that a

decrease in potential deceptiveness through the effort to minimize deception or the accustomization of consumers over time can mitigate this effect.

Clear disclosure guidelines, while making the persuasive intent more obvious in turn, thus has the potential to lessen the perceived deceptiveness of the discipline among consumers (Wojdyinski, 2016b).

In the Journal of Consumer Affairs, An et al. (2019) researched the recognition of consumers regarding native advertising in their article "Recognizing Native Ads as Advertising: Attitudinal and Behavioral Consequences." They found that the recognition of native advertising as such has a mostly negative effect on consumers resulting from the perception of manipulative intentions given through the application of native advertising (An et al., 2019).

Other studies by Harms et al. (2019) in their article "You don't fool me! Consumer perceptions of digital native advertising and banner advertising" further investigated digital native advertising under the pretense of message intent, attitudes, and credibility. Among other realizations like different levels of effectiveness between types of digital native advertising, they concluded that the clear understanding of message intent by consumers directly relates to elated brand effects – further implying negative aspects of more covert persuasive methods (Harms et al., 2019).

As described in the research article "A Double-Edged Sword? Predicting Consumers' Attitudes Toward and Sharing Intention of Native Advertising on Social Media" conducted by Lee et al. (2016), native advertising through digital channels was perceived in different ways depending on the motivational aspects of the consumers. The results from the conducted survey revealed positive attitudes as well

as negative attitudes regarding native advertising, conditional on the information seeking motivation. Another important aspect pointed out in this article is the role of native ad non intrusiveness on the consumer and its statistically significant positive effect on consumer behavior (Lee et al., 2016).

These results by prior research indicate that many factors must be considered when contemplating the persuasive aspects of native advertising. Furthermore, despite the accumulating research and results, distinctive answers regarding the persuasive aspects of native advertising and the implications on consumer behavior cannot be made easily and are contradictive in some points.

Adding to that is the fast-paced change of the discipline. Through digitalization of this discipline, changes and improvements through added features, native advertising, especially on social media, merges more and more into the ongoing consumer experience of potential target audiences, giving rise to new fields of application and research to be conducted among practitioners and scholars.

Social media marketing communications

The emergence of new, digital technology has had a big impact not only on how companies conduct business, but also on how they communicate it. Marketing communications through social media has seen a substantial rise in the past two decades, with it now being firmly placed into practice to communicate and engage with target audiences. With social media enacting as a relatively new aspect of marketing communications, there is an ongoing discussion about best practices and its implementation into the notion of marketing communications.

This segment reviews paramount facets regarding this topic in order to understand how it shapes communication and interaction between brands and consumers.

Marketing communications

Communication is an important aspect of marketing, encompassing many aspects in order heighten marketing effectiveness. As Kotler (2003) elaborates, for today's marketing, it does not suffice to create a good product with good price in the right place anymore. Marketing communications needs to be implemented in order to act as a mediator for companies to express information regarding their products, with this concept becoming more complex with time.

To grasp this development, one must look at contemporary approaches to defining this concept as well as its evolution alongside technological developments.

Definition of marketing communications. To this day, marketing communications as a concept has not been uniformly defined. However, there is a vast number of approaches, trying to define it from different perspectives.

Egan (2015, p. 32) in his work defines marketing communications as „the means by which a supplier of goods, services, values and/or ideas represents itself to its target audience with the goal of stimulating dialogue, leading to better commercial or other relationships." He further states, that marketing communication in itself is constantly evolving alongside broader factors like development of media, budget and consumer attitudes.

Underlining this point is Fill (2011, p. 5), describing it as "an audience centred activity which attempts to encourage engagement between participants and provoke conversations." He further elaborates on two key pints of this laid out definition, with the first point imploring that marketing communications must be audience centered. It should focus on providing value to the targeted consumers, catering to their needs. The second point brought up is the term of engagement, created through media and communication tools, for the target audience to grasp the communication of underlying messages (Fill, 2011).

Other scholars (Kotler, 2003; de Pelsmacker et al., 2007) state a more concrete approach to defining marketing communications. They directly label it as part of the marketing mix and equate it to promotion as first described by McCarthy in 1960. De Pelsmacker et al. (2007, p. 3) further describe it to "involve all instruments by means of which the company communicates with its target groups and stakeholders to promote its products or the company as a whole."

While these different approaches to defining marketing communications may vary ins some aspects, they also overlap in certain points. This is being represented mainly in the focus on reaching already existing and potential target audiences same as other stakeholders to communicate underlying messages and to form and build new or enhance existing relationships between the company or brand and all stakeholders.

Evolution of marketing communications. Long before their definition and to this day ongoing research, marketing communications was practiced. As Nevett (1982) states, early examples of activities relating to marketing communications date back to Babylonians, the ancient Greeks, and the Roman civilization.

Marketing communications became more prominent again with the invention of the Gutenberg printing press and its major influence on the development of newspapers as well as early media literacy leading to the first American newspaper with designated advertisements in 1704 (Wells et al., 1997).

The first appearance of mass media to communicate with target audiences as we understand it today, was introduced during the industrial revolution, as companies used newspapers and magazines to heighten the demand of mass-produced products or even early poster advertisements (Nevitt, 1982).

With the begin of the 20th century, different technologies to be used for mass communication emerged. Public relations started to influence people not only on behalf of governments but also private companies, as its value manifested in the conflicts of the early 1900's (Cutlip et al., 2006), with Radio and TV following soon after. In middle of the 20th century, researchers and scholars increasingly focused on researching communication and marketing as well as constructing models to capture factors related to them. During this time, one of the most distributed models regarding marketing was established. McCarthy (1960) in his work "Basic marketing: A managerial approach" constructed the four pillars of marketing, with one pillar labeled promotion, as shown in Figure 3, coined as "marketing mix" as first described by Boden in 1953.

Figure 2 Marketing Mix
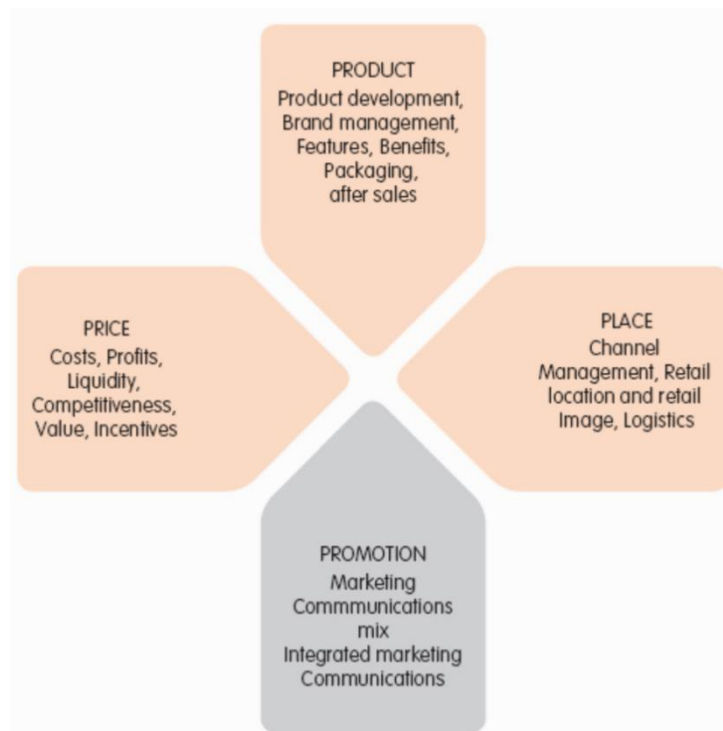
Source: Egan, J. (2015). *Marketing communications* (2nd ed.). Sage, p. 50.

McCarthy (1960) in his work "Basic marketing: A managerial approach" constructed the four pillars of marketing, with one pillar labeled promotion, as shown in Figure 2.2, coined as "marketing mix as first described by Boden in 1953. As mentioned before, Promotion, which alongside the pillars Product, Price, and Place, constitutes to the marketing mix, is seen as marketing communications. The depicted marketing communications mix hereby consists of the marketing communication tools, which McCarthy labeled as advertising, sales promotion, personal selling, public relations, ad direct marketing. Over time and with new technological capabilities, new tools are added to the marketing communications mix. Many scholars focused on this area, trying to adopt this concept into modern times, adding tools like word of mouth, interactive/internet marketing, direct-mail, or online

marketing to the communications mix (Belch & Belch, 2011; Shimp, 2010; Smith & Taylor, 2002).

This however is not the only development, which can be observed in this field. Among others, de Pelsmacker et al. (2007) examined mass communication strategies versus personal communications strategies and found that, while personal communication has a higher cost per consumer, attention to and comprehension of the messages are higher among consumers than delivering messages through mass communication. This high cost per consumer however can be reduced through the integration of new technologies, making it a valid consideration in a digitized society.

Another aspect of change within marketing communications is the shift from selective marketing communication to integrated marketing communications.

Semenik (2002) describes integrated marketing communications as a process, in which the tools of the marketing communications mix are used in union to create a synergy in communication, rather than using each tool selectively for separated purposes. This is underlined by Duncan (2002) referring to integrated marketing communications as an approach that encompasses all brand messages, widening more traditional views on marketing communications.

This shows that marketing communication via the use of the communication tools provided is dependent on media technology and its ongoing development and implicates that marketing communications evolves alongside new media trends to reach consumers among other factors.

Technology affecting marketing communications. As mentioned before, technology and the advancement of it is affecting marketing communication in several ways. Kitchen et al. (2004) express this change in marketing communications from two sides, from the marketing side as well as from the consumer side. They further state that through the ongoing development of communication technology, and through the following opening of a global marketplace, which becomes more transitory via the implementation of the internet, the marketing environment and especially marketing communications have shifted to a consumer-driven marketplace (Kitchen et al., 2004).

The empowerment of consumers is not the only change in marketplace created through new, especially digital, technology. Strengthened media segmentation and resulting audience fragmentation, alongside cost inflation for media in general and a focus on relationship building in the realm of marketing communications have led to the necessity of change into a more integrated and digital approach. (de Pelsmacker et al., 2007).

Furthermore, digital developments have led to more customizable forms of communication, enabling targeted, personalized, and more responsive forms of communicating with consumers (Fill, 2011). This illustrates a shift from simple one-way communication with clear roles of sender and receiver, merely transmitting messages as information with persuasive intents, to two-way communication.

This change not only diminishes the stagnant role of sender and receiver up to a certain point, but also enables the integration of target audiences into the exchange of messages and opens potential for dialogue (Fill, 2011).

That change counters problems of consumers exhibiting less faith in traditional mass media advertising (de Pelsmacker et al., 2007), for example the execution of marketing communications via social media.

Understanding social media

Social media, by now, is a part of everyday life, only heightened by the introduction of mobile devices. With more than half of the world using social media regularly and half a billion new users added worldwide in just one year (Chaffey, 2022), it is constantly growing, and according to estimates will continue to do so in the future. To understand social media and the impact it has on marketing communications, one first must look at definitions, its types, and the change it brings with it in field of interaction between consumers and brands.

Definition of social media. At this point, there is not a singular, uniformly agreed upon definition of social media as a concept. There are however definitions of social media around different aspects, as pointed out by Ahlquist et al. (2010). The most common and widely accepted definition of social media is provided by Kaplan and Haenlein (2010, p. 61), who define social media as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of User Generated Content."

While other definitions might vary in some points, they also focus on the aspects of technology and exchange. Lewis (2010) details this as the give ability not only to exchange but also to connect, produce andf share the created content via social media.

Types of social media.. While there is no clear consent on a singular definition of social media, scholars and researchers agree that social media as a concept can take on many different forms and that different types of social media platforms derived from this overarching concept.

Sharma and Verma (2018) list different types of social media platforms. Therein, social networking sites, like Facebook are described as site which allow the creation of a profile, add other users and connect and exchange information with them (Boyd & Ellison, 2007). Blogs on the other hand are seen as journals of individual creators, giving the ability to others to communicate with the creator due to the intention of sharing this digital content (Sharma & Verma, 2018). Microblogs, according to Sharma and Verma (2018) function similarly to social networking sites, while limiting the amount of content in posts, Twitter being one example. Focusing on the sharing of knowledge and experience are consumer opinion platforms like TripAdvisor, where consumers can communicate and exchange with their peers (Sharma & Verma, 2018). Other types include content sharing platforms like YouTube or collaboration platforms like Wikipedia.

Due to the characteristics of social media as a concept however, a clear confinement of social media platforms into these types is not always completely possible, as most social media platforms are continually changing in terms of functions and features, with one example being Instagram, which through its initial design and function, as well as the behavior of its users, can be seen as a social networking site as well as a content sharing platform.

Social media and consumer interaction. While there is a variety of different types of social media platforms to be found, as stated before, most of them share, to a point, similar characteristics. These characteristics enable consumer to interact in numerous ways.

Consumers are enabled to not only interact with one another but also with brands. They can search for, like, comment and share content and observe these exact interactions by other users or companies, which interact on these social media platforms as well. Research shows that a more interactive communication positively influences perceived investment of relationships among brands from the view of the consumer (Yoon et al., 2008). Furthermore, social media empowers consumers to engage in self-initiated two-way communication with objects of interest, may this be other consumers or brands (Yoon et al., 2008).

Another key aspect of interaction on social media sites are features implemented into most platform structures. The interaction through- and influence of virality metrics on social media is a topic, which by now is in the eye of many researchers. These metrics are created to represent overall user interest and virality of the message by displaying aggregate numbers of overall consumers interactions with it (Kim, 2018). Prior research suggests that these interactive features in form of metrics can serve as cues for inferring other consumers attitudes toward content (Lee-Won et al., 2016). Sundar (2008) states, that those cues can activate so called bandwagon heuristics, referring to how consumers base their perceptions and attitudes alongside the reaction of other people. Chaiken (1980) states that consumers choose this heuristic processing of information under the heuristic-systematic model, if they are not highly motivated to incur and process information deemed relevant to them.

Sundar (2008) states that this form of information processing increased with the rising

use of the internet and social media platforms, reasoning, that consumers must

process a vast amount of information in these environments. Bandwagon cues can be

separated into quantitative and qualitative cues. While qualitative cues refer to tone,

quality or valence of information, quantitative bandwagon cues include statistical

metrics through likes, comments, or shares (Lee et al., 2022) and can serve as social

cues among consumers (Xu, 2013).

Former studies by various researchers exhibit that those bandwagon effects via

virality metrics do in fact have significant effects on consumer perceptions and

behavior (Lee & Sundar, 2013; Lee-Won et al, 2016; Sundar et al., 2008). According

to Li et al. (2020) paired with perceived high credibility of the source, the bandwagon

effect can, in fact, impact the psychological reactance of consumers, leading to a

changed perception of ad intrusiveness. Moreover, prior research discussed the impact

of bandwagon heuristics on different aspects of consumer behavior. Li and Sundar

(2018) state that besides impacting cognitive aspects of consumer behavior, these

cues also impact affective and conative components. Persuasive messages, when

paired with high bandwagon cues, leads to a more positive evaluations and attitudes

among consumers, again leading to stronger behavioral intentions. Xu (2013)

delineated that high bandwagon cues in low-credibility source environments directly

impact consumers' intention to share.

In conclusion, there are many aspects on social media platforms, that influence

consumer interaction, which practitioners and scholars alike must be aware of.

Further, regarding the implemented source metrics, the findings of preceding

literature allude to bandwagon effects in social media environments impacting cognitive, affective as well as conative components of consumer behavior.

The role of social media in marketing communications

With the change that marketing communication has gone through, alongside other marketing practices, from a product driven perspective to a consumer driven perspective (Sheth et al., 2000), practitioners must incorporate new and interactive approaches focusing on including consumers in communication strategies. Social media marketing communications precisely enable that. To understand the role of social media in marketing communication one should discuss the concept, the goals it tries to achieve as well as potential opportunities and challenges.

Social media marketing communications. By now, it is widely accepted among researchers, that communication via social media affects brand equity as well as relationship equity among consumers in a positive way (Kim & Ko, 2012). Improvements in these areas are created through the possibility of two-way communication approaches and thus strengthening of customer relationships.

Researchers, however, also argue that social media as an interactive form of media is not automatically superior to other, more traditional types of media serving as a vehicle for marketing communications, but that effectiveness of it is also determined in part by the congruence between message and media vehicle (Calder & Malthouse, 2008).

Thus, social media cannot replace other, more traditional media as vehicle for marketing communications, but has to be integrated into the process – as is shown in the communication model for marketing through social media in Figure 3. While merging, the one-way communication approach through traditional media vehicles with the two-way communication approach via social media vehicles, this model also considers the general consumer interaction between themselves. It further ads an active listening and contribution part from brands of consumer content into the communication loop. As demonstrated in this model, Stephen and Galak (2009) state that marketing communication through traditional media as well as social media both add value to overall marketing strategies with the different media vehicles taking on different roles.

Figure 3 Communication model for marketing through social media
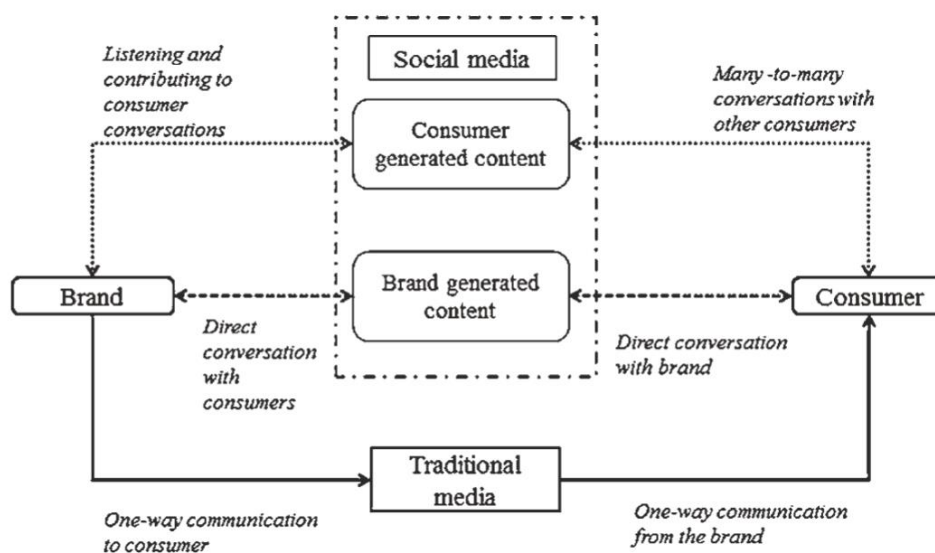
Source: Sharma S. & Verma H.V. (2018). Social media marketing: Evolution and

change. In G. Heggde & G. Shainesh (Eds.), *Social media marketing* (pp. 19-

36). Palgrave Macmillan, p.26.

They further explain that single impacts via traditional media might be higher but social media marketing communications performs better in continuously relaying information to consumers, creating and maintaining awareness and interest (Stephen & Galak, 2009), creating brand-consumer relationships.

These findings go hand in hand with the objectives, which social media marketing communications can be used to accomplish. These objectives predominately include the ongoing provision of information for consumers, brand awareness, shaping brand attitudes, generating leads and brand loyalty just as the generation of word of mouth (de Pelsmacker et al., 2007; Strokes, 2013).

Opportunities and challenges. Conducting marketing communications via social media both bears opportunities and challenges, generated through the construct of social media itself. One example for this, among many others, is the creation of electronic word of mouth (eWOM). Through the many-to-many communication among consumers on social media platforms, a significant growth of impact of eWOM can be registered (Sheth, 2018). Through the interconnectivity of social media platforms companies can engage closer with their target audience, enhancing the brand value through reducing brand prejudice (Kim & Ko, 2012).

One highly important opportunity, given via the potential of two-way communication on social media, is the ability to observe the consumers mind, as stated by Chen et al. (2008). This holds especially true because, as stated before, the marketplace created through digital developments is consumer driven. Thus, the challenge which practitioners as well as scholars researching this field must face, is to understand the consumers perceptions, attitudes, and behavioral intentions, as most

objectives of social media marketing communications are closely related to consumer behavior (Vinerean et al. 2013).

In conclusion, social media can be seen as a powerful media vehicle for conducting marketing communications, however it is of upmost importance to understand the respective consumer behavior of the target audiences for social media marketing communications to be effective.

Consumer behavior

With thew shift in global markets moving from a product-driven perspective to a more consumer-driven perspective (Kitchen et al., 2004), it now is more imperative than ever for marketers and researchers alike, to understand consumer behavior. With the ongoing emergence of digital environments for consumers and its integration into their everyday life, this becomes even more important.

Thus, this segment reviews the concept of consumer behavior under consideration of its definition, its aspects of the process, as well as impacts of digital environments on the concept.

Defining consumer behavior

Consumer behavior describes a vast field of research. Solomon (2019, p. 22) describes it as "the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires." As he further elaborates, consumer behavior as a concept has undergone a shift from being seen as only as the interaction of producer and consumer at the time

of acquisition to an ongoing process of consumption. The complexity of this field as a process is underlined by Kardes et al. (2014, pp. 7-8), enclosing consumer behavior as "all activities associated with the purchase, use and disposal of goods and services, including the consumer's emotional, mental and behavioral responses that precede or follow these activities."

Adding to that, consumer behavior explains the decision making involved to spend the consumers available resources (Schiffman & Wisenblit, 2015).

To understand this process further, one must inspect the different stages of this process further. Solomon (2019) separates the process of consumption into three different stages from the consumers point of view, labeling them pre-purchase issues, purchase issues and post-purchase issues, as shown in Figure 4.

Figure 4 Stages in the consumption process

	CONSUMER'S PERSPECTIVE	MARKETER'S PERSPECTIVE
PREPURCHASE ISSUES	How does a consumer decide that he/she needs a product? What are the best sources of information to learn more about alternative choices?	How are consumer attitudes toward products formed and/or changed? What cues do consumers use to infer which products are superior to others?
PURCHASE ISSUES	Is acquiring a product a stressful or pleasant experience? What does the purchase say about the consumer?	How do situational factors, such as time pressure or store displays, affect the consumer's purchase decision?
POSTPURCHASE ISSUES	Does the product provide pleasure or perform its intended function? How is the product eventually disposed of, and what are the environmental consequences of this act?	What determines whether a consumer will be satisfied with a product and whether he/she will buy it again? Does this person tell others about his/her experiences with the product and influence their purchase decisions?

Source: Solomon, M. R. (2019). *Consumer behavior: Buying, having, and being* (13th ed.). Pearson Education, p.23.

As portrayed in the figure above, the first stage involves the seeking and evaluation of information constituting to the decision-making of later purchase.

The second phase describes the purchase ad purchase experience itself. The third phase portrays the post-evaluation, with the consumer deciding whether the acquired good satisfies his or hers needs and desires (Solomon, 2019).

Consumer behavior must not be seen as a rigid construct however, as many different internal and external factors contribute to it. Kotler and Armstrong (2017) further split these factors into cultural, social personal and psychological categories. Cultural factors, including culture, subculture, and social class, together with social factors such as groups and social ties, family, and social status, constitute to external factors influencing consumer behavior. Personal factors, including age, occupation, economic situation, lifestyle, and personality together with psychological factors make up internal factors. Psychological factors are motivation, perception, learning and believes and attitudes (Kotler & Armstrong, 2017).

Consumer perception

Kotler and Armstrong (2018, p.172) describe perception as "a process by which people select, organize, and interpret information to form a meaningful picture of the world.", and as a major contributing psychological factor influencing consumer behavior. Statt (1997) defines it as a process in which external stimuli are recognized and interpreted by the human senses.

Perception, however, is highly subjective and varies between different consumers, as individuals receive and interpret stimuli differently (Kotler & Armstrong, 2018). Underling this, perception of consumers is not steered by the

external stimuli alone, but also by the inherent needs and values or experiences of

each individual consumer (Moutinho, 1987; Solomon, 2019).

      According to Solomon (2019), the perceptual process is segmented into three

distinct stages, as shown in Figure 5.

Figure 5 An overview of the perceptual process
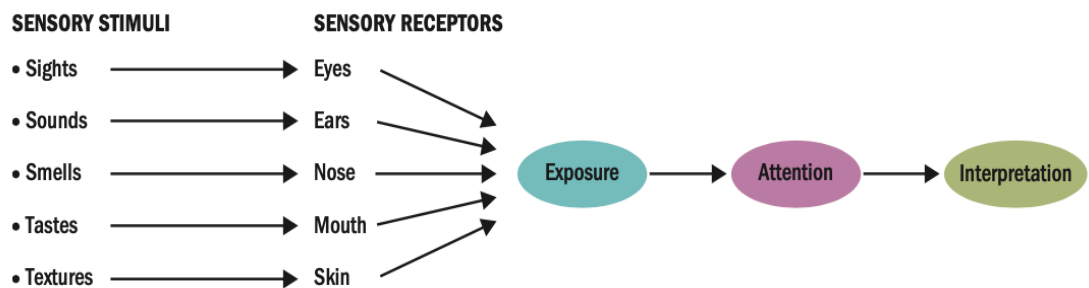
Source: Solomon, M. R. (2019). *Consumer behavior: Buying, having, and being* (13th

ed.). Pearson Education, p. 99.

      In this process, as Solomon (2019) elaborates, the sensory stimuli can be taken

in by the affiliated sensory receptors. The first stage, exposure, comes into effect once

the external stimulus comes in range of individual's sensory receptors. Not every

stimulus, however, is perceived. Perception is dependent on the range of the sensory

receptors. For an individual to perceive a stimulus, it must overcome the absolute

threshold, the least stimulation possible by which a consumer can detect it via the

corresponding sensory channels (Solomon 2019). An individual can focus on a

stimulus, be unmindful of others or ignore stimuli entirely.

      During the next stage, attention, a certain amount of processing by the

consumer is attributed to the external stimulus. How much attention is attributed to

different stimuli, is dependent on the characteristics of the stimulus and the consumer and allows to filter certain stimuli from others. Too much input via stimuli creates a sensory overload on the consumer, which cannot be processed (Solomon, 2019).

During the third stage, interpretation, the consumer confers meaning to the perceived stimulus. This interpretation is dependent upon the set of beliefs, or schema, of the consumer, which varies between individuals, furthering the subjectivity of the perceptual process and thus the perception of messages (Solomon, 2019).

Consumer attitude

When researching consumer behavior, or trying to persuade consumers, one of the paramount hurdles is represented by understanding consumer attitudes, as consumer attitude is one antecedent of consumer intentions (Solomon, 2019). Attitude is defined by Schiffman and Wisenblit (2015, p. 172) as "a learned predisposition to behave in a consistently favorable or unfavorable way toward a given object." They further elaborate that an object can be seen as mayn things, being a product, brand, or an advertisement among other things (Schiffman & Wisenblit, 2015). This definition is congruent with the definition by Baron and Byrne (1987), describing attitude as a general and lasting evaluation of many things, including people, objects, or issues. In coherence with Schiffman & Wisenblit, Solomon describes the attitude object as something, that attitudes can be formed upon (Solomon, 2019).

Katz (1960) details that attitudes exist to fulfill certain functions, constructing four functions in total within his functional theory of attitudes. The utilitarian function therefor relates to reward and punishment regarding objects which ca create

satisfaction or displeasure. The value-expressive function is related to the consumer's attitude formation via his or her self-concept and what the attitude object reveals about the consumer him- or herself. The ego-defensive function serves to protect consumers of threats or feelings and the knowledge-function applies when a consumer logs for meaning or structure when confronting a new product for example (Katz, 1960).

In general, there are two differing orientations on consumer attitude. The unidimensional view of consumer attitude, as described by Lutz (1981), sees it consisting only of affect, meaning the feelings or beliefs toward the attitude object. The cognition, the knowledge and belief towards the attitude object is seen as an antecedent, while the behavior is seen as merely a subsequence of the affect toward the attitude object (Lutz, 1981).

The opposing view to the unidimensional view on attitude is the tripartite view of consumer attitude, as exemplified in the ABC model expressed by Solomon (2019). This view classifies affect, behavior, and cognition all as part of consumer attitude, focusing on interrelationships between knowing, feeling, and doing (Solomon, 2019).

How affect, behavior, and cognition interplay with each other, is exhibited in hierarchies of effects model. As Solomon (2019) explains, how knowing, feeling, and doing as components impact each other, is situational. Thus, three hierarchies in total can be formed, as shown in Figure 6. The first hierarchy, labeled the high-involvement-hierarchy describes a problem-solving process with the order of attitude components as following. First, the consumer forms beliefs regarding certain attributes of the attitude object through accumulating information and knowledge.

After that, the consumer forms his or hers affect according to the evaluation of knowledge. Following that, the consumer acts upon it. If the attitude object is a product, for example, the consumer purchases the product, which best fits the characteristics that the consumer likes, easily explained through think, feel, do.

Figure 6 Three hierarchies of effects
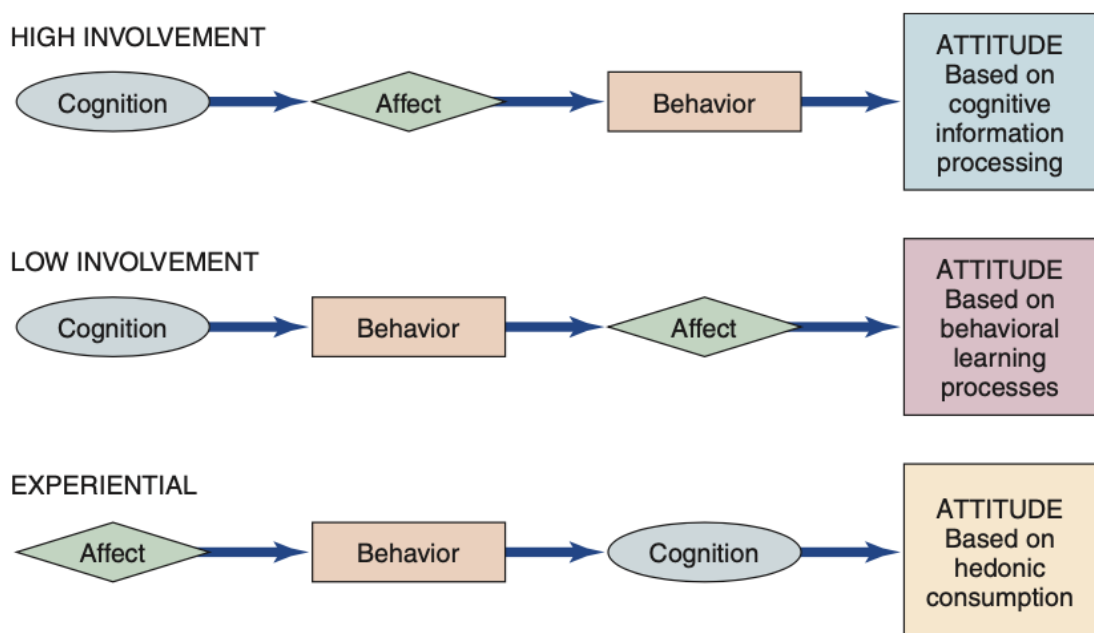
Source: Solomon, M. R. (2019). Consumer behavior: Buying, having, and being.

(13th ed.). Pearson Prentice Hall, p. 293.

The low-involvement hierarchy, best described as think, do, feel, implies that the consumer does not possess a predetermined preference of one brand over another. The consumer acts upon the knowledge he inherently has and evaluates post-purchase. The attitude towards the attitude objects is formed through learning through experience with the acquired product, either good or bad (Solomon, 2019).

The experimental hierarchy can be clarified through the sequence feel, do, think. In this process, the consumer acts upon emotions towards the attitude object. This hierarchy comes into play when attributes of the attitude object are impalpable (Solomon, 2019).

Persuasion Knowledge Model. The persuasion knowledge model (PKM), created by Friestadt & Wright (1994, describes how consumers cope with persuasion attempts. In its entirety, the concept comprises how consumers use their persuasion knowledge to recognize and evaluate persuasion attempts as well as how to act upon encountering them (see Figure 7).

Figure 7 Persuasion knowledge model
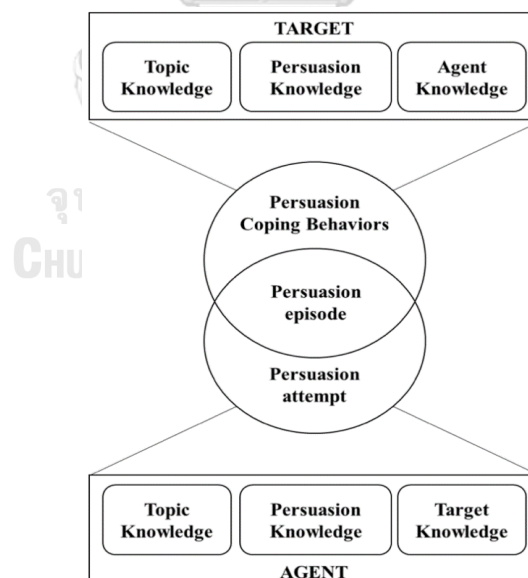
Source: Adapted from Friestad, M., & Wright, P. (1994). The Persuasion Knowledge

Model: How people cope with persuasion attempts. *Journal of Consumer*

Research, 21(1), p. 2.

From the side of the consumer, this model assumes that consumers try to maintain sovereignty over persuasive attempts. The topic knowledge covers the knowledge and beliefs of consumers regarding the advertised product.

The persuasion knowledge contains the consumers' beliefs regarding the advertisement tactics used in the persuasion attempt. The agent knowledge is the belief and of the consumer formed around the advertiser itself. (Friestad & Wright, 1994). The activation of this knowledge often happens automatically, without consumers directly noticing it.

These cognitions strongly impact the attitude and behavioral intentions of the consumers. As Friestad and Wright (1994) put it, consumers draw conclusions on the use of tactics in persuasive attempts, disengaging the advertisement or discrediting it. Further, consumers assess aspects like effectiveness, appropriateness, or fairness. These evaluations impact the attitude towards the ad, the product, the attitude towards the brand as well as purchase intentions.

There are, however, restraints to the activation of cognition on the side of the consumer. Campbell and Kirmani (2000) label these as the cognitive capability and accessibility of the agent's motive. When cognitive resources are not available during a persuasion episode, the consumer most likely does not activate his or her persuasion knowledge. Further, when the agent's motive behind the persuasive attempt is not accessible by the consumer, persuasion knowledge might not be activated as well. The term agent describes whomever the consumer identifies as the perpetrator of the persuasive attempt (Friestad & Wright, 1994).

An example is given by Ham and Nelson (2019). If a consumer confronts a persuasion attempt by a salesperson trying to sell a product, the consumer is more

likely to activate his or her persuasion knowledge than when confronting a persuasion

attempt via a blogger, who the consumer does not associate with the motive of selling

a product.

Heuristic-systematic Model. The heuristic-systematic model of information

processing (HSM), devised by Chaiken (1980), encompasses how consumers receive

and moreover process persuasive messages. It further describes changes in attitude of

consumers towards an attitude object.It differentiates between two different types of

information processing - the systematic type and the heuristic type (Chaiken,

1980).The systematic type of information processing is characterized through the

cognitive evaluation of persuasive argumentation for consumers to form or change

their attitude towards the attitude object.

The heuristic type of information processing describes the formation or change

of attitudes through easily accessible information, such as just the source of the

persuasive message itself or other heuristic cues (Chaiken & Maheswaran, 1994). The

former type, in general, is more time consuming and requires more effort and

motivation than the latter. Further, systematic processing of information is limited

through the consumers cognitive capabilities and resources. Chaiken & Maheswaran,

1994; Sundar, 2008).

Heuristic cues, which consumers use to evaluate information, are manifold.

When looking at the consumers perspective in a digital environment, heuristic cues

can be labels and headings, virality metrics, such as the number of likes, comments or

shares, or the time of the original posting (Go et al., 2014; Lee-Won et al., 2016;

Wojdynski, 2016a)

Consumer decision making

Apart from consumer perceptions and attitudes, consumer decision making is also a paramount factor in the overall consumer behavior. Thus, to understand consumer behavior, one must discuss consumer decision making as well.

Solomon (2019) describes consumer decision making as problem solving. Going further into detail, Lehto et al. (2012) define consumer decision making as the different steps of information processing, which consumers go through, to make decisions. They further elaborate that this these steps only come into play once the consumer is given a choice with two products or more. Solomon (2019) elaborates that some purchase decisions are more important to consumers than others and that sometimes consumers make decision upon vast research and cognitive processing, while other times, they rely on their emotions to purchase goods.

Decision-making process. According to Solomon, the decision-making process consists of five distinct steps. These steps are problem recognition, information search, evaluation of alternatives, product choice and outcome (see Figure 8).

The first step, problem recognition, comes into effect when the consumer notices a discrepancy between his actual situation and the desired one. He or she recognizes the need for a solution to achieve the desired situation.

During the next step, information search, the consumer explores his surroundings for fitting information to make a sensible decision. Solomon (2019) states that with more important purchases, this step is focused on more.

The third step, labeled evaluation of alternatives, occurs once the consumer is confronted with choice and must select one product. All the potential alternatives the consumer has knowledge of, are called the evoked set, while the serious considerations are called the consideration set (Luce et al., 1997).

The fourth step surrounds the actual purchase itself. During the product choice, the consumer must determine the product after evaluating his options.

Figure 8 Decision-making process
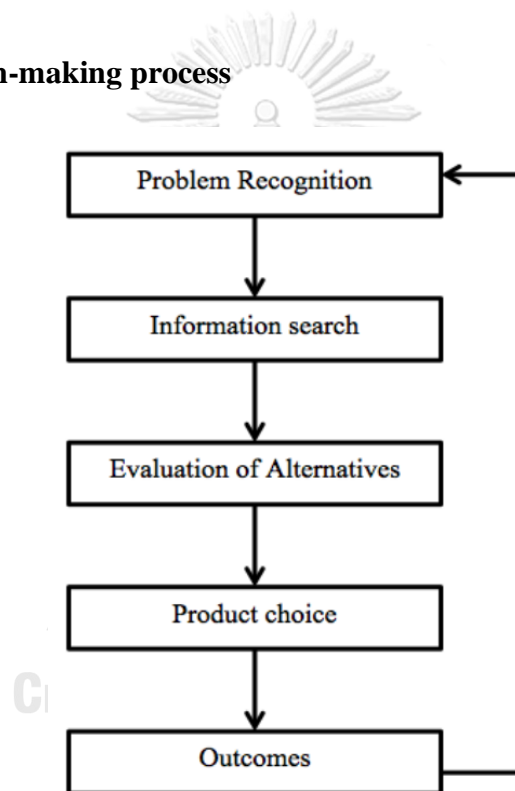
Source: Adapted from Solomon, M. R. (2019). *Consumer behavior: Buying, having, and being* (13th ed.). Pearson Prentice Hall, p. 341.

During the fifth step, outcome, the consumer conducts a post-purchase evaluation to determine, if he is satisfied with the outcome, or not. If the consumer is satisfied, this increases the chance of repurchasing, if not, the consumer most likely will consider a different product (Solomon, 2019).

Consumer involvement. An important factor in consumer decision making and other aspects of consumer behavior is consumer involvement. Zaichkowsky (1985) defines consumer involvement as the perceived relevance of an object, which a consumer bestows on it, according to the consumer's needs, values, and interests.

Solomon (2019) states that the consumers degree of involvement determines how he or she evaluates and chooses a product, with motivation being the determining factor of level of involvement itself. He further elaborates, that different factors may influence the creation of involvement. Splitting these factors into three categories, person factors include the needs, importance, interest, and values. Object or stimulus factors include the differentiation of alternatives as well as source and content of communication. Situational factors relate to the purchase and use, as well as the occasion (Solomon, 2019).

Furthermore, involvement itself can be separated into three distinct types of involvement. Product involvement describes the consumers interest in a product. Consumers' product involvement strongly depends on the perceived risk, fearing negative consequences from his or her choice. This perceived risk comes in many forms, such as monetary risk or social risk. Another determinant of product involvement, as stated by Park and Moon (2003), is product type. Utilitarian products, being characterized through function and performance, lead product involvement to be facilitated through problem solving. Hedonic products on the other hand facilitate product involvement through the ability to provide feeling or pleasure, with the consumer experience in the foreground. Some Products may possess both utilitarian and hedonic characteristics at the same time (Hirschman, 1980). This in turn leads to

product type having an impact on multiple components of consumer behavior according to prior studies. When looking at cognitive aspects of consumer behavior, Zhao et al. (2017) state that perceived ad intrusiveness of sponsored posts in social media environments is dependent of product type and congruence with social media platform. In their study, sponsored posts with hedonic products on Instagram were perceived as less intrusive among consumers than sponsored posts with utilitarian products. Moreover, affective components as attitude formations are also impacted by product type (Kim et al., 2019; Lu et al., 2014). They state that, in native advertising, utilitarian products outperform hedonic products. They state that those findings can be explained through utilitarian products being easier to evaluate by the consumers. Moving to conative components of consumer behavior, Kim et al. (2017) and Yang and Jiang (2021) explain in their findings that product type affects behavioral intention of consumers regarding purchase intention and intention to share. In their studies, hedonic products in native advertisements on Instagram lead to higher engagement among consumers compared to the hedonic product. In this prior research, it is elucidated that this, in part, stems from an inherent congruence between the product type and social media platform.

This leads to the next type of involvement. Message involvement, according to Solomon (2019), surrounds media vehicles and their different abilities and characteristics with which they can influence the consumers motivation to heighten the attention. Situational involvement refers to the consumers engagement in the environment of consumption of products or services, may that be a store or a website (Solomon, 2019).

These three types of involvement, however, are not mutually exclusive to one another but, as Solomon (2019) states, all three types of involvement impact the consumer behavior.

In conclusion, understanding consumer behavior and all the facets of consumer behavior proves to be of grave importance for marketing practitioners, as only with the proper understanding, viable engagement with consumers through marketing and communication strategies can be achieved and target groups persuaded to purchase products.

Conceptual framework and research hypotheses

As evaluated in the literature review, heuristic cues like the bandwagon effect do in fact influence consumer behavior in online environments and social media platforms. As different product types create a different product involvement of consumers, they might alter the impact of the bandwagon effect on consumers.

Due to these reasons, the following conceptual framework is proposed.

| **Bandwagon effect in Instagram native advertising**
 • High
 • Low | | **Consumer behavior**
 • Ad intrusiveness
 • Attitude toward the ad
 • Attitude toward the brand
 • Purchase intention
 • Intention to share |

H1

H3

Product type in Instagram native advertising
- Utilitarian
- Hedonic

H2
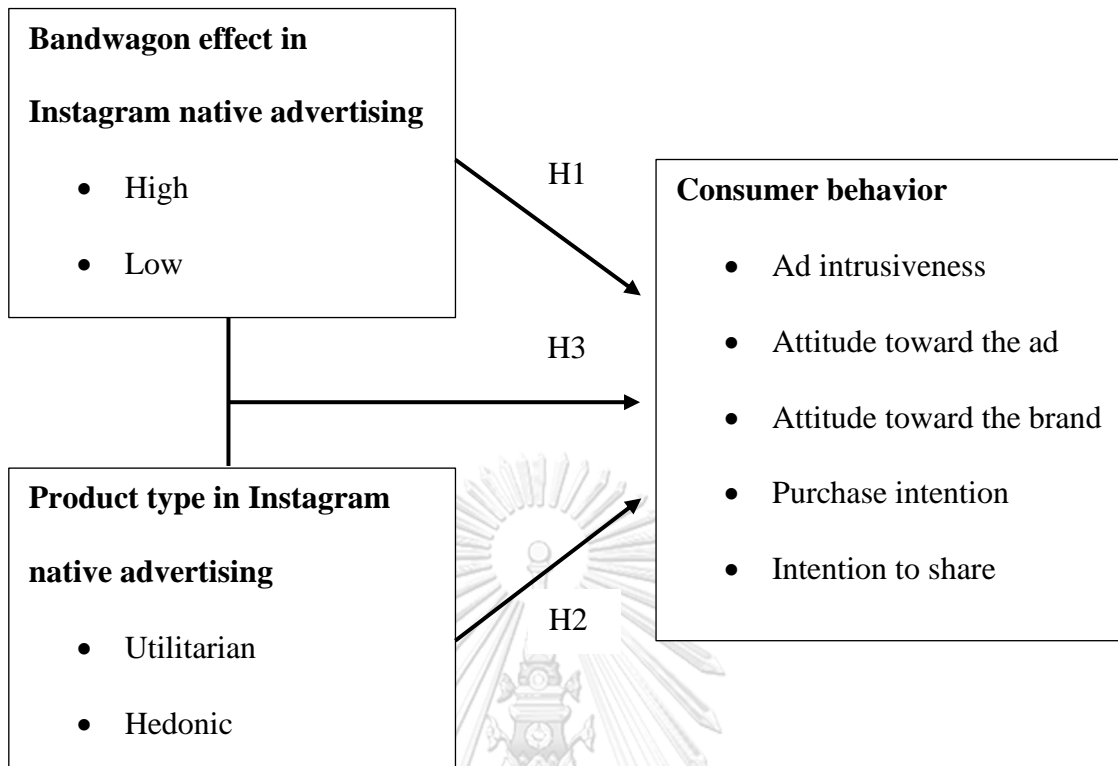
Furthermore, from the literature review and conceptual framework, these following hypotheses can be propounded.

1. Bandwagon effect in Instagram native advertising has a main effect on consumer behavior.

2. Product type in Instagram native advertising has a main effect on consumer behavior.

3. Bandwagon effect and product type in Instagram native advertising have an interaction effect on consumer behavior.

CHAPTER 3

METHODOLOGY

To evaluate the impacts of bandwagon effect and product type in Instagram native advertising on consumer behavior, this study leans on the experimental research approach. To be more concise, this study utilized a 2x2 between subjects, factorial design. The constructed methodology was applied as followed.

Research design

This research used an experimental approach via a 2x2 factorial design. Its objective lied in examining the impacts of bandwagon effect and product type in Instagram native advertising on Generation Z consumer's behavior.

The independent variables were bandwagon effect and product type. The dependent variable was consumer behavior with its sub-variables, ad intrusiveness, attitude toward the ad, attitude toward the brand, purchase intention and intention to share.

Bandwagon effect

Bandwagon effect is a form of heuristic information processing, using shortcuts to evaluate objects, which relies on the collective opinion of others (Sundar, 2008). In a social media environment, this bandwagon effect is based on bandwagon cues such as virality metrics (Go et al., 2014; Sundar, 2008). Sundar (2008) further

elaborates, that consumers base their perceptions and attitudes alongside other people's reactions.

The impact of the bandwagon effect has been reinforced by prior studies, showing an impact on consumers' perception of content in digital environments, as well as on attitudes and purchase intentions (Go et al., 2014; Sundar et al., 2008).

For this research, high and low bandwagon effects were compared through the virality metrics of amount of likes and comments, as these two metrics are the only ones displayed in the Instagram feed for in-feed ads using pictures only.

Product type

Prior research concluded that product type influences the type of information search and product involvement, thus affecting the decision-making process of consumers to choose products (Baerden & Etzel, 1982; King & Balasubramanian, 1994; Park & Moon, 2003). King and Balasubramanian (1994) further inferred that, for utilitarian products, the consumer is more likely to use decision-making processes based on their own evaluation in contrast to hedonic products. Here, consumers are more likely to rely on others to help with the decision-making process. Due to this, product type was chosen as the second independent variable.

Hedonic products are related to consumers' enjoyment. They are characterized through the ability to provide feelings and enjoyment, focusing on consumer experience (Hirschman, 1980). Their product involvement is based on affective aspects, where on the other hand the product involvement of utilitarian products is based on cognitive involvement. (Voss et al., 2003).

Utilitarian products are characterized through function and performance, are goal oriented, and can aid in problem solving as well as pose practical applications (Dhar & Wertenbroch, 2000)

Consumer behavior

Consumer behavior is the process encompassing the selection, purchase and use of products, services, ideas, or experiences of individuals in order to satisfy needs as well as desires (Solomon, 2019). It is chosen as the dependent variable, with five sub-variables in total. These sub-variables consist of ad intrusiveness, attitude toward the ad, attitude toward the brand, purchase intention and intention to share.

For this research, the sub-variables were defined as follows.

Ad intrusiveness. It refers to the degree to which the advertisement interferes with the consumers cognitive process.

Attitude toward the ad. This sub-variable refers to the predisposition of consumers, either favorable or unfavorable, when confronted with an advertisement stimulus.

Attitude toward the brand. Attitude towards the brand refers to favorable or unfavorable beliefs or feelings toward a brand.

Purchase intention. Purchase intention refers to the consumers' willingness to buy a product or service.

Intention to share. This sub-variable refers to the consumers' willingness to share content with others.

Treatment

Due to the reliance of this research on the 2x2 factorial design, four treatments were created. Thus, after separating the participants into four groups, each was confronted with a different treatment (see Table 1).

Table 1 Description of the four treatments used

	Utilitarian product	Hedonic product
High bandwagon effect	A1	A2
Low bandwagon effect	A3	A4

The participants in group A1 received the treatment of an Instagram native advertisement showcasing a utilitarian product with a high number of likes and comments. The participants in group A2 viewed an Instagram native advertisement showing a hedonic product with a high number of likes and comments. Group A3 was confronted with an Instagram native advertisement of a utilitarian product with a low number of likes and comments, while the participants in group A4 were shown an Instagram native advertisement of a hedonic product with a low number of likes and comments.

Stimulus development

In this section, the selection of high and low likes and comments for the bandwagon effect is explained. Further, the decision for representatives of hedonic and utilitarian products for the experiment is laid out.

Bandwagon effect selection

As bandwagon effect is based on virality metrics in social media environments, different numbers of likes were chosen for the groups A1 and A2 as well as for A3 and A4, according to high bandwagon effect and low bandwagon effect. Former studies, which investigated this independent variable, set precedents for selecting numbers of likes and comments to manipulate the bandwagon effect on social media platforms. Various researchers used likes in the high hundreds to high thousands for the high bandwagon effect treatment, with comments, if investigated, in the high tens to low hundreds (Ai et al., 2020; Johnson & Hong, 2020; Li et al., 2020; Smakova, 2017). Numbers of likes and comments for the low bandwagon effect treatment in most studies did not exceed ten likes or comments (Ai et al., 2020; Johnson & Hong, 2020; Li et al., 2020).

All the varying numbers passed subsequent manipulation checks of the respective previous studies. According to these precedents, the number of likes and comments for the high bandwagon treatment was chosen to be 6.429 likes and 98 comments. The numbers for the low bandwagon treatment were chosen to be 7 likes and 1 comment. A pretest with a sample of 15 students was conducted to test the feasibility of those numbers (see Appendix A). Results show that these numbers were

indeed seen as feasible and thus were chosen to represent the treatment of high and low bandwagon effects.

Product type selection

As product type was split into utilitarian and hedonic products for this research study, pretests were conducted to find a representing product for each product type. The representing products were chosen through asking a student sample consisting of 16 students to identify 3 product categories, which in their opinion best fit the description of utilitarian and hedonic products, respectively (See Appendix B). After collecting the answers, the most mentioned product category was chosen to represent the product type.

For utilitarian products, the most chosen product category was smartphones. As people most likely stick with the predominant smartphone brands, which could lead to insignificant results on the sub-variable purchase intention, the next most mentioned product category was chosen. Thus, a notebook computer will represent the utilitarian product type in this research study. The most chosen product category for hedonic product was perfumes. So, perfumes are chosen to represent the hedonic product type for the research study.

As Instagram profiles require a brand name, one had to be selected. For brand familiarity not to affect the results of the experiment, a fictitious brand name was chosen. To limit the possibility of different brand names affecting the participants, a pretest was conducted to choose one fictious brand name to fit both notebook computers and perfumes (see Appendix C). The pretest was conducted with a sample of 15 students. Five different fictional brand names were created through a random

brand name generator. The results show, that the brand name "Huesity" was chosen by the sample group as the best fit notebook computers and perfumes. Thus, the brand name "Huesity" will be used as the brand name for both products in the experiment.

Research tools

The research tools for conducting the experiment consisted of a created Instagram native advertisement and a questionnaire. These tools are described as follows.

Instagram native advertisement

For the experiment to resemble an Instagram in-feed native advertisement, a screenshot of the Instagram feed will serve as basis. All visual cues depicted resemble a standard Instagram in-feed native advertisement, Username and picture were adopted according to the chosen product. The number of likes and comments were altered according to the bandwagon effect (see Figure 9).

Figure 9 Instagram native advertisements

A1 — Huesity / Notebook computer / 6.429 likes / Brand name hashtag / 98 comments

A2 — Huesity / Perfume / 6.429 likes / Brand name hashtag / 98 comments

A3 — Huesity / Notebook computer / 7 likes / Brand name hashtag / 1 comment

A4 — Huesity / Perfume / 7 likes / Brand name hashtag / 1 comment
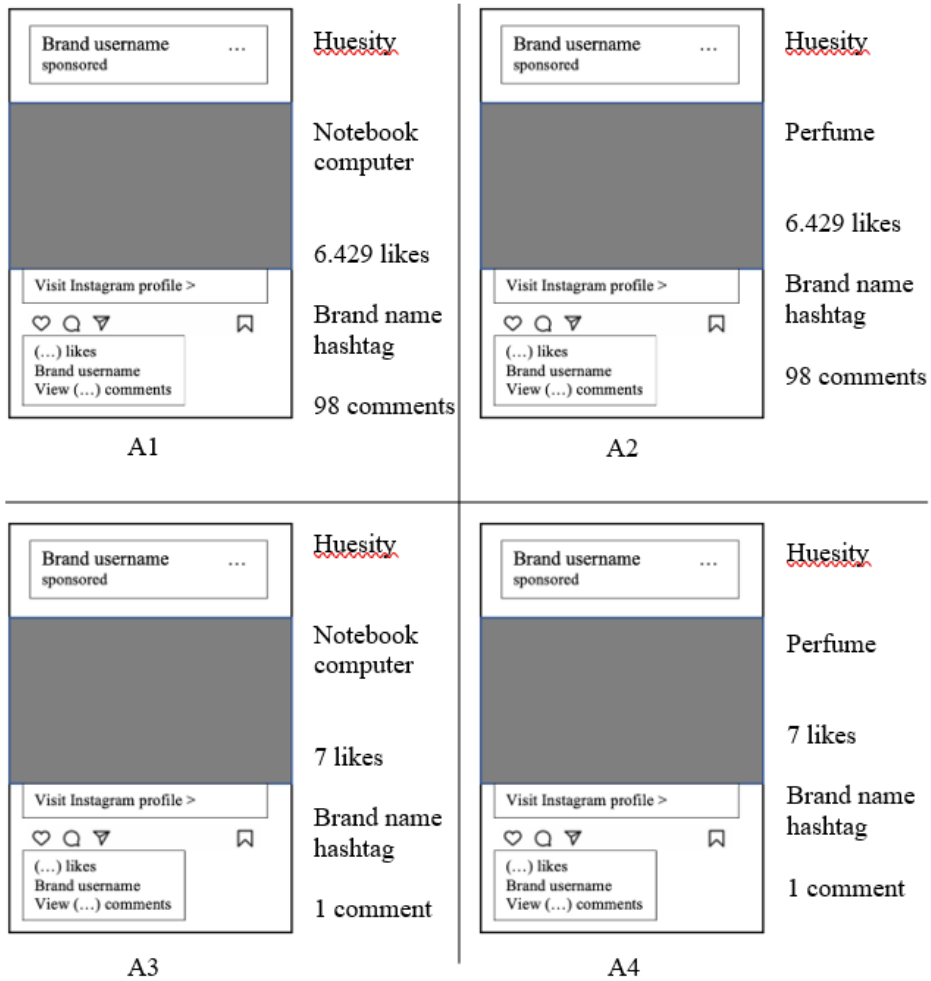
Questionnaire

The questionnaire used for this experiment was split in two parts, covering the chosen sub-variables of consumer behavior, ad intrusiveness, attitude toward the ad, attitude toward the brand, purchase intention and intention to share, and manipulation check questions in the first part. The demographics of the consumers were covered in the second part. Details of the first part of the questionnaire were as follows (see Appendix D).

Ad intrusiveness. Ad intrusiveness was measured using a five-point Likert scale adapted from Li and Edwards (2013) with a reliability score of .90. The participants were asked to state their level of agreement (1 meaning strongly disagree and 5 meaning strongly agree) for the following statements.

"When the post was shown, I thought it was…

1. …distracting"
2. …disturbing"
3. …forced"
4. …interfering"
5. …intrusive"
6. …invasive"
7. …obtrusive"

Attitude toward the ad. To measure attitude toward the ad, the five-point semantic differential scale with four items, adapted from Holbrook and Batra (1987) was used with a reliability score of .78. Participants were asked to answer the following question.

"How would you describe your overall feelings about the post?"

I like the post	5	4	3	2	1	I dislike the post
I react favorably to the post	5	4	3	2	1	I react unfavorably to the post
I feel positive toward the post	5	4	3	2	1	I feel negative toward the post
The post is good	5	4	3	2	1	The post is bad

Attitude toward the brand. To measure attitude toward the ad, a five-point semantic differential scale with five items, developed by Spears and Singh (2004) was employed. The reliability score was .85. Participants were asked to respond as follows.

"Please describe your overall feelings about the brand described in the post you just read."

Appealing	5	4	3	2	1	Unappealing
Good	5	4	3	2	1	Bad
Pleasant	5	4	3	2	1	Unpleasant
Favorable	5	4	3	2	1	Unfavorable
Likable	5	4	3	2	1	Unlikable

Purchase intention. A five-point semantic differential scale with five items, adapted from Spears and Singh (2004) with a reliability score of .87, was used to measure purchase intention. Participants were asked to respond to the following statement.

"Describe your interest in purchasing the product shown in the post"

Definitely purchase	5	4	3	2	1	Never purchase
Definitely intend to buy	5	4	3	2	1	Definitely do not intend to buy
Very high purchase interest	5	4	3	2	1	Very low purchase interest
Definitely buy it	5	4	3	2	1	Definitely not buy it
Probably buy it	5	4	3	2	1	Probably not buy it

Intention to share. Intention to share was measured using a five-point Likert scale adapted from Chen and Lee (2014) with a reliability score of .92. The participants were asked to rate their agreement from 1 (strongly disagree) to 5 (strongly agree) regarding the following items.

"This post is worth sharing with others."

"I will recommend this post to others."

"I wish my friends and relatives would watch this post"

Manipulation check. Two manipulation check questions were designed to ensure that participants perceived the manipulation of the independent variables as intended. For the independent variable bandwagon effect, participants were asked about the perceived popularity of the product in the advertisement through a five-point Likert-scale, including two items ("The product is popular," "There are lots of people interested in the product"), as suggested by Ai et al. (2020).

To check whether the independent variable product type was perceived correctly, a five-point differential semantic scale adapted from Voss et al. (2003) was employed. Participants were asked to evaluate four dimensions of the utilitarian product for the groups A1 and A3, and four dimensions of the hedonic product for the groups A2 and A4, respectively.

Please rate "notebook computer" on the following dimensions

Necessary	5	4	3	2	1	Not necessary
Effective	5	4	3	2	1	Ineffective
Helpful	5	4	3	2	1	Unhelpful
Functional	5	4	3	2	1	Not functional

Please rate "perfume" on the following dimensions

Fun	5	4	3	2	1	Not fun
Exciting	5	4	3	2	1	Dull
Delightful	5	4	3	2	1	Not delightful
Enjoyable	5	4	3	2	1	Not enjoyable

Research participants

The research participants were 129 undergraduate students, matriculated at Chulalongkorn University, registered in the Faculty of Communication Arts. The participants were divided into four groups according to the Treatment A1, A2, A3 and A4. Each group consisted of at least 30 participants. The data was collected in April 2022, during the second academic semester of 2021.

Research procedure

Before conducting the experiment, participants were randomly divided into four groups according to the treatments A1, A2, A3 and A4. The conduction of the experiment was separated into three runs in total due to the availability of students as participants during Zoom online classes. After joining the Zoom online classes, the original objective purpose was held back, and the researcher and assistant were introduced as market researchers doing research before launching a new product to eliminate potential bias among participants. The structure of the research questionnaire was explained to the participants, followed by the distribution of links to the Google Form questionnaires according to the preset treatment groups of the participants. Afterwards, the participants were given 15 to 20 minutes to fill out and complete the questionnaire. After completion, the researcher debriefed them on the circumstances of the study and collected the filled-out answer sheets on the google form application. Further, the participants were thanked and rewarded for their participation through either one extra credit for their respective class or the possibility to win one of twelve 200 Baht e-vouchers for the Grab application.

Data analysis

After the collection of the necessary data, it was coded and analyzed by utilizing the SPSS statistical program. To test the main effects, an independent samples *t*-test was employed. Univariate analysis of variance was used to examine interaction effects. Further, to test the relationships among the dependent sub-variables, Pearson's Product Moment Correlation was used. For the analysis, the significance level was appointed at .05

CHAPTER 4

RESULTS

The research study "Impacts of Bandwagon Effect and Product Type in Instagram Native Advertising on Generation Z Consumer's Behavior" was conducted via an experimental research method. A 2 x 2 between subject factorial design was used, with the independent variables being bandwagon effect (high vs. low) and product type (utilitarian vs. hedonic). The dependent variable, consumer behavior, consisted of five sub-variables in total, consisting of ad intrusiveness, attitude toward the ad, attitude toward the brand, purchase intention and intention to share. The used data in this research was collected from students matriculated at the Faculty of Communication Arts of Chulalongkorn University during the second semester of the 2021 academic year. The participants were divided into four separate groups according to the treatments received, from A1 to A4, as shown in Table 2.

Table 2 Description of the four treatments used

	Utilitarian product	Hedonic product
High bandwagon effect	A1	A2
Low bandwagon effect	A3	A4

The participants of group A1 received the treatment of notebook as a utilitarian product and were exposed to a high bandwagon effect through a high number of likes and comments. Group A2 saw perfume as a hedonic product with the same amount of likes and comments. Group A3 got confronted with a notebook as a utilitarian product and were exposed to a low bandwagon effect through low likes and comments. Group A4 were exposed to perfume as a hedonic product with the same low likes and comments as in group A3.

The collected data from this experiment were analyzed through SPSS statistical program. The findings can be separated into five parts.

Part 1: General data description with demographic profile, manipulation check of the two independent variables and the research instruments' reliability scores

Part 2: Descriptive results of the dependent variable

Part 3: Main effects of bandwagon effect and product type on consumer behavior

Part 4: Interaction effects of bandwagon effect and product type on consumer behavior

Part 5: Relationships among the sub-variables of the dependent variable

General data description

The general data description consists of three parts in total. The three parts discussed in this section are the demographic profile of the participants, the manipulation check, and the reliability scores of the research instruments.

Demographic profile

One hundred and twenty-nine questionnaires were collected from the participants for this research. All the collected questionnaires could be used for analysis. Group A1 consisted of 32 participants. Group A2 comprised of 35 participants. Group A3 included 30 participants and group A4 consisted of 32 participants (see Table 3).

Table 3 Number of participants of each group

Bandwagon effect	Product types		Total
	Utilitarian	Hedonic	
high	A1	A2	
	32 participants	35 participants	67 participants
low	A3	A4	
	30 participants	32 participants	62 participants
Total	62 participants	67 participants	129 participants

As shown in Table 3, 67 participants in total received the treatment of high bandwagon effect through a high amount of likes and comments. 62 participants received the treatment of low bandwagon effect through a low amount of likes and comments. 62 participants were shown a notebook as the treatment for a utilitarian product. 67 participants were subjected to perfume, representing a hedonic product.

When looking at gender of the participants, more female than male participants answered the questionnaires. One hundred and three participants or 79.9% were female. Twenty-one participants or 16.2% were male and five participants or 3.9% defined themselves as others (see Table 4).

Table 4 Gender of participants

Gender	*f*	%
Male	21	16.2
Female	103	79.9
Other	5	3.9
Total	**129**	**100.0**

When observing the age of fourteen participants or 10.8% were eighteen years old. Thirty-seven participants or 28.7% were nineteen years old. Thirty-eight participants or 29.5% were twenty years old. Twenty-one participants or 16.3% were twenty-one years old. Nineteen participants or 14.7% were aged twenty-two years old or higher (see Table 5).

Table 5 Age of participants

Age	*f*	%
18 years old	14	10.8
19 years old	37	28.7
20 years old	38	29.5
21 years old	21	16.3
22 years old or higher	19	14.7
Total	**129**	**100.0**

Manipulation check

Two manipulation check questions were implemented into the questionnaires to check if the treatments regarding the independent variables bandwagon effect and product type were perceived correctly. The results are expounded as follows.

Bandwagon effect. To make sure that the participants perceived the manipulation of the independent variable bandwagon effect correctly, a five-point Likert scale was implemented into the questionnaires (two items; α = .79). To see whether the manipulation of bandwagon effect was successful, an independent samples *t*-test was used.

The result shows a statistically significant difference of mean scores from participants exposed to the high bandwagon effect ($M = 3.39$, $SD = .79$) and participants exposed to the low bandwagon effect ($M = 1.56$, $SD = .71$) (t[127] = 13.76, $p < .05$), showing that the manipulation for bandwagon effect was successful (see Table 6).

Table 6 Manipulation check results for bandwagon effect

	Treatment	*M*	*SD*	*t*	*df*	*p*
Bandwagon	High	3.39	0.79	13.76	127	.00
effect	Low	1.56	0.71			

Product type. To check whether the notebook computer was perceived as a utilitarian product and whether the perfume was perceived as a hedonic product, two five-point semantic differential scales, which were adopted from Voss et al. (2003), were implemented into the A1 and A3 questionnaires as well as into A2 and A4 ones, respectively.

The participants of A1 and A3 groups assessed four utilitarian dimensions of notebook computers (4 items; α = .82) while the A2 and A4 groups evaluated four hedonic dimensions of perfumes (4 items; α = .89).

To analyze the results, one sample *t*-tests were used. For the utilitarian

dimension, the mean score for notebook computer was 4.50, showing a statistically

significant difference to the test value 3 ($t[61] = 16.54$, $p < .05$). For the hedonic

dimension of perfume, the mean score was 4.22, also showing a statistically

significant difference to the test value 3 (t[66] = 12.72, p < .05) (see Table 7). This

leads to the conclusion that the notebook computer was perceived as a utilitarian

product and that the perfume was perceived as a hedonic product.

Table 7 Manipulation check results for product type

Product type	*M*	*SD*	*t*	*df*	*p*
Utilitarian	4.50	0.71	16.54	61	.00
Hedonic	4.22	0.79	12.72	66	.00

Instruments' reliability scores

The questionnaires to measure the dependent variable, consumer behavior,

included five constructs, one construct to measure each sub-variable. The ad

intrusiveness and intention to share sub-variables were measured through the adaption

of five-pointed semantic differential scales. The attitude toward the ad, attitude

toward the brand and purchase intention sub-variables were measured through the

adaption of five-point Likert scales. To assess the reliability of these scales for this

study, Cronbach's alpha was utilized. Results show that the reliability coefficients for

all employed scales to measure the sub-variables were between .70 and .87. The

reliability score for the seven items scale for ad intrusiveness was .78. The four-item

scale to measure attitude toward the ad possessed a reliability coefficient of .70. The

five-item scale for attitude towards the brand showed a reliability score of .81.

Purchase intention was measured via a five-item scale with the reliability coefficient

of .87, and the reliability coefficient of the three-item scale to measure intention to

share was .80 (see Table 8).

Table 8 Cronbach's alpha for used research instruments

Dependent Variables	No. of items	Cronbach's Alpha
Ad intrusiveness	7	.78
Attitude towards the ad	4	.70
Attitude towards the brand	5	.81
Purchase intention	5	.87
Intention to share	3	.80

Descriptive results of the dependent variable

In this second part, the mean scores of all the sub-variables of the dependent

variable, consumer behavior, which the participants from all groups evaluated, are

reported. These include ad intrusiveness, attitude toward the ad, attitude toward the

brand, purchase intention and intention to share, which the participants from all

groups evaluated as shown in Table 4.8.

For the A1 group, which received the treatment of notebook computer as a

utilitarian product and a high bandwagon effect, the mean scores are as follows. The

mean score for ad intrusiveness lays at 2.37. The mean score of attitude towards the

brand lays at 2.86. Attitude towards the brand among the participants of group A1

lays at 3.11. The mean score for purchase intention is 2.05 and the mean score for

intention to share is 1.95 (see Table 9).

Table 9 Mean scores of sub-variables for all treatment groups

Dependent sub-variables	Treatment groups							
	A1		A2		A3		A4	
	M	*SD*	*M*	*SD*	*M*	*SD*	*M*	*SD*
Ad intrusiveness	2.37	0.98	2.30	1.00	2.54	0.92	2.21	0.62
Attitude towards the ad	2.86	0.66	2.93	0.41	2.65	0.64	2.80	0.57
Attitude toward the brand	3.11	0.61	3.16	0.63	2.86	0.93	3.11	0.61
Purchase intention	2.05	0.64	2.38	0.78	1.93	0.74	2.15	0.83
Intention to share	1.95	0.77	2.08	0.74	1.67	0.81	1.77	0.86

The A2 group, which was treated with perfume as a hedonic product and a high bandwagon effect, got mean scores for ad intrusiveness, attitude towards the ad, attitude towards the brand, purchase intention and intention to share of 2.30, 2.93, 3.16, 2.38 and 2.08, respectively.

Group A3, having received the treatment of notebook computer as the utilitarian product and a low bandwagon effect, showed mean scores for ad intrusiveness, attitude towards the ad, attitude towards the brand, purchase intention and intention to share of 2.54, 2.65, 2.86, 1.93 and 1.67, respectively.

Group A4 received perfume as a hedonic product and a low bandwagon effect as treatment conditions. Lastly, the mean scores for group A4, which was treated with perfume as a hedonic product and a low bandwagon effect, got mean scores for ad intrusiveness, attitude towards the ad, attitude towards the brand, purchase intention and intention to share of 2.21, 2.80, 3.11, 2.15 and 1.77, respectively.

Main effects of bandwagon effect and product type on consumer behavior

The third part of this chapter centers around the main effects of the
independent variables, bandwagon effect and product type, on the dependent variable,
consumer behavior, and its sub-variables. To test the hypotheses 1 and 2, independent
samples *t*-tests are employed.

Main effects of bandwagon effect on consumer behavior

To test the H1 hypothesis "Bandwagon effect in Instagram native advertising
has a main effect on consumer behavior," independent samples t-test was employed.
The results are shown in Table 10.

Table 10 Main effects of bandwagon effect on consumer behavior

	Treatment	*M*	*SD*	*t*	*df*	*p*
Ad intrusiveness	High bandwagon effect	2.34	0.99	-.17	127	.86
	Low bandwagon effect	2.37	0.79			
Attitude towards the ad	High bandwagon effect	2.90	0.41	1.85	127	.07
	Low bandwagon effect	2.73	0.60			
Attitude towards the brand	High bandwagon effect	3.13	0.62	1.16	127	.25
	Low bandwagon effect	2.99	0.79			
Purchase intention	High bandwagon effect	2.22	0.73	1.36	127	.18
	Low bandwagon effect	2.04	0.79			
Intention to share	High bandwagon effect	2.02	0.75	2.15	127	.03
	Low bandwagon effect	1.72	0.83			

Note: All items were measured on 5-point scales ranging from 1 = very negative opinion to 5 =
very positive opinion.

The result for intention to share shows that there is a statistically significant difference between the scores for high bandwagon effect ($M = 2.02$, $SD = .75$) and low bandwagon effect ($M = 1.72$, $SD = .83$) ($t[127] = 2.15$, $p < .05$).

Contrary, no statistically significant differences for the sub-variable, ad intrusiveness, between high bandwagon effect ($M = 2.39$, $SD= .99$) and low bandwagon effect ($M = 2.37$, $SD = .79$) ($t[127] = -.17$, $p > .05$) was found.

Similarly, there was no statistically significant difference between high bandwagon effect ($M = 2.90$, $SD = .41$) and low bandwagon effect ($M = 2.73$, $SD = .60$) ($t[127] = 1.85$, $p > .05$) for attitude towards the ad.

Further, no statistically significant difference for attitude towards the brand between high bandwagon effect ($M = 3.13$, $SD = .62$) and low bandwagon effect ($M = 2.99$, $SD = .79$) ($t[127] = 1.16$, $p > .05$).

Lastly, no statistically significant difference for purchase intention between high bandwagon effect ($M = 2.22$, $SD = .73$) and low bandwagon effect ($M = 2.04$, $SD = .79$) ($t[127] = 1.36$, $p > .05$) were established as well.

In summary, this research found that bandwagon effect only has a main effect on intention to share, while there is no main effect of bandwagon effect on ad intrusiveness, attitude towards the ad, attitude towards the brand and purchase intention. Thus, hypothesis H1 is partially supported.

Main effects of product type on consumer behavior

To test the H2 hypothesis "Product type in Instagram native advertising has a main effect on consumer behavior," independent samples t-test was employed. The results are shown in Table 11.

Table 11 Main effects of product type on consumer behavior

	Treatment	**M**	**SD**	**t**	**df**	**p**
Ad intrusiveness	Utilitarian product	2.44	0.95	1.19	127	.24
	Hedonic product	2.26	0.84			
Attitude towards the ad	Utilitarian product	2.76	0.54	-1.23	127	.22
	Hedonic product	2.87	0.49			
Attitude towards the brand	Utilitarian product	2.99	0.79	-1.16	127	.25
	Hedonic product	3.13	0.62			
Purchase intention	Utilitarian product	1.99	0.69	-2.12	127	.04
	Hedonic product	2.27	0.80			
Intention to share	Utilitarian product	1.81	0.80	-0.87	127	.39
	Hedonic product	1.94	0.81			

Note: All items were measured on 5-point scales ranging from 1 = very negative opinion to 5 = very positive opinion.

The result for purchase intention shows a statistically significant difference between the utilitarian product ($M = 1.99$, $SD = .69$) and the hedonic product ($M = 2.27$, $SD = .80$) ($t[127] = -2.12$, $p < .05$).

In opposition, the result for ad intrusiveness shows no statistically significant difference between the utilitarian product ($M = 2.44$, $SD = .95$) and hedonic product ($M = 2.26$, $SD = .84$) ($t[127] = 1.19$, $p > .05$).

Moreover, the result for attitude towards the ad neither shows a statistically significant difference between utilitarian product ($M = 2.76$, $SD = .54$) and hedonic product ($M = 2.87$, $SD = .49$) ($t[127] = -1.23$, $p > .05$).

Similarly, the result for attitude towards the brand does not support a statistically significant difference between utilitarian product ($M = 2.99$, $SD = .79$) and hedonic product ($M = 3.13$, $SD = .62$) ($t[127] = -1.16$, $p > .05$).

Lastly, no statistically significant difference for intention to share was found between utilitarian product (M = 1.81, SD = .80) and hedonic product (M = 1.94, SD = .81) (t[127] = -.87, p > .05).

In conclusion, the independent variable product type has a main effect on purchase intention, not on ad intrusiveness, attitude towards the ad, attitude towards the brand or intention to share, however. Thus, the results partially support hypothesis H2.

Interaction effects of bandwagon effect and product type on consumer behavior

To test the H3 hypothesis "Bandwagon effect and product type have an interaction effect on consumer behavior," Univariate Analysis of Variance was employed to test interaction effects of bandwagon effect and product type on consumer behavior.

Results of the Univariate ANOVA show, that interaction between bandwagon effect and product type on ad intrusiveness is not statistically significant (F[125] = .79, p > .05) (see Table 12).

Table 12 Interaction effects of bandwagon effect and product type on ad intrusiveness

Source	Sum of Squares	df	Mean Square	F	p
Bandwagon effect	0.03	1	0.03	0.04	.84
Product type	1.19	1	1.19	1.47	.23
Bandwagon effect and product type	0.63	1	0.63	0.79	.38
Error	100.79	125			
Total	816.27	128			

For attitude towards the ad, the result from Univariate ANOVA shows no statistically significant interaction effects between bandwagon effect and product type (F[125] = .23, p > .05) (see Table 13).

Table 13 Interaction effects of bandwagon effect and product type on attitude towards the ad

Source	Sum of Squares	df	Mean Square	F	p
Bandwagon effect	0.89	1	0.89	3.44	.07
Product type	0.40	1	0.40	1.55	.22
Bandwagon effect and product type	0.06	1	0.06	0.23	.64
Error	32.48	125			
Total	1056.69	128			

Further, the result from Univariate ANOVA shows no statistically significant interaction effect between bandwagon effect and product type on attitude towards the ad ($F[125] = .36, p > .05$) (see Table 14).

Table 14 Interaction effects of bandwagon effect and product type on attitude towards the brand

Source	Sum of Squares	df	Mean Square	F	p
Bandwagon effect	0.70	1	0.70	1.40	.24
Product type	0.70	1	0.70	1.40	.24
Bandwagon effect and product type	0.36	1	0.36	0.72	.40
Error	61.77	125			
Total	1275.40	128			

Moreover, Univariate ANOVA for purchase intention does not show a statistically significant interaction effect between bandwagon effect and product type either ($F[125] = .79, p > .05$) (see Table 15).

Table 15 Interaction effects of bandwagon effect and product type on purchase intention

Source	Sum of Squares	df	Mean Square	F	p
Bandwagon effect	1.02	1	1.02	1.80	.18
Product type	2.49	1	2.49	4.39	.04
Bandwagon effect and product type	0.10	1	0.10	0.17	.68
Error	70.79	125			
Total	663.28	128			

Similarly, the result from Univariate ANOVA for intention to share, does not show a statistically significant interaction effect between bandwagon effect and product type (F[125] = .79, p > .05) (see Table 16).

Table 16 Interaction effects of bandwagon effect and product type on intention to share

Source	Sum of Squares	df	Mean Square	F	p
Bandwagon effect	2.86	1	2.86	0.74	.04
Product type	0.47	1	0.47	0.74	.39
Bandwagon effect and product type	0.01	1	0.01	0.01	.91
Error	79.09	125			
Total	536.44	128			

In conclusion, no statistically significant interaction effects of bandwagon effect and product type were found for any of the dependent sub-variables. Thus,

hypothesis H3 must be rejected. The following table shows the summary of results for the three hypotheses (see Table 17).

Table 17 Summary of results for Hypotheses

Hypothesis	Result
H1: Bandwagon effect in Instagram native advertising has a main effect on consumer behavior.	Partially supported
H2: Product type in Instagram native advertising has a main effect on consumer behavior.	Partially supported
H3: Bandwagon effect and product type in Instagram native advertising have an interaction effect on consumer behavior.	Not supported

Relationship among the dependent sub-variables

For the last part of this chapter, Pearson's Product Moment Correlation was employed to test relationships among the dependent sub-variables, ad intrusiveness, attitude toward the ad, attitude toward the brand, purchase intention and intention to share.

The results show a statistically significant weak negative correlation between ad intrusiveness and attitude towards the ad ($r = -.30$, $p < .05$) (see Table 18).

Table 18 Relationship among dependent sub-variables

Relationship between		*r*	*p*
Ad intrusiveness	Attitude towards the ad	-.30	.00
	Attitude towards the brand	-.05	.60
	Purchase intention	.02	.79
	Intention to share	-.15	.09
Attitude towards the ad	Attitude towards the brand	.22	.01
	Purchase intention	.42	.00
	Intention to share	.47	.00
Attitude towards the brand	Purchase intention	.07	.43
	Intention to share	.13	.15
Purchase intention	Intention to share	.60	.00

Further, the results from Pearson's Product Moment Correlation show a statistically significant weak positive correlation for attitude towards the ad with attitude towards the brand ($r = .22, p < .05$) and statistically significant moderate positive correlations with purchase intention ($r = .42, p < .05$) and intention to share ($r = .47, p < .05$).

Lastly, the results show a statistically significant strong positive correlation between purchase intention and intention to share ($r = .60, p < .05$).

CHAPTER 5

SUMMARY AND DISCUSSION

This research study "Impacts of Bandwagon Effect and Product Type in Instagram Native Advertising on Generation Z Consumers' Behavior" was undertaken to study main effects of bandwagon effect (high bandwagon effect and low bandwagon effect) and product type (Utilitarian and hedonic) as well as their interaction effect on consumer behavior, consisting of the following five sub-variables ad intrusiveness, attitude toward the ad, attitude toward the brand, purchase intention and intention to share.

This chapter comprises five parts, them being the conclusion of research findings, the following discussion, limitations of this study, recommendations for future research and practical implications.

Summary of research findings

With the fast and far-reaching developments in technology, marketing communications must adapt to existing and potential target groups. With these target groups accumulating on social media platforms, it only seems logical for the field of marketing communications to become more integrated and shift digital. In these digital social media environments, new disciplines to reach consumers are developed, a promising approach being native advertising. The social media platform Instagram, like many others, implemented native advertising in form of sponsored posts, among other ways. Many prior studies focused on native advertising disclosure and perceived

deception of consumers. Fewer studies focused on different aspects. The incorporated virality metrics, depicted through likes and comments on Instagram, create a bandwagon effect. Preceding studies found that this bandwagon effect impacts consumer behavior.

Other studies concluded that product type impacts consumer behavior in native advertising on social media platforms and further creates interaction effects with other independent variables like spokespersons on social media. However, no study to the researcher's knowledge has examined interaction effects of bandwagon effect and product type in a social media environment on consumer behavior. To examine not only the impact of bandwagon effect and product type Instagram native advertising but also their potential interaction effect on consumer behavior, this research study was created.

To accomplish this, experimental research via a 2 x 2 between-subject factorial design was employed. The objectives of this study were set to study the main effect of bandwagon effect and product type as well as their interaction effect in Instagram native advertising on consumer behavior and its sub-variables, ad intrusiveness, attitude towards the ad, attitude toward the brand, purchase intention and intention to share.

The results of the experiment in relation to the hypotheses of this study as well as the relationships among the dependent sub-variables as presented in the last chapter, are as follows.

In total, 129 participants took part in the experiment. Of those 129 participants, 79.9% or 103 people were female. In addition, 16.3% or 21 people were male and 3.8% or five people defined themselves as others. The age of the

participants ranged from 18 to 24 years old. Starting with youngest, 10.9% or 14 participants were 18 years old. Further, 28.7% or 37 people were 19 years old and 29.46% or 38 people were 20 years old. Following, 16.28% or 21 participants were 21 years old. Additionally, 12.40% or 16 participants were 22 years old. Lastly, 1.55% or 2 people and 0.78% or one participant were 23 and 24 years old respectively.

Results for the testing of the first hypothesis "Bandwagon effect in Instagram native advertising has a main effect on consumer behavior." show the following. The study shows a statistically significant difference between high bandwagon effect and low bandwagon effect for intention to share. The treatment of high bandwagon effect received a higher mean score for intention to share than the treatment of low bandwagon effect. It can be concluded that the participants with the treatment of high bandwagon effect had a higher intention to share than the participants with the treatment of low bandwagon effect. The results indicated no statistically significant difference between high bandwagon effect and low bandwagon effect were found for the sub-variables ad intrusiveness, attitude towards the ad, attitude towards the brand and purchase intention. Thus, the results support the first hypothesis partially.

Results for the testing of the second hypothesis "Product type in Instagram native advertising has a main effect on consumer behavior" are as follows.

A statistically significant difference between utilitarian product and hedonic product was found for the sub-variable purchase intention, with the mean score for the treatment of hedonic product being higher than the mean score for the utilitarian product. It can be concluded that participants confronted with the treatment of the hedonic product have a higher intention to purchase than the participants subjected to the treatment of the utilitarian product. No statistically significant difference between

utilitarian and hedonic product type was found for ad intrusiveness, attitude towards the ad, attitude towards the brand and intention to share. Therefore, the second hypothesis was supported partially as well.

The results for the third hypothesis "Bandwagon effect and product type in Instagram native advertising have an interaction effect on consumer behavior." display no statistically significant interaction effects of bandwagon effect and product type on all the dependent sub-variables ad intrusiveness, attitude towards the ad, attitude towards the brand, purchase intention and intention to share. Consequently, the third hypothesis was rejected entirely.

Lastly, tests on the relationships of the dependent sub-variables, ad intrusiveness, attitude towards the ad, attitude towards the brand, purchase intention and intention to share were conducted. Results show a statistically significant weak negative correlation between ad intrusiveness and attitude towards the ad with a correlation coefficient of .30. Further, attitude towards the ad has a statistically significant weak positive correlation with attitude towards the brand, with a correlation coefficient of .22. Additionally, the results show that attitude towards the ad has statistically significant moderate correlations with purchase intention and intention to share with correlation coefficients of .42 and .47, respectively. Moreover, the results support a significantly strong positive correlation between purchase intention and intention to share, with a coefficient of .60.

Discussion

      For the discussion, this section is separated into four parts, comprised of the main effect of bandwagon effect on consumer behavior, main effect of product type on consumer behavior, interaction effect of bandwagon effect and product type on consumer behavior and relationships among the sub-variables.

Main effect of bandwagon effect on consumer behavior

      The results for the main effect of bandwagon effect on consumer behavior and its sub-variables ad intrusiveness, attitude towards the ad, attitude towards the brand, purchase intention and intention to share are shown in Figure 10 and discussed below as follows.

Figure 10 Mean scores of consumer behavior for bandwagon effect
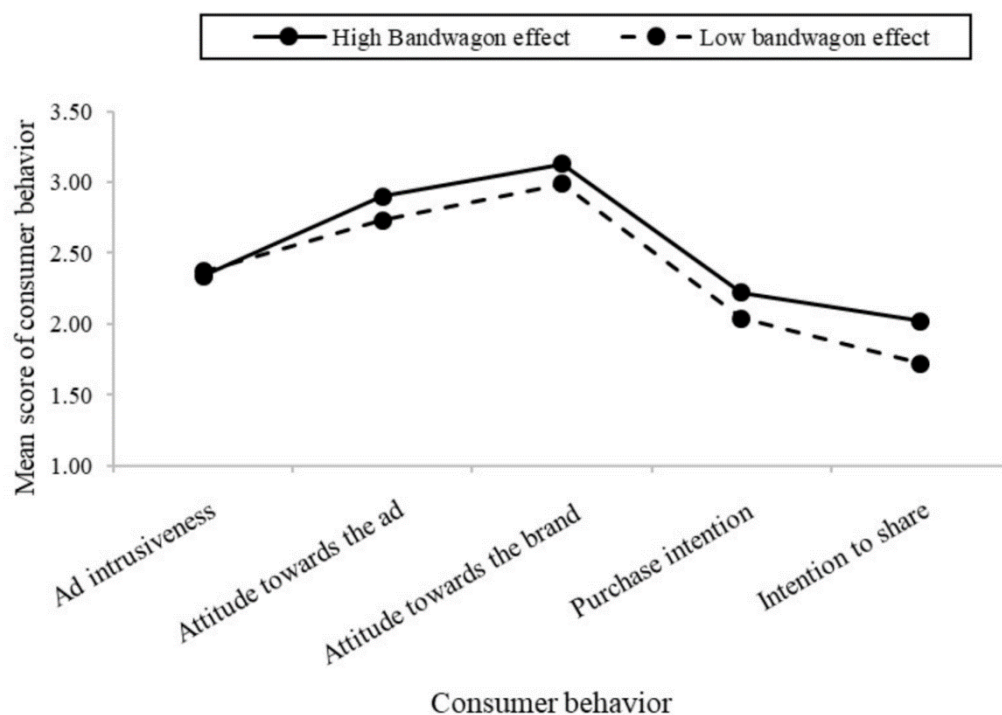
The results show no main effect of bandwagon effect on **ad intrusiveness**. While Lee et al. (2016) state that the effectiveness of native advertisements is dependent on whether consumers perceive the ad as intrusive, this result mirrors the findings of Li et al. (2020). Like the results of this research study, no main effect of bandwagon effect was found on perceived intrusiveness of the ad. This can potentially be explained through a couple of factors. Persuasion knowledge of the participants could be activated when confronted with the sponsored posts, as described by Friestadt and Wright (1994), mitigating any effect which the bandwagon effect could have on ad intrusiveness due to a heightened perception of persuasion. Adding on to this is the potentially high media literacy of the participants in this study, them being matriculated at a Faculty of Communication Arts. Another mitigating factor for this result can be seen in brand credibility. Li et al. (2020) state that bandwagon effect in combination with brands with high credibility does have an impact on consumers' psychological reactance, going hand in hand with the findings of Li and Sundar (2018). However, a high bandwagon effect from brands which possess low credibility, does not suffice to positively change consumers' negative perceptions.

As a completely unfamiliar, fictional brand with no prior perceived credibility among the participants was used for this study, this can potentially explain that bandwagon effect had no effect on the ad intrusiveness in combination with the activation of persuasion knowledge among the participants.

Results for **attitude towards the ad** show no statistically significant difference between high bandwagon effect and low bandwagon effect either. This result goes hand in hand with the research findings of Li et al. (2020) of bandwagon effect having no effect on attitude towards the ad.

Various potential reasons for this result can be discussed. Similar to ad intrusiveness, the possibility of the participants activating their persuasion knowledge when confronted with the sponsored post cannot be out ruled, potentially affecting the attitudes of consumers towards the ad, as stated by Friestadt and Wright (1994). Further, while Instagram lends itself to consumers processing information via heuristics, due to the vast amount of information flow (Metzger & Flanagin, 2013), the products depicted in this study both were high-involvement products. As notebook computers and perfumes both can be classified as high involvement products, under the Heuristic-systematic model devised by Chaiken (1980), consumers will tend to rely on the systematic type of information processing, less relying on heuristic cues.

Due to the high risk, monetary, functional, or social, a high product involvement of the consumers with high information seeking motivation must be assumed, as described by Solomon (2019). It is likely that participants in this study were less affected by the heuristic cue of bandwagon effect than the information provided in the Instagram sponsored post and based their evaluations of the ad on this, as proposed in the Heuristic-systematic model of information processing (Chaiken, 1980).

Further, other information of the ad, like layout, style or product depictions can affect attitude towards the ad, as it is an evaluation of the advertisement in its entirety (Schiffman & Wisenblit 2015). This most likely is intensified by the nature of Instagram being a picture-heavy social media platform and thus the bandwagon effect only being a very small determinant of consumers' evaluation of these specific sponsored ads of high-involvement products, its impact being overshadowed by the consumers' evaluations of other parts of this sponsored post.

Moving to **attitude towards the brand**, the result does not demonstrate a statistically significant difference between high bandwagon effect and low bandwagon effect. However, attitude towards the brand shows the highest mean scores for both levels of bandwagon effect.

Once again can be assumed that the activation of persuasion knowledge at least in part diminishes any measurable impact of bandwagon effect on the attitude towards the brand, according to the persuasion knowledge model (Friestadt & Wright, 1994). Another reason, which can be given to explain this result, is the fact that the participants in this research study were completely unfamiliar with the brand shown in the experiment. According to Gardner (1985), given that a consumer is unfamiliar with a brand, their evaluation of the advertisement can strongly impact their evaluation of the brand as well. This condition also applies in this research study. Neither the brand for the utilitarian product notebook computer, nor the brand for the hedonic product perfume exist in real marketplaces. For this study, similar to the findings of Darrel (1987) and the transformational effect, it could mean that, since the participants are unfamiliar with the brand, they base their attitude towards the brand on their attitude towards the ad as well. Consequently, their holistic evaluation of the sponsored ad with the provided information, layout, style, and product depictions here again potentially diminishes any significant impact of bandwagon effect on attitude towards the ad.

Moving to the sub-variable **purchase intention**, the results do not support any significant difference between high bandwagon effect and low bandwagon effect. This finding is congruent with prior findings by Li et al. (2020) showing no impact on behavioral intentions but contradicts prior studies by Anantharaman et al. (2022)

stating an existing influence between bandwagon effect and purchase intention. This discrepancy can potentially be explained in multiple ways. While the study by Li et al. (2020) and this research study employed experimental research with different treatments of bandwagon effect, the study by Aantharaman (2022) employed a questionnaire to generate results with no differentiation between high and low bandwagon effect.

Another explanation for the result showcased in this study can be offered due to the product involvement. Both the utilitarian product notebook computer and the hedonic product perfume are high involvement products, thus creating a high information seeking motivation among consumers as stated by Solomon (2019) with heuristic cues like bandwagon effect moving into the background. Instead, the participants might have evaluated different aspects of the product, like congruence of self-expression or product design with the perfume or functions and specifications of the notebook laptop, disregarding the heuristic cues of amount of likes ad comments, might they be high or low. Additionally, missing necessity of conducting a purchase at the time of the experiment can explain this result as well. Another factor for purchase intention for high involvement products like notebook computer or perfume, is brand familiarity, as MacInnis et al. (1991) state that familiar brands generate more motivation to generate attention among consumers for information processing in advertisements in comparison to unfamiliar brands.

Lastly, when looking at the results from the sub-variable **intention to share**, a statistically significant difference between high bandwagon effect and low bandwagon effect can be found, which contradicts with the findings of Li et al. (2020), stating that no significant differences between high bandwagon effect and low

bandwagon effect for behavioral intentions were found. However, prior research on this matter showed that bandwagon cues can, in fact, impact the consumers' behavioral intentions. These prior findings are linked to the field of credibility judgement. Research by Xu (2013) indicates that news with high virality metrics attached to it are perceived as more credible and thus consumers are more likely to interact with it. This goes hand in hand with the findings of De Vries (2019), stating that users of social media, in part, form their credibility judgement of social media accounts on the amount which posts receive.

Xu (2013) additionally indicates that this formation of credibility judgement is especially prevalent when consumers are confronted with a low credibility source. Moreover, as Li and Sundar (2018) express, that bandwagon cues not only affect cognitive abilities of consumers, but also emotional responses, weakening consumers' reactance to persuasive messages. As very little information about the fictional new brand was given to the participants in this study, the participants could have based their credibility judgement of the given information and brand on the amount of likes and comments given according to the treatments, thus explaining the statistical significance between high and low bandwagon treatments for the sub-variable of intention to share.

Main effect of product type on consumer behavior

In this section, the results for the main effect of product type in Instagram native advertising on consumer behavior including ad intrusiveness, attitude towards the ad, attitude towards the brand, purchase intention and intention to share are discussed. The details are as follows (see Figure 11).

Starting with **ad intrusiveness**, no significant difference between the utilitarian product type, notebook computer, and the hedonic type, perfume, was found. This finding stands contrary to the findings of Zhao et al. (2017), demonstrating a statistically significant difference of advertising intrusiveness between sponsored posts with hedonic products and utilitarian products; the sponsored post with hedonic products being perceived as less intrusive. Instagram can very well be seen as a more hedonic social media platform due to its focus on activities and enjoyment. As advertisements consistent with their editorial content could lead to less perceived intrusiveness (Edwards et al., 2002), the result of this research study could be explained otherwise. As treatments for both the utilitarian product notebook computer and the hedonic product perfume both share basically identical layout of the Instagram native advertisement, this could remedy the effects of congruence between sponsored post and editorial content, as Instagram relies heavily on its visual aspects (Linaschke, 2011). The advertisements for both product types in the experiment featured the same overall layout, font, type of product depiction and color scheme. The only differentiating aspects were the shown product and the text itself. While the manipulation check for product type was successful, it could be assumed that those differences alone were not enough to affect the participants' perception of ad intrusiveness.

Figure 11 Mean scores of consumer behavior for product type
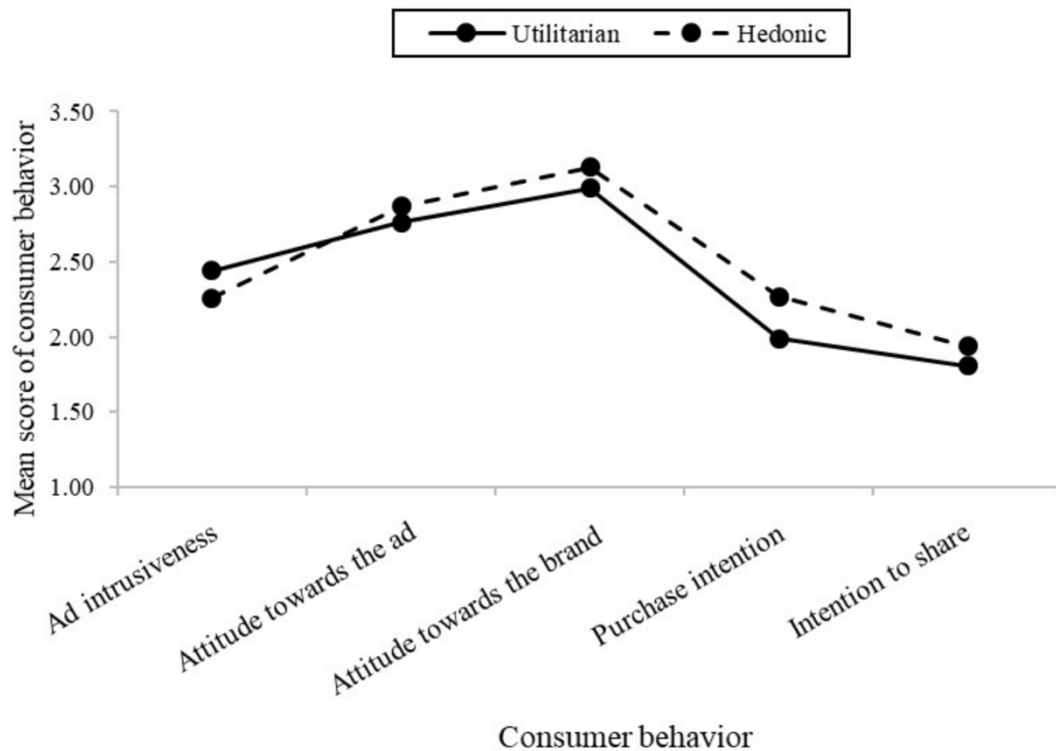
In terms of **attitude towards the ad**, the results show no statistically

significant difference between the utilitarian product notebook computer and the

hedonic product perfume. This finding stands in contrast to prior research of interplay

of content type and product type on consumers response to native advertising by Kim

et al. (2019), stating that utilitarian products in native advertising outperform hedonic

products implemented in native advertisements, mirroring the results of Lu et al.

(2014) when researching consumers' attitudes of sponsored blog recommendations.

They reason that this result was due to the features of utilitarian products being easier

to evaluate by the consumers.

However, those prior research studies do not reflect the social media

environment of Instagram as a generally hedonic platform, as other online platforms

were used to conduct the research. Kim et al. (2017), while researching product type and spokesperson in native advertising on Instagram, found that native advertisements of hedonic products had a more positive influence on consumers' perceived congruence with the social media platform Instagram than utilitarian products.

For this study, it could be assumed that this perceived congruence between the hedonic product perfume and Instagram as a more hedonic social media platform (Yang & Jiang, 2021) mitigated the potential difference in evaluation of the advertisement between the utilitarian product notebook computer and the hedonic product perfume.

Moving to the sub-variable **attitude towards the brand**, the results show no statistically significant difference between the utilitarian product notebook computer and the hedonic product perfume, but again, attitude towards the brand shows the highest mean scores among the sub-variables. This result is consistent with the findings of Santhadkolkarn (2012) in which results show no difference between utilitarian and hedonic products on attitude towards the brand either. This could be explained through both the utilitarian product notebook computer and the hedonic product perfume being high involvement products and the heightened perceived risk accompanying those type of products. Perceived risk for these high involvement products can have the dimensions of perceived financial risk and functional risk for the notebook computer as a utilitarian product as well as social and psychological risk for perfume as a hedonic product (Solomon, 2019).

With the limited information provided in the Instagram sponsored post, the participants were given little information to counter the perceived risk. It seems plausible, that the high mean scores, again, can be explained through the

transformational effect, resembling the findings of Darrel (1987), with the participants

basing their attitude towards the brand on their attitude towards the ad. Adding on to

that is the factor of brand familiarity. As the brand for both products in this research

study is fictional, the participants had no prior brand experience and according to

Gardner (1985) it is likely that the participants based their attitude towards the brand

on their attitude towards the shown ad. To reduce risk due to little information and an

unknown brand, the participants would have to search for more information to base

their evaluation of the brand on (Ross, 1975) or turn to brands, which they are already

familiar with and possess brand awareness.

Following up with **purchase intention**, a significant difference between the

utilitarian product notebook computer and the hedonic product perfume was found,

showing that the participants had a higher purchase intention towards the perfume

than to the notebook computer. This result can again be led back to both products in

this study being high involvement products. As stated before, with increasement in

product involvement, the perceived risk increases as well as other thought processes

increase as well (Solomon, 2019). While the perceived risk of both notebook

computer and perfume can be assumed as high, the perceived risk itself can differ.

Mainly, the perceived financial risk for notebook computer is higher than the

perceived risk for perfume. It could be assumed that the students serving as

participants in this group are much keener to accept the in comparison lower financial

risk of purchasing the perfume then they are to accept the higher financial risk of

buying a notebook computer, given a certain risk level. Another explanation for this

can be found in the participants relying more on visual aspects for the hedonic

product, as opposed to the utilitarian product, for which consumers would need more

additional information to form a decision, as demonstrated by the findings of Liao et al. (2016).

Further, as Petty and Cacioppo (1986) state, purchase intention is dependent on the consumers level of interest in the product. With the participants being matriculated students, most of them likely already possess a notebook computer and thus do not have a high level of interest in the product. According to studies by Borgave and Chaudhari (2010) adolescent consumers, both male and female generally possess more than one perfume for daily use, which could explain a different level of interest and thus the difference in purchase intention within this study. Another factor potentially explaining this result is ad-media congruence. Aligning with the findings of Kim et al. (2017), Yang and Jiang (2021) found that ad-media congruence between hedonic products in in-feed native advertisements and Instagram as a hedonic social media platform positively impact consumers' behavioral intentions, thus explaining the difference in purchase intention between notebook computer and perfume for this study.

Lastly, the results in this study do not support any significant difference between utilitarian product and hedonic product regarding **intention to share**. This finding stands in contrast to the results in the study of Yang and Jiang (2021) indicating that native advertisements of hedonic products create a higher consumer engagement on Instagram native advertisements featuring utilitarian products.

The intention to share on Instagram is driven by the consumers' hedonic motivations, as stated by Järvinen et al. (2016), and is entertainment-driven (Pelletier et al., 2020). However, hedonic motivations can be applied when engaging with utilitarian products.

Further, as stated by Linaschke (2011) native advertisements on Instagram are driven by visual appearances. One reason for the discrepancy of the findings could be led back to the limited visual differentiation between the utilitarian product of notebook computer and the hedonic product perfume. As the two advertisements, besides the featured product and minimal text are visually identical, it could be assumed that this led to the insignificant difference of sharing intention between the notebook computer and the perfume.

Interaction effect of bandwagon effect and product type on consumer behavior

When looking at the interaction effect between the independent variables on consumer behavior, the results of this research study support no interaction effect between bandwagon effect and product type on either of the sub-variables of the dependent variable consumer behavior, ad intrusiveness, attitude towards the ad, attitude towards the brand, purchase intention or intention to share. Thus, instead of discussing each of the dependent sub-variables independently, the results for interaction effect between bandwagon effect and product type on consumer behavior will be discussed holistically.

While, to the researcher's knowledge, no prior research has been conducted on the interaction effect between bandwagon effect and product type, preceding literature on the heuristic-systematic model introduced by Chaiken (1980) can help in explaining the findings of this study. The heuristic-systematic model of persuasion implies that while heuristic processing and systematic processing of persuasive messages can co-exist, when confronted with high involvement products, consumers tend to use systematic processing more to attain more information for their evaluation.

This in turn leads to a diminishing impact of heuristic cues under the heuristic information processing (Chaiken, 1987)

As stated before, both the chosen treatment products notebook computer and perfume must be considered as high involvement products. Thus, under consideration of the heuristic-systematic model of persuasion, it could be assumed that the participants used systematic processing rather than heuristic processing to gain as much informational knowledge about the presented native advertisement and featured products as possible, no matter if the product is considered a hedonic product or a utilitarian product. The use of the systematic processing route among the participants could have led to a diminishing effect of the bandwagon effect treatment for the utilitarian product notebook computer and the hedonic product perfume leading to an insignificant interaction effect between bandwagon effect and product type on all the sub-variables of consumer behavior.

This explanation matches with findings of Sundar et al. (2009), stating that product involvement mediates the relationship between bandwagon cues and behavioral intentions of consumers.

One additional reason could be found in the inherent design of the Instagram native advertisement of the utilitarian product notebook computer and the hedonic product perfume. With the social media platform Instagram being driven mainly through visual appearances, as stated by Linaschke (2011), it could be assumed that the inherently similar design of the native advertisement of notebook computer and perfume further contributed to the result of insignificant interaction effect between bandwagon effect and product type in Instagram native advertising on consumer

behavior and its sub-variables ad intrusiveness, attitude towards the ad, attitude towards the brand, purchase intention and intention to share.

Correlations among the sub-variables of consumer behavior

In this section, the correlations among the sub-variables of consumer behavior for this research study, being ad intrusiveness, attitude towards the ad, attitude towards the brand, purchase intention and intention to share are discussed. The results show a variety of relationships among the dependent sub-variables.

All correlational findings in this research study are consistent with the hierarchy of effects model devised by Lavidge and Steiner (1961), which describes the consumer going through cognitive, affective, and conative stages. The cognitive stage for this study corresponds with ad intrusiveness, while the affective stage corresponds with attitude towards the ad and attitude towards the brand. The conative stage corresponds with purchase intention and intention to share.

When looking at the correlations of ad intrusiveness, only one correlation with attitude towards the ad was found. Ad intrusiveness and attitude towards the ad are weakly negatively correlated. For this study, it means that a heightened perceived ad intrusiveness negatively impacted the attitude towards the ad among the participants of this study. According to Edwards (2002), this can be led back to the consumer feeling irritation when confronted with an unwanted interruption of their desired information intake. This weak link between ad intrusiveness and attitude towards the ad, as well as the insignificant relationship between ad intrusiveness and the other affective component attitude towards the ad could be attributed to the strength of native advertising on social media in seamlessly integrating into the editorial content.

This reason might also explain the insignificant correlation between the cognitive

component, ad intrusiveness, and the conative components of purchase intention and

intention to share. The insignificant correlation between the cognitive component ad

intrusiveness and the conative components purchase intention and intention to share

are supported by findings of Sharifi (2014) showing no correlation between cognition

and connation for high involvement products, as is the case in this study. This could

be explained through the mediating role of brand awareness on cognition as well as

conation (Sharifi, 2014), which the participants in this research study did not possess

due to the brand employed being purely fictional.

Besides the correlation with ad intrusiveness, attitude towards the ad further

shows significant positive correlations with attitude towards the brand, purchase

intention and intention to share. Those findings are consistent with the hierarchy of

effects model (Lavidge & Steiner, 1961) as well and can be explained through as this

model depicts the correlations of affective components and conative components. The

feelings towards the advertisement, that the consumers possess, translate to behavioral

intentions like purchase intention and intention to share, as the results of this study

indicate.

The significant positive correlation between attitude towards the ad and

attitude towards the brand for this study could be explained through brand familiarity.

The fictional brand for this study was completely unknown to the participants.

According to the transformational effect, when confronted with unfamiliar brands,

consumers base their attitude towards it on their attitude towards the ad, explaining

the significant positive correlation between attitude towards the ad and attitude

towards the brand for this research study (Gardner, 1985). Additionally, preceding

research studies indicated attitude towards the ad to be the main input for attitude

towards the brand (Goldsmith et al. 2000)

Unusual, however, is the statistically insignificant relationship between

attitude towards the brand as the affective component and purchase intention and

intention to share as conative components. Prior research indicates significant positive

correlations between attitude towards the brand and purchase intentions (Petty et al.

1983). More contemporary research by Kaewpackdee and Lekcharoen (2020) on

Instagram advertising among Thai nationals show similar results, with brand attitude

showing no significant correlation with behavioral intents. So, this finding of

insignificant correlation between attitude towards the brand and behavioral intents

could be attributed as a source characteristic of advertising through Instagram as a

social media platform.

Lastly, the results show a statistically significant positive correlation between

purchase intention and intention to share. This correlation, again, can be explained

through the hierarchy of effects model devised by Lavidge and Steiner (1961) and

mirrors findings of other contemporary research in the area of social media (Yoong &

Lian, 2019; Zhang & Mao, 2016). As both purchase intention and intention to share

can be considered as conative components, a strong correlation between these two

sub-variables is to be expected, as demonstrated by the strongest positive correlation

among all the sub-variables in this research study.

Limitations of this study

As this research study was conducted using an experimental research method,

the independent variables as well as the created treatments, including the same design

pattern among all different treatments and a fictional brand name to achieve a high

level of internal validity, this study might show a lower external validity.

Further, most of the participants selected for this experiment were female, with

a low percentage of males participating. While the creation of stimuli was set to be

gender neutral, this disparity in gender might have partially affected the research

results. As the experiment was conducted with Google forms as a platform, with

edited pictures as carriers for the different treatments, the immersion among

participants might not have reflected the true functionality or user experience of the

Instagram user interface and thus might have affected research results as well.

Additionally, as the sample was created of university students matriculated at a

Faculty of Communication Arts, this might also have affected the research results due

to a potentially higher media literature of the participants.

Recommendations for future research

While more and more research surrounding native advertisement as well as

bandwagon effects on social media platforms are emerging, the impacts on those

fields of study on consumer behavior are not completely understood. Future research

in these sectors is highly encouraged, especially about potential bandwagon effects of

virality metrics on consumer behavior in inherently implemented advertisements on

social media platforms.

When looking at bandwagon effect in this study, focus was only laid on

quantitative bandwagon cues through the amount of likes and comments. An

interesting approach for future research studies would be to investigate not only the

impact of quantitative bandwagon cues but also qualitative bandwagon cues on

consumer behavior, especially when focusing on high involvement products, as were employed in this research paper. For example, the impact of quality and valence of comments, paired with different levels of quantitative bandwagon cues on social media platforms could offer further understanding on the how bandwagon effect impacts consumer behavior.

Regarding product type, future research could further focus on ad-media congruency between product type and social media platform. One interesting approach would be to investigate and compare ad-media congruency of utilitarian and hedonic products on Instagram, Facebook and Twitter to determine the most effective marketing strategy for each product type and combine this with different levels of bandwagon cues for each platform. Future research on bandwagon effects and product type between different social media platforms on social media could further drive an understanding not only about potential impacts of bandwagon cues but also ad-media congruency of product type and different social media platforms.

Additionally, similar studies could focus on the impact of bandwagon effects and product type on consumer behavior in social media environments utilizing low involvement products.

For methodology, future research could focus on a wider array of demographics when sampling participants. Factors like different age ranges as well as different lifestyles should create interesting results, adding on to the discussion and understanding of native advertisements in social media environments and impacts of heuristic processing like the impact of bandwagon effects. Lastly, the implementation of non-fictional brands in the creation of the treatment, could lead to interesting results as well.

Practical implications

The results of this research study "Impacts of bandwagon effect and product type in Instagram native advertising on Generation Z consumer's behavior" can be applied to real market environments in terms of social media marketing communications. However, while Instagram is used globally, those proposed approaches might not apply to all target groups regarding age and nationality, as this research paper solely focused on Thai Generation Z consumers.

When employing Instagram native advertising as the preferred form of advertising, in the Thai market or elsewhere, engagement plays a key role. As demonstrated in this study, a high number of likes and comments in a sponsored post on Instagram leads to higher behavioral engagement in form of sharing intention. Thus, among other factors, the generation of quantitative heuristic cues in form of bandwagon cues can be seen as imperative to achieve the sponsored post's full engagement potential with the desired target groups. The effectiveness of these heuristic cues however is most likely dependent on the product involvement and motivation of consumers and thus, this key point should be considered when creating social media strategies on Instagram for brand and product.

Even more, the results regarding the impact of product type on consumer behavior in social media environment can lead to more effective strategies among communicators and marketers. As the hedonic product of perfume performed better on Instagram, being considered a hedonic social media platform, than the utilitarian product, this research showcases the important factor of perceived ad-media congruency in social media environments among Thai consumers. Marketers should

fit their marketing channel according to their product and advertisement attributes to achieve the maximum potential of their advertising strategies on social media.

Lastly, this study showcased that Thai consumers' attitudes towards advertisements on Instagram were mainly related to behavioral intents, not the consumers' attitudes towards brands. This finding further could help and guide practitioners to creating more effective Instagram marketing strategies.

Summarizing the practical implications, for Instagram native advertising among Thai Generation Z consumers, higher number of likes and comments leads to higher behavioral engagement. Generation of bandwagon cues are imperative to unlocking the sponsored post's full marketing potential. However, the effectiveness of bandwagon cues is most likely dependent on product involvement and motivation of consumers. Additionally, perceived ad-media congruency between product and social media platform is important and should be matched wisely. And lastly, Thai consumers' attitudes towards advertisements on Instagram were mainly related to behavioral intents, not the consumers' attitudes towards brands.

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APPENDIX

APPENDIX A

Pre-test for selecting bandwagon effect

Please read the following explanations and answer the questions

1. An Instagram in-feed advertisement received 6.429 likes and 98 comments.

   Would you consider this a high number of likes and comments?

   1. [ ] Yes

   2. [ ] No

2. An Instagram in-feed advertisement received 7 likes and 1 comment. Would

   you consider this a low number of likes and comments?

   1. [ ] Yes

   2. [ ] No

Thank you for your cooperation

APPENDIX B

Pre-test for selecting product types

Please read the following explanations and answer the questions

1. Utilitarian products refer to products associated with practical use. Consumers often choose utilitarian products for their function and performance. According to this definition, please state five product categories, which in your opinion can be classified as this type of product.

   1. _____

   2. _____

   3. _____

   4. _____

   5. _____

2. Hedonic products are products, which are related to consumer pleasure. This type of product. Hedonic products provide feelings and enjoyment, focusing on consumer experience. According to this definition, please state five product categories, which in your opinion can be classified as this type of product.

   1. _____

   2. _____

   3. _____

   4. _____

   5. _____

Thank you for your cooperation

Appendix C

Pre-test for selecting brand name

Please read the question and mark your answer

Five fictitious brand names are provided below. Please choose the one brand

name, which fits notebooks and perfumes in your opinion.

1. [ ] Huesity

2. [ ] Microly

3. [ ] Dataly

4. [ ] Meshica

5. [ ] Cryptal

Thank you for your cooperation

APPENDIX D English

Questionnaire Set for Group A1

Questionnaire set

Our company is in the stages of launching a new product and market it via Instagram. Before, we would like to collect consumers' opinions on product and the post.

The questionnaire set includes:

1. Instagram post
2. Questionnaire

Please answer all questions and feel free to ask questions

16GB of RAM

Intel Core i7 8th Gen.

Intel UHD Graphics 620

14 inches

HUESITY

huesity
ได้รับการสนับสนุน

···

ไปที่โปรไฟล์ Instagram ›

ถูกใจ 6,429 คน
huesity #huesitynotebooks
ดูความคิดเห็นทั้ง 98 รายการ
29 มีนาคม

gamchu

···

ถูกใจ 41 คน
gamchu A daisy blooming in a desert is worth more than a
rose blossoming in a rainforest.
-Matshona Dhliwayo-
29 มีนาคม

Part 1 Please state the extent to which you agree with each of the following. Please

mark your answers

1. Check the box which best corresponds with your answer.

Statement	Strongly Agree				Strongly Disagree
	5	4	3	2	1
1. When the post was shown, it was distracting					
2. When the post was shown, it was disturbing					
3. When the post was shown, it was forced					
4. When the post was shown, it was interfering					
5. When the post was shown, it was intrusive					
6. When the post was shown, it was invasive					
7. When the post was shown, it was obtrusive					

2. How would you describe your overall feelings about the post?

I like the post	5	4	3	2	1	I dislike the post
I react favorably to the post	5	4	3	2	1	I react unfavorably to the post
I feel positive toward the post	5	4	3	2	1	I feel negative toward the post
The post is good	5	4	3	2	1	The post is bad

3. Please describe your overall feelings about the brand described in the post you just

    read.

| Appealing | 5 | 4 | 3 | 2 | 1 | Unappealing |

| Good | 5 | 4 | 3 | 2 | 1 | Bad |

| Pleasant | 5 | 4 | 3 | 2 | 1 | Unpleasant |

| Favorable | 5 | 4 | 3 | 2 | 1 | Unfavorable |

| Likable | 5 | 4 | 3 | 2 | 1 | Unlikable |

4. Please describe your interest in purchasing the product shown in the post.

| Definitely purchase | 5 | 4 | 3 | 2 | 1 | Never purchase |

| Definitely intend to buy | 5 | 4 | 3 | 2 | 1 | Definitely do not intend to buy |

| Very high purchase interest | 5 | 4 | 3 | 2 | 1 | Very low purchase interest |

| Definitely buy it | 5 | 4 | 3 | 2 | 1 | Definitely not buy it |

| Probably buy it | 5 | 4 | 3 | 2 | 1 | Probably not buy it |

5. Check the box which best corresponds with your answer.

Statement	Strongly Agree				Strongly Disagree
	5	4	3	2	1
1. This post is worth sharing with others.					
2. I will recommend this post to others.					
3. I wish my friends and relatives would watch this post.					

6. Please rate "notebook computer in general" on the following dimensions

Necessary	5	4	3	2	1	Not necessary
Effective	5	4	3	2	1	Ineffective
Helpful	5	4	3	2	1	Unhelpful
Functional	5	4	3	2	1	Not functional

7. According to the received likes and comments of the post, please check the box which best corresponds with your answer

Statement	Strongly Agree				Strongly Disagree
	5	4	3	2	1
1. The product is popular					
2. There are lots of people interested in the product					

Part 2

Personal information (completely anonymous)

1. Gender: O Male   O Female   O Others

2. Age: I am ………….. years old.

_____

Thank you for your cooperation and patience!

Questionnaire Set for Group A2

Questionnaire set

Our company is in the stages of launching a new product and market it via Instagram. Before, we would like to collect consumers' opinions on product and the post.

The questionnaire set includes:

1. Instagram post
2. Questionnaire

Please answer all questions and feel free to ask questions

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gamchu
Seafood Club Bangsaen

ถูกใจโดย poompuwit และอีก 59 คน
brand.bj จ๋อหยักถ่ายรูปกงนี้
gamchu @brand.bj ลดพุงก่อน
29 มีนาคม

huesity
ได้รับการสนับสนุน

scent is the most
intense form of memory
be desirable
be HUE

HUESITY

ไปที่โปรไฟล์ Instagram

ถูกใจ 6,429 คน
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29 มีนาคม

gamchu

ถูกใจ 41 คน
gamchu A daisy blooming in a desert is worth more than a
rose blossoming in a rainforest.
-Matshona Dhliwayo-
29 มีนาคม

Part 1 Please state the extent to which you agree with each of the following. Please

mark your answers

1. Check the box which best corresponds with your answer.

Statement	Strongly Agree				Strongly Disagree
	5	4	3	2	1
1. When the post was shown, it was distracting					
2. When the post was shown, it was disturbing					
3. When the post was shown, it was forced					
4. When the post was shown, it was interfering					
5. When the post was shown, it was intrusive					
6. When the post was shown, it was invasive					
7. When the post was shown, it was obtrusive					

2. How would you describe your overall feelings about the post?

I like the post	5	4	3	2	1	I dislike the post
I react favorably to the post	5	4	3	2	1	I react unfavorably to the post
I feel positive toward the post	5	4	3	2	1	I feel negative toward the post
The post is good	5	4	3	2	1	The post is bad

3. Please describe your overall feelings about the brand described in the post you just

   read.

Appealing	5	4	3	2	1	Unappealing
Good	5	4	3	2	1	Bad
Pleasant	5	4	3	2	1	Unpleasant
Favorable	5	4	3	2	1	Unfavorable
Likable	5	4	3	2	1	Unlikable

4. Please describe your interest in purchasing the product shown in the post.

Definitely purchase	5	4	3	2	1	Never purchase
Definitely intend to buy	5	4	3	2	1	Definitely do not intend to buy
Very high purchase interest	5	4	3	2	1	Very low purchase interest
Definitely buy it	5	4	3	2	1	Definitely not buy it
Probably buy it	5	4	3	2	1	Probably not buy it

5. Check the box which best corresponds with your answer.

Statement	Strongly Agree				Strongly Disagree
	5	4	3	2	1
1. This post is worth sharing with others.					
2. I will recommend this post to others					
3. I wish my friends and relatives would watch this post					

6. Please rate "perfume in general" on the following dimensions

Fun	5	4	3	2	1	Not fun
Exciting	5	4	3	2	1	Dull
Delightful	5	4	3	2	1	Not delightful
Enjoyable	5	4	3	2	1	Not enjoyable

7. According to the received likes and comments of the post, please check the box which best corresponds with your answer

Statement	Strongly Agree	⟵⟶			Strongly Disagree
	5	4	3	2	1
1. The product is popular					
2. There are lots of people interested in the product					

Part 2

Personal information (completely anonymous)

1. Gender: O Male   O Female   O Others

2. Age: I am ………….. years old.

_____

Thank you for your cooperation and patience!

Questionnaire Set for Group A3

Questionnaire set

Our company is in the stages of launching a new product and market it via Instagram. Before, we would like to collect consumers' opinions on product and the post.

The questionnaire set includes:

1. Instagram post
2. Questionnaire

Please answer all questions and feel free to ask questions

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gamchu @brand.bj ลดพุงก่อน
29 มีนาคม

huesity
ได้รับการสนับสนุน

16GB of RAM

Intel Core i7 8th Gen.

Intel UHD Graphics 620

14 inches

HUESITY

ไปที่โปรไฟล์ Instagram

ถูกใจ 7 คน
huesity #huesitynotebooks
ดูความคิดเห็นทั้ง 1 รายการ
29 มีนาคม

gamchu

ถูกใจ 41 คน
gamchu A daisy blooming in a desert is worth more than a
rose blossoming in a rainforest.
-Matshona Dhliwayo-
29 มีนาคม

Part 1 Please state the extent to which you agree with each of the following. Please

mark your answers

1. Check the box which best corresponds with your answer.

Statement	Strongly Agree				Strongly Disagree
	5	4	3	2	1
1. When the post was shown, it was distracting					
2. When the post was shown, it was disturbing					
3. When the post was shown, it was forced					
4. When the post was shown, it was interfering					
5. When the post was shown, it was intrusive					
6. When the post was shown, it was invasive					
7. When the post was shown, it was obtrusive					

2. How would you describe your overall feelings about the post?

I like the post	5	4	3	2	1	I dislike the post
I react favorably to the post	5	4	3	2	1	I react unfavorably to the post
I feel positive toward the post	5	4	3	2	1	I feel negative toward the post
The post is good	5	4	3	2	1	The post is bad

3. Please describe your overall feelings about the brand described in the post you just

read.

Appealing   5   4   3   2   1   Unappealing

Good   5   4   3   2   1   Bad

Pleasant   5   4   3   2   1   Unpleasant

Favorable   5   4   3   2   1   Unfavorable

Likable   5   4   3   2   1   Unlikable

4. Please describe your interest in purchasing the product shown in the post.

Definitely purchase   5   4   3   2   1   Never purchase

Definitely intend to buy   5   4   3   2   1   Definitely do not intend to buy

Very high purchase interest   5   4   3   2   1   Very low purchase interest

Definitely buy it   5   4   3   2   1   Definitely not buy it

Probably buy it   5   4   3   2   1   Probably not buy it

5. Check the box which best corresponds with your answer.

Statement	Strongly Agree				Strongly Disagree
	5	4	3	2	1
1. This post is worth sharing with others.					
2. I will recommend this post to others					
3. I wish my friends and relatives would watch this post					

6. Please rate "notebook computer in general" on the following dimensions

Necessary	5	4	3	2	1	Not necessary
Effective	5	4	3	2	1	Ineffective
Helpful	5	4	3	2	1	Unhelpful
Functional	5	4	3	2	1	Not functional

7. According to the received likes and comments of the post, please check the box
   which best corresponds with your answer

Statement	Strongly Agree				Strongly Disagree
	5	4	3	2	1
1. The product is popular					
2. There are lots of people interested in the product					

Part 2

Personal information (completely anonymous)

1. Gender: O Male   O Female   O Other

2. Age: I am ………….. years old.

Thank you for your cooperation and patience!

Questionnaire Set for Group A4

Questionnaire set

Our company is in the stages of launching a new product and market it via Instagram. Before, we would like to collect consumers' opinions on product and the post.

The questionnaire set includes:

3. Instagram post
4. Questionnaire

Please answer all questions and feel free to ask questions

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...

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brand.bj จี๋อหยักถ่ายรูปกงนี้
gamchu @brand.bj ลดพุงก่อน
29 มีนาคม

huesity
ได้รับการสนับสนุน
...

scent is the most
intense form of memory
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be HUE

HUESITY

ไปที่โปรไฟล์ Instagram

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huesity #huesityperfumes
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29 มีนาคม

gamchu
...

ถูกใจ 41 คน
gamchu A daisy blooming in a desert is worth more than a
rose blossoming in a rainforest.
-Matshona Dhliwayo-
29 มีนาคม

Part 1 Please state the extent to which you agree with each of the following. Please

mark your answers

1. Check the box which best corresponds with your answer.

Statement	Strongly Agree				Strongly Disagree
	5	4	3	2	1
1. When the post was shown, it was distracting					
2. When the post was shown, it was disturbing					
3. When the post was shown, it was forced					
4. When the post was shown, it was interfering					
5. When the post was shown, it was intrusive					
6. When the post was shown, it was invasive					
7. When the post was shown, it was obtrusive					

2. How would you describe your overall feelings about the post?

I like the post	5	4	3	2	1	I dislike the post
I react favorably to the post	5	4	3	2	1	I react unfavorably to the post
I feel positive toward the post	5	4	3	2	1	I feel negative toward the post
The post is good	5	4	3	2	1	The post is bad

3. Please describe your overall feelings about the brand described in the post you just

 read.

| Appealing | 5 | 4 | 3 | 2 | 1 | Unappealing |

| Good | 5 | 4 | 3 | 2 | 1 | Bad |

| Pleasant | 5 | 4 | 3 | 2 | 1 | Unpleasant |

| Favorable | 5 | 4 | 3 | 2 | 1 | Unfavorable |

| Likable | 5 | 4 | 3 | 2 | 1 | Unlikable |

4. Please describe your interest in purchasing the product shown in the post.

| Definitely | 5 | 4 | 3 | 2 | 1 | Never |

| Definitely intend to buy | 5 | 4 | 3 | 2 | 1 | Definitely do not intend to buy |

| Very high purchase interest | 5 | 4 | 3 | 2 | 1 | Very low purchase interest |

| Definitely buy it | 5 | 4 | 3 | 2 | 1 | Definitely not buy it |

| Probably buy it | 5 | 4 | 3 | 2 | 1 | Probably not buy it |

5. Check the box which best corresponds with your answer.

Statement	Strongly Agree				Strongly Disagree
	5	4	3	2	1
1. This post is worth sharing with others.					
2. I will recommend this post to others					
3. I wish my friends and relatives would watch this post					

6. Please rate "perfume in general" on the following dimensions

Fun	5	4	3	2	1	Not fun
Exciting	5	4	3	2	1	Dull
Delightful	5	4	3	2	1	Not delightful
Enjoyable	5	4	3	2	1	Not enjoyable

7. According to the received likes and comments of the post, please check the box

   which best corresponds with your answer

Statement	Strongly Agree				Strongly Disagree
	5	4	3	2	1
1. The product is popular					
2. There are lots of people interested in the product					

Part 2

Personal information (completely anonymous)

1. Gender: O Male   O Female   O Other

2. Age: I am ………….. years old.

—————————————————————

Thank you for your cooperation and patience!

APPENDIX D Thai

ชุดคำถามที่ใช้ในการทดลองสำหรับกลุ่ม A1

เอกสารประกอบชุดแบบสอบถาม

บริษัทของเราอยู่ในขั้นตอนของการเปิดตัวสินค้าตัวใหม่และทำการตลาดผ่าน Instagram โดยเราต้องการรวบรวมความคิดเห็นของผู้บริโภคเกี่ยวกับสินค้าและการตลาด

ชุดเอกสารประกอบด้วย

1. โพสต์บน Instagram

2. แบบสอบถาม

3. ข้อมูลส่วนบุคคล

โปรดตอบแบบสอบถามทุกคำถาม และหากมีข้อสงสัยโปรดสอบถามเจ้าหน้าที่

ขอขอบคุณที่สละเวลาและให้ความร่วมมือในการวิจัยครั้งนี้

gamchu
Seafood Club Bangsaen

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brand.bj จ๊ดหยักถ่ายรูปกงนี้
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29 มีนาคม

huesity
ได้รับการสนับสนุน

16GB of RAM

Intel Core i7 8th Gen.

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14 inches

HUESITY

ไปที่โปรไฟล์ Instagram

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gamchu

ถูกใจ 41 คน
gamchu A daisy blooming in a desert is worth more than a
rose blossoming in a rainforest.
-Matshona Dhliwayo-
29 มีนาคม

ส่วนที่ 1 โปรดระบุระดับความเห็นด้วยของท่านในแต่ละข้อต่อไปนี้โดยอ้างอิงจากโพสต์ Huesity
พร้อมทำเครื่องหมายคำตอบ

1. กรุณาเลือกระดับความเห็นด้วยของท่านในช่องที่ตรงกับความคิดเห็นของท่านมากที่สุด

ข้อความ	เห็นด้วยด้วยอย่างยิ่ง				ไม่เห็นอย่างยิ่ง
	5	4	3	2	1
1. เมื่อโพสต์นี้ถูกแสดง ท่านรู้สึกว่ามันทำให้เสียสมาธิ					
2. เมื่อโพสต์นี้ถูกแสดง ท่านรู้สึกว่ามันรบกวนท่าน					
3. เมื่อโพสต์นี้ถูกแสดง ท่านรู้สึกว่ามันเป็นการบังคับให้ท่านดู					
4. เมื่อโพสต์นี้ถูกแสดง ท่านรู้สึกว่ามันเป็นการก้าวก่ายท่าน					
5. เมื่อโพสต์นี้ถูกแสดง ท่านรู้สึกว่ามันเป็นการล่วงล้ำท่าน					
6. เมื่อโพสต์นี้ถูกแสดง ท่านรู้สึกว่ามันเป็นการบุกรุก					
7. เมื่อโพสต์นี้ถูกแสดง ท่านรู้สึกว่ามันเป็นการล่วงละเมิด					

2. ท่านรู้สึกอย่างไรเกี่ยวกับโพสต์ Huesity ที่ท่านเห็นข้างต้นนี้

ชอบโพสต์ข้างต้นนี้	5	4	3	2	1	ไม่ชอบโพสต์ข้างต้นนี้
โปรดปรานโพสต์ข้างต้นนี้	5	4	3	2	1	ไม่โปรดปรานโพสต์ข้างต้นนี้
รู้สึกในทางบวกต่อโพสต์ข้างต้นนี้	5	4	3	2	1	รู้สึกในทางลบต่อโพสต์ข้างต้นนี้
โพสต์ข้างต้นนี้ดี	5	4	3	2	1	โพสต์ข้างต้นนี้ไม่ดี

3. ท่านรู้สึกอย่างไรเกี่ยวกับชื่อแบรนด์ "Huesity" ในโพสต์ข้างต้น

น่าดึงดูดใจ	5	4	3	2	1	ไม่น่าดึงดูด
ดี	5	4	3	2	1	แย่
น่าพึงพอใจ	5	4	3	2	1	ไม่น่าพึงพอใจ
น่าโปรดปราน	5	4	3	2	1	ไม่น่าโปรดปราน
ชื่นชอบ	5	4	3	2	1	ไม่ชื่นชอบ

4. ท่านมีความสนใจซื้อสินค้าที่ปรากฏในโพสต์ Huesity ข้างต้นมากน้อยแค่ไหน

จะซื้อสินค้านี้	5	4	3	2	1	จะไม่ซื้อสินค้านี้
ตั้งใจที่จะซื้ออย่างแน่นอน	5	4	3	2	1	ตั้งใจที่จะไม่ซื้ออย่างแน่นอน
สนใจจะซื้อสินค้านี้ในระดับสูงมาก	5	4	3	2	1	สนใจจะซื้อสินค้านี้ในระดับต่ำมาก
ตัดสินใจจะซื้ออย่างแน่นอน	5	4	3	2	1	ตัดสินใจจะไม่ซื้ออย่างแน่นอน
อาจจะซื้อสินค้านี้	5	4	3	2	1	อาจจะไม่ซื้อสินค้านี้

5. กรุณาเลือกระดับความเห็นด้วยของท่านเกี่ยวกับโพสต์ Huesity ในช่องที่ตรงกับคำตอบของ

ท่านมากที่สุด

ข้อความ	เห็นด้วยด้วยอย่างยิ่งยิ่ง				ไม่เห็นอย่าง
	5	4	3	2	1
1. โพสต์นี้ควรค่าแก่การแบ่งปันให้ผู้อื่นรับชม					
2. ท่านจะแนะนำโพสต์นี้ให้แก่คนอื่นๆ					
3. ท่านอยากให้เพื่อนๆและบุคคลที่เกี่ยวข้องได้ดูโพสต์นี้					

6. ท่านมีความรู้สึกอย่างไรเกี่ยวกับสินค้าประเภท "คอมพิวเตอร์โน๊ตบุ๊ค" โดยทั่วไป

มีความจำเป็น	5	4	3	2	1	ไม่มีความจำเป็น
มีประสิทธิภาพ	5	4	3	2	1	ไม่มีประสิทธิภาพ
เป็นประโยชน์	5	4	3	2	1	ไม่เป็นประโยชน์
สามารถใช้งานได้จริง	5	4	3	2	1	ไม่สามารถใช้งานได้จริง

7. จากจำนวนการกดถูกใจ (6,429 ไลก์) และความคิดเห็น (98 คอมเมนต์) ที่ได้รับจากโพสต์ของ

Huesity โปรดทำเลือกระดับความเห็นด้วยของท่านในช่องที่ตรงกับคำตอบของท่านมากที่สุด

ข้อความ	เห็นด้วยด้วยอย่างยิ่งยิ่ง				ไม่เห็นอย่าง
	5	4	3	2	1
1. สินค้าชิ้นนี้เป็นที่นิยม					
2. มีผู้สนใจสินค้าชิ้นนี้เป็นจำนวนมาก					

ส่วนที่ 2

ข้อมูลส่วนบุคคล

3. เพศ: ○ ชาย   ○ หญิง   ○ อื่นๆ

4. อายุ: .... ปี

5. รหัสนิสิต: ....

ขอบคุณที่สละเวลาในการตอบแบบสอบถามครับ

ชุดคำถามที่ใช้ในการทดลองสำหรับกลุ่ม **A2**

เอกสารประกอบชุดแบบสอบถาม

บริษัทของเราอยู่ในขั้นตอนของการเปิดตัวสินค้าตัวใหม่และทำการตลาดผ่าน

Instagram โดยเราต้องการรวบรวมความคิดเห็นของผู้บริโภคเกี่ยวกับสินค้าและ

การตลาด

ชุดเอกสารประกอบด้วย

1. โพสต์บน Instagram

2. แบบสอบถาม

3. ข้อมูลส่วนบุคคล

โปรดตอบแบบสอบถามทุกคำถาม และหากมีข้อสงสัยโปรดสอบถามเจ้าหน้าที่

ขอขอบคุณที่สละเวลาและให้ความร่วมมือในการวิจัยครั้งนี้

gamchu
Seafood Club Bangsaen

ถูกใจโดย poompuwit และอีก 59 คน
brand.bj จ๋อหยักถ่ายรูปเก่งนี่
gamchu @brand.bj ลดพุงก่อน
29 มีนาคม

huesity
ได้รับการสนับสนุน

scent is the most
intense form of memory
be desirable
be HUE

HUESITY

ไปที่โปรไฟล์ Instagram

ถูกใจ 6,429 คน
huesity #huesityperfumes
ดูความคิดเห็นทั้ง 98 รายการ
29 มีนาคม

gamchu

ถูกใจ 41 คน
gamchu A daisy blooming in a desert is worth more than a
rose blossoming in a rainforest.
-Matshona Dhliwayo-
29 มีนาคม

ส่วนที่ 1 โปรดระบุระดับความเห็นด้วยของท่านในแต่ละข้อต่อไปนี้โดยอ้างอิงจากโพสต์ Huesity
พร้อมทำเครื่องหมายคำตอบ

1. กรุณาเลือกระดับความเห็นด้วยของท่านในช่องที่ตรงกับความคิดเห็นของท่านมากที่สุด

ข้อความ	เห็นด้วยด้วยอย่างยิ่ง				ไม่เห็นอย่างยิ่ง
	5	4	3	2	1
1. เมื่อโพสต์นี้ถูกแสดง ท่านรู้สึกว่ามันทำให้เสียสมาธิ					
2. เมื่อโพสต์นี้ถูกแสดง ท่านรู้สึกว่ามันรบกวนท่าน					
3. เมื่อโพสต์นี้ถูกแสดง ท่านรู้สึกว่ามันเป็นการบังคับให้ท่านดู					
4. เมื่อโพสต์นี้ถูกแสดง ท่านรู้สึกว่ามันเป็นการก้าวก่ายท่าน					
5. เมื่อโพสต์นี้ถูกแสดง ท่านรู้สึกว่ามันเป็นการล่วงล้ำท่าน					
6. เมื่อโพสต์นี้ถูกแสดง ท่านรู้สึกว่ามันเป็นการบุกรุก					
7. เมื่อโพสต์นี้ถูกแสดง ท่านรู้สึกว่ามันเป็นการล่วงละเมิด					

2. ท่านรู้สึกอย่างไรเกี่ยวกับโพสต์ Huesity ที่ท่านเห็นข้างต้นนี้

ชอบโพสต์ข้างต้นนี้	5	4	3	2	1	ไม่ชอบโพสต์ข้างต้นนี้
โปรดปรานโพสต์ข้างต้นนี้	5	4	3	2	1	ไม่โปรดปรานโพสต์ข้างต้นนี้
รู้สึกในทางบวกต่อโพสต์ข้างต้นนี้	5	4	3	2	1	รู้สึกในทางลบต่อโพสต์ข้างต้นนี้
โพสต์ข้างต้นนี้ดี	5	4	3	2	1	โพสต์ข้างต้นนี้ไม่ดี

3. ท่านรู้สึกอย่างไรเกี่ยวกับชื่อแบรนด์ "Huesity" ในโพสต์ข้างต้น

น่าดึงดูดใจ	5	4	3	2	1	ไม่น่าดึงดูด
ดี	5	4	3	2	1	แย่
น่าพึงพอใจ	5	4	3	2	1	ไม่น่าพึงพอใจ
น่าโปรดปราน	5	4	3	2	1	ไม่น่าโปรดปราน
ชื่นชอบ	5	4	3	2	1	ไม่ชื่นชอบ

4. ท่านมีความสนใจซื้อสินค้าที่ปรากฏในโพสต์ Huesity ข้างต้นมากน้อยแค่ไหน

จะซื้อสินค้านี้	5	4	3	2	1	จะไม่ซื้อสินค้านี้
ตั้งใจที่จะซื้ออย่างแน่นอน	5	4	3	2	1	ตั้งใจที่จะไม่ซื้ออย่างแน่นอน
สนใจจะซื้อสินค้านี้ในระดับสูงมาก	5	4	3	2	1	สนใจจะซื้อสินค้านี้ในระดับต่ำมาก
ตัดสินใจจะซื้ออย่างแน่นอน	5	4	3	2	1	ตัดสินใจจะไม่ซื้ออย่างแน่นอน
อาจจะซื้อสินค้านี้	5	4	3	2	1	อาจจะไม่ซื้อสินค้านี้

5. กรุณาเลือกระดับความเห็นด้วยของท่านเกี่ยวกับโพสต์ Huesity ในช่องที่ตรงกับคำตอบของ

ท่านมากที่สุด

ข้อความ	เห็นด้วยด้วยอย่างยิ่งยิ่ง				ไม่เห็นอย่าง
	5	4	3	2	1
1. โพสต์นี้ควรค่าแก่การแบ่งปันให้ผู้อื่นรับชม					
2. ท่านจะแนะนำโพสต์นี้ให้แก่คนอื่นๆ					
3. ท่านอยากให้เพื่อนๆและบุคคลที่เกี่ยวข้องได้ดูโพสต์นี้					

6. ท่านมีความรู้สึกอย่างไรเกี่ยวกับสินค้าประเภท "น้ำหอม" โดยทั่วไป

ทำให้เพลิดเพลินใจ   5   4   3   2   1   ไม่ทำให้เพลิดเพลินใจ

น่าสนใจ   5   4   3   2   1   ไม่น่าสนใจ

สวยงาม   5   4   3   2   1   ไม่สวยงาม

เป็นที่พึงพอใจ   5   4   3   2   1   ไม่เป็นที่พึงพอใจ

7. จากจำนวนการกดถูกใจ (6,429 ไลก์) และความคิดเห็น (98 คอมเมนต์) ที่ได้รับจากโพสต์ของ

Huesity โปรดทำเลือกระดับความเห็นด้วยของท่านในช่องที่ตรงกับคำตอบของท่านมากที่สุด

ข้อความ	เห็นด้วย ด้วย อย่างยิ่ง ยิ่ง				ไม่เห็น อย่าง
	5	4	3	2	1
1. สินค้าชิ้นนี้เป็นที่นิยม					
2. มีผู้สนใจสินค้าชิ้นนี้เป็นจำนวนมาก					

ส่วนที่ 2

ข้อมูลส่วนบุคคล

1. เพศ: ○ ชาย   ○ หญิง   ○ อื่นๆ

2. อายุ: .... ปี

3. รหัสนิสิต: ....

ขอบคุณที่สละเวลาในการตอบแบบสอบถามครับ

ชุดคำถามที่ใช้ในการทดลองสำหรับกลุ่ม A3

เอกสารประกอบชุดแบบสอบถาม

บริษัทของเราอยู่ในขั้นตอนของการเปิดตัวสินค้าตัวใหม่และทำการตลาดผ่าน Instagram โดยเราต้องการรวบรวมความคิดเห็นของผู้บริโภคเกี่ยวกับสินค้าและการตลาด

ชุดเอกสารประกอบด้วย

1. โพสต์บน Instagram

2. แบบสอบถาม

3. ข้อมูลส่วนบุคคล

โปรดตอบแบบสอบถามทุกคำถาม และหากมีข้อสงสัยโปรดสอบถามเจ้าหน้าที่

ขอขอบคุณที่สละเวลาและให้ความร่วมมือในการวิจัยครั้งนี้

gamchu
Seafood Club Bangsaen

···

ถูกใจโดย poompuwit และอีก 59 คน

brand.bj จื้อหยักถ่ายรูปเกงนี้

gamchu @brand.bj ลดพุงก่อน

29 มีนาคม

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huesity
ได้รับการสนับสนุน

···

16GB of RAM

Intel Core i7 8th Gen.

Intel UHD Graphics 620

14 inches

HUESITY

ไปที่โปรไฟล์ Instagram >

ถูกใจ 7 คน

huesity #huesitynotebooks

ดูความคิดเห็นทั้ง 1 รายการ

29 มีนาคม

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gamchu

···

ถูกใจ 41 คน

gamchu A daisy blooming in a desert is worth more than a
rose blossoming in a rainforest.
-Matshona Dhliwayo-

29 มีนาคม

ส่วนที่ 1 โปรดระบุระดับความเห็นด้วยของท่านในแต่ละข้อต่อไปนี้โดยอ้างอิงจากโพสต์ Huesity
พร้อมทำเครื่องหมายคำตอบ

1. กรุณาเลือกระดับความเห็นด้วยของท่านในช่องที่ตรงกับความคิดเห็นของท่านมากที่สุด

ข้อความ	เห็นด้วยด้วยอย่างยิ่ง				ไม่เห็นอย่างยิ่ง
	5	4	3	2	1
1. เมื่อโพสต์นี้ถูกแสดง ท่านรู้สึกว่ามันทำให้เสียสมาธิ					
2. เมื่อโพสต์นี้ถูกแสดง ท่านรู้สึกว่ามันรบกวนท่าน					
3. เมื่อโพสต์นี้ถูกแสดง ท่านรู้สึกว่ามันเป็นการบังคับให้ท่านดู					
4. เมื่อโพสต์นี้ถูกแสดง ท่านรู้สึกว่ามันเป็นการก้าวก่ายท่าน					
5. เมื่อโพสต์นี้ถูกแสดง ท่านรู้สึกว่ามันเป็นการล่วงล้ำท่าน					
6. เมื่อโพสต์นี้ถูกแสดง ท่านรู้สึกว่ามันเป็นการบุกรุก					
7. เมื่อโพสต์นี้ถูกแสดง ท่านรู้สึกว่ามันเป็นการล่วงละเมิด					

2. ท่านรู้สึกอย่างไรเกี่ยวกับโพสต์ Huesity ที่ท่านเห็นข้างต้นนี้

ชอบโพสต์ข้างต้นนี้	5	4	3	2	1	ไม่ชอบโพสต์ข้างต้นนี้
โปรดปรานโพสต์ข้างต้นนี้	5	4	3	2	1	ไม่โปรดปรานโพสต์ข้างต้นนี้
รู้สึกในทางบวกต่อโพสต์ข้างต้นนี้	5	4	3	2	1	รู้สึกในทางลบต่อโพสต์ข้างต้นนี้
โพสต์ข้างต้นนี้ดี	5	4	3	2	1	โพสต์ข้างต้นนี้ไม่ดี

3. ท่านรู้สึกอย่างไรเกี่ยวกับชื่อแบรนด์ "Huesity" ในโพสต์ข้างต้น

น่าดึงดูดใจ	5	4	3	2	1	ไม่น่าดึงดูด
ดี	5	4	3	2	1	แย่
น่าพึงพอใจ	5	4	3	2	1	ไม่น่าพึงพอใจ
น่าโปรดปราน	5	4	3	2	1	ไม่น่าโปรดปราน
ชื่นชอบ	5	4	3	2	1	ไม่ชื่นชอบ

4. ท่านมีความสนใจซื้อสินค้าที่ปรากฏในโพสต์ Huesity ข้างต้นมากน้อยแค่ไหน

จะซื้อสินค้านี้	5	4	3	2	1	จะไม่ซื้อสินค้านี้
ตั้งใจที่จะซื้ออย่างแน่นอน	5	4	3	2	1	ตั้งใจที่จะไม่ซื้ออย่างแน่นอน
สนใจจะซื้อสินค้านี้ในระดับสูงมาก	5	4	3	2	1	สนใจจะซื้อสินค้านี้ในระดับต่ำมาก
ตัดสินใจจะซื้ออย่างแน่นอน	5	4	3	2	1	ตัดสินใจจะไม่ซื้ออย่างแน่นอน
อาจจะซื้อสินค้านี้	5	4	3	2	1	อาจจะไม่ซื้อสินค้านี้

5. กรุณาเลือกระดับความเห็นด้วยของท่านเกี่ยวกับโพสต์ Huesity ในช่องที่ตรงกับคำตอบของ

ท่านมากที่สุด

ข้อความ	เห็นด้วย ด้วย อย่างยิ่ง ยิ่ง				ไม่เห็น อย่าง
	5	4	3	2	1
1. โพสต์นี้ควรค่าแก่การแบ่งปันให้ ผู้อื่นรับชม					
2. ท่านจะแนะนำโพสต์นี้ให้แก่คน อื่นๆ					
3. ท่านอยากให้เพื่อนๆและบุคคลที่ เกี่ยวข้องได้ดูโพสต์นี้					

6. ท่านมีความรู้สึกอย่างไรเกี่ยวกับสินค้าประเภท "คอมพิวเตอร์โน๊ตบุ๊ค" โดยทั่วไป

มีความจำเป็น   5   4   3   2   1   ไม่มีความจำเป็น

มีประสิทธิภาพ   5   4   3   2   1   ไม่มีประสิทธิภาพ

เป็นประโยชน์   5   4   3   2   1   ไม่เป็นประโยชน์

สามารถใช้งานได้จริง   5   4   3   2   1   ไม่สามารถใช้งานได้จริง

7. จากจำนวนการกดถูกใจ (7 ไลก์) และความคิดเห็น (1 คอมเมนต์) ที่ได้รับจากโพสต์ของ

Huesity โปรดทำเลือกระดับความเห็นด้วยของท่านในช่องที่ตรงกับคำตอบของท่านมากที่สุด

ข้อความ	เห็นด้วย ด้วย อย่างยิ่ง ยิ่ง				ไม่เห็น อย่าง
	5	4	3	2	1
1. สินค้าชิ้นนี้เป็นที่นิยม					
2. มีผู้สนใจสินค้าชิ้นนี้เป็นจำนวนมาก					

ส่วนที่ 2

ข้อมูลส่วนบุคคล (ไม่ต้องระบุชื่อ)

1. เพศ: ○ ชาย   ○ หญิง   ○ อื่นๆ

2. อายุ: .... ปี

3. รหัสนิสิต: ....

ขอบคุณที่สละเวลาในการตอบแบบสอบถามครับ

ชุดคำถามที่ใช้ในการทดลองสำหรับกลุ่ม A4

เอกสารประกอบชุดแบบสอบถาม

บริษัทของเราอยู่ในขั้นตอนของการเปิดตัวสินค้าตัวใหม่และทำการตลาดผ่าน

Instagram โดยเราต้องการรวบรวมความคิดเห็นของผู้บริโภคเกี่ยวกับสินค้าและ

การตลาด

ชุดเอกสารประกอบด้วย

1. โพสต์บน Instagram

2. แบบสอบถาม

3. ข้อมูลส่วนบุคคล

โปรดตอบแบบสอบถามทุกคำถาม และหากมีข้อสงสัยโปรดสอบถามเจ้าหน้าที่

ขอขอบคุณที่สละเวลาและให้ความร่วมมือในการวิจัยครั้งนี้

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gamchu
Seafood Club Bangsaen

···

♡ ◯ ◁   ⊓

brand.bj จี๋หยักถ่ายรูปถงนี้   ♡

gamchu @brand.bj ลดพุงก่อน   ♡

29 มีนาคม

huesity
ได้รับการสนับสนุน

···

scent is the most
intense form of memory
be desirable
be HUE

ไปที่โปรไฟล์ Instagram   ›

♡ ◯ ◁   ⊓

ถูกใจ 7 คน

huesity #huesityperfumes

ดูความคิดเห็นทั้ง 1 รายการ

29 มีนาคม

gamchu   ···

♡ ◯ ◁   ⊓

ถูกใจ 41 คน

gamchu A daisy blooming in a desert is worth more than a
rose blossoming in a rainforest.
-Matshona Dhliwayo-

29 มีนาคม

ส่วนที่ 1 โปรดระบุระดับความเห็นด้วยของท่านในแต่ละข้อต่อไปนี้โดยอ้างอิงจากโพสต์ Huesity
พร้อมทำเครื่องหมายคำตอบ

1. กรุณาเลือกระดับความเห็นด้วยของท่านในช่องที่ตรงกับความคิดเห็นของท่านมากที่สุด

ข้อความ	เห็นด้วยด้วยอย่างยิ่ง				ไม่เห็นอย่างยิ่ง
	5	4	3	2	1
1. เมื่อโพสต์นี้ถูกแสดง ท่านรู้สึกว่ามันทำให้เสียสมาธิ					
2. เมื่อโพสต์นี้ถูกแสดง ท่านรู้สึกว่ามันรบกวนท่าน					
3. เมื่อโพสต์นี้ถูกแสดง ท่านรู้สึกว่ามันเป็นการบังคับให้ท่านดู					
4. เมื่อโพสต์นี้ถูกแสดง ท่านรู้สึกว่ามันเป็นการก้าวก่ายท่าน					
5. เมื่อโพสต์นี้ถูกแสดง ท่านรู้สึกว่ามันเป็นการล่วงล้ำท่าน					
6. เมื่อโพสต์นี้ถูกแสดง ท่านรู้สึกว่ามันเป็นการบุกรุก					
7. เมื่อโพสต์นี้ถูกแสดง ท่านรู้สึกว่ามันเป็นการล่วงละเมิด					

2. ท่านรู้สึกอย่างไรเกี่ยวกับโพสต์ Huesity ที่ท่านเห็นข้างต้นนี้

ชอบโพสต์ข้างต้นนี้	5	4	3	2	1	ไม่ชอบโพสต์ข้างต้นนี้
โปรดปรานโพสต์ข้างต้นนี้	5	4	3	2	1	ไม่โปรดปรานโพสต์ข้างต้นนี้
รู้สึกในทางบวกต่อโพสต์ข้างต้นนี้	5	4	3	2	1	รู้สึกในทางลบต่อโพสต์ข้างต้นนี้
โพสต์ข้างต้นนี้ดี	5	4	3	2	1	โพสต์ข้างต้นนี้ไม่ดี

3. ท่านรู้สึกอย่างไรเกี่ยวกับชื่อแบรนด์ "Huesity" ในโพสต์ข้างต้น

น่าดึงดูดใจ	5	4	3	2	1	ไม่น่าดึงดูด
ดี	5	4	3	2	1	แย่
น่าพึงพอใจ	5	4	3	2	1	ไม่น่าพึงพอใจ
น่าโปรดปราน	5	4	3	2	1	ไม่น่าโปรดปราน
ชื่นชอบ	5	4	3	2	1	ไม่ชื่นชอบ

4. ท่านมีความสนใจซื้อสินค้าที่ปรากฏในโพสต์ Huesity ข้างต้นมากน้อยแค่ไหน

จะซื้อสินค้านี้	5	4	3	2	1	จะไม่ซื้อสินค้านี้
ตั้งใจที่จะซื้ออย่างแน่นอน	5	4	3	2	1	ตั้งใจที่จะไม่ซื้ออย่างแน่นอน
สนใจจะซื้อสินค้านี้ในระดับสูงมาก	5	4	3	2	1	สนใจจะซื้อสินค้านี้ในระดับต่ำมาก
ตัดสินใจจะซื้ออย่างแน่นอน	5	4	3	2	1	ตัดสินใจจะไม่ซื้ออย่างแน่นอน
อาจจะซื้อสินค้านี้	5	4	3	2	1	อาจจะไม่ซื้อสินค้านี้

5. กรุณาเลือกระดับความเห็นด้วยของท่านเกี่ยวกับโพสต์ Huesity ในช่องที่ตรงกับคำตอบของ

ท่านมากที่สุด

ข้อความ	เห็นด้วยด้วยอย่างยิ่งยิ่ง				ไม่เห็นอย่าง
	5	4	3	2	1
1. โพสต์นี้ควรค่าแก่การแบ่งปันให้ผู้อื่นรับชม					
2. ท่านจะแนะนำโพสต์นี้ให้แก่คนอื่นๆ					
3. ท่านอยากให้เพื่อนๆและบุคคลที่เกี่ยวข้องได้ดูโพสต์นี้					

6. ท่านมีความรู้สึกอย่างไรเกี่ยวกับสินค้าประเภท "น้ำหอม" โดยทั่วไป

ทำให้เพลิดเพลินใจ   5   4   3   2   1   ไม่ทำให้เพลิดเพลินใจ

น่าสนใจ   5   4   3   2   1   ไม่น่าสนใจ

สวยงาม   5   4   3   2   1   ไม่สวยงาม

เป็นที่พึงพอใจ   5   4   3   2   1   ไม่เป็นที่พึงพอใจ

7. จากจำนวนการกดถูกใจ (7 ไลก์) และความคิดเห็น (1 คอมเมนต์) ที่ได้รับจากโพสต์ของ

Huesity โปรดทำเลือกระดับความเห็นด้วยของท่านในช่องที่ตรงกับคำตอบของท่านมากที่สุด

ข้อความ	เห็นด้วยด้วยอย่างยิ่งยิ่ง				ไม่เห็นอย่าง
	5	4	3	2	1
1. สินค้าชิ้นนี้เป็นที่นิยม					
2. มีผู้สนใจสินค้าชิ้นนี้เป็นจำนวนมาก					

ส่วนที่ 2

ข้อมูลส่วนบุคคล

1. เพศ: ○ ชาย   ○ หญิง   ○ อื่นๆ

2. อายุ: .... ปี

3. รหัสนิสิต: ....

ขอบคุณที่สละเวลาในการตอบแบบสอบถามครับ

VITA

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