

Experience Flow and Social Media Attitude toward Purchase Intention



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ABSTRACT: This paper employs a quantitative approach to hypothesis testing through structural equation modeling. The advertising perceived value of the consumer is described by four factors: entertainment, informativeness, credibility, and irritation. Based on a sample size of 406 individuals who use advertising platforms such as Facebook, YouTube, Instagram, and TikTok. The study validated the positive relationship between advertising's three components, namely entertainment, information, and credibility, and the user's flow experience and attitude toward advertising. Conversely, the advertising irritation component has an adverse effect on both user experience and attitude toward advertising. Furthermore, the findings also show a positive association between experience flow and people's attitudes about advertising. Finally, the study found that both experience flow and attitude toward advertising have a significant and positive effect on the tendency of consumers to purchase.

KEYWORDS: Entertainment, experience flow, irritation, purchase intention

1. INTRODUCTION

Quick digital technology development generates good chances for companies to use digital resources available to adapt their business, such as social media usage toward marketplace. In fact, some studies confirm impacts of online advertising on customers' purchasing intention (Alalwan, 2018; Abzari et al., 2014). Customers are increasingly involved and attentive to the major social media sites such as Facebook (Martins et al., 2019), Google+, Snapchat, YouTube (Yang et al., 2017), and Twitter. This significantly alters the tendency of consumers to make a purchase. Social media platforms serve as a novel medium for individuals, groups, and even governments to engage in commercial, social, political, and educational interactions, facilitating the flow of information, ideas, products, and services.

Perceived advertising value is a significant contribution to changes in the customer's need. Advertising plans with interesting, clear information and reliable guarantees will greatly attract customers' interest (Balakrishnan et al., 2014). Bored or poor art and content advertising can greatly affect a company's image (Gaber et al., 2019). Sin et al. (2012) stated that purchase intention is affected by attitude toward expression of customers, this is originated from social media advertising with emotional appeal, creativity and informativeness.

This paper is an extent research of Martins et al. (2019) and Yang et al. (2017), four factors, e.g. entertainment, informativeness, credibility, and irritation are composed perceived advertising value. This component is examined how it relates to experience flow and attitude of customers. The experience flow is played as the mediator between perceived advertising value and purchase intention and is examined how much it affects consumer's attitude to purchase intention.

The current paper is organized as follows. The next section is a literature review. The research approach is described in Section 3. Sections 4 and 5 cover data analysis and discussion, respectively. The conclusion is delivered in Section 6.

Literature Review

Recently, advancements in digital technologies have enhanced the marketing landscape, enabling organizations to extend their brand presence beyond geographical limits. Social media has facilitated access to a wide range of information sources. Alalwan (2018) asserted that social media has an impact on individuals' ecological awareness. According to Kaplan (2015). (2003), the extent to which individuals engage with social media in relation to environmental programs affects their motivation to make purchases. Social media plays a substantial role in shaping customer behavior and influencing purchasing intentions (Alalwan,

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2018). Social media platforms facilitate the cultivation of individual consciousness and inclination towards embracing a particular lifestyle (Balakrishnan et al., 2014). Similarly, Yang et al. (2017) verified that trust in social media influences behavioral intention. However, they acknowledged that this intention might be influenced by many cultural changes. Diverse media platforms possess distinct backdrops that impact behavioral intention (Alalwan, 2018).

Entertainment

As previously said, there is an ongoing issue regarding the significance of social media advertisements in forecasting customers' perceptions and responses. Marketing researchers have recently shown significant interest in examining and discussing the various aspects of social media marketing. A comparison study conducted by Logan et al. (2012) found that both entertaining and informativeness strongly influence the perceived value of social media commercials and TV ads. Logan et al. (2012) likewise observed a noteworthy correlation between advertisement value and customers' views. Logan et al. (2012) disputed the notion that irritation has an effect on the advertising value. Similarly, in their study, Lee and Hong (2016) successfully confirmed the influence of both the level of information provided and the level of creativeness in advertising on customers' display of compassion. Within the same study, a significant correlation was observed between the tendency to demonstrate empathy and customers' intention to make a purchase. Yang et al. (2017) found that entertainment and information have a substantial beneficial impact on the increased value of social media advertisements.

Currently, funny advertisements make excitement and interest in people, this causes changes in consumers' mind (Lee & Hong, 2016). Additionally, funny advertisements create an attractive consideration toward their making decisions (Gaber et al., 2019). As a result, the hypotheses are claimed as follows.

H1a: Positive entertainment exposition of social media advertisements boosts the consumer's attitudes.

H1b: Positive entertainment exposition of social media advertisements boosts the consumer experience flow.

Informativeness of advertisement

According to Lee & Hong (2016), customers' buying depends on the informativeness of ads. Once the message of advertisement is clear, it leads customers' attention to products or services and generate needs of customers. Lee & Hong (2016) provided empirical evidence to support the notion that informativeness has a favorable impact on customer responses to social media advertising. Furthermore, studies conducted by Yang et al. (2017) and Martins et al. (2019) have also found that the level of informativeness in social media advertising positively affects individuals' flow experience. Based on arguments, the hypotheses are claimed as below.

H2a: The clear informativeness of social media advertisement improves buyers' attitudes

H2b: The clear informativeness of social media advertisement improves customers' experience flow.

Credibility of advertisement

MacKenzie & Lutz (1989) provided a definition of credibility as the degree to which consumers consider brand promises in ads to be both truthful and dependable. Brackett & Carr (2001) conducted a study that defined dependability as the extent to which individuals have confidence in advertisements. Additionally, it suggests that the credibility or efficacy of advertising is linked to the perception of its reputation. Alam et al. (2023) found that consumers may choose to ignore or disregard online advertising if they see it as unreliable and do not pay attention to the message. In addition, Choi et al. (2008) did another study which demonstrated the importance of reliability in telecom advertising. Specifically, they found that consumers can achieve a state of flow when they get a dependable mobile message. As a result, the hypotheses are stated as follows.

H3a: Credibility of social media advertisements boosts the consumer's attitudes.

H3b: Credibility of social media advertisements boosts the consumer experience flow.

Irritation of advertisement

Irritation is the measure of how much consumers view advertisements as irritating or distracting, which involves generating feelings of irritation towards the advertisements (Yang et al., 2013). Prior studies have investigated the negative correlation between annoyance and advertising value, which leads to a decrease in advertising efficacy and the perceived value by customers (Okazaki, 2004). Advertisements employing social media platforms have the possibility of exposing distracting and conflicting information to consumers (Abzari et al., 2014), which can be seen as an invasion of privacy for social media users. Liu et al. (2012) found that when customers encounter confusing or unwelcome advertising messages, they react negatively to them. This irritation can have a detrimental impact on how consumers view the value of online advertising. As a result, hypotheses are as below.

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H4a: An increase in irritation negatively influences the customer's attitude.

H4b: An increase in irritation negatively influences the customer's experience flow.

Experience flow, attitude, and purchase intention

As Yang et al. (2017) stated, the flow of experience has a significant influence on how individuals act. This does not rule out their attitude. As a result, there is no doubt that the experience flow will modify the customer's characteristics once they get or view social media advertising. When a customer has a positive attitude and a goodwill experience, experience flow and attitude will often influence his or her purchase intention (Martins et al., 2019; Nekmahmud et al., 2022). From this viewpoint, the offered hypotheses are as follows:

H5: Experience flow positively influences attitude.

H6: Experience flow positively influences purchase intention.

H7: Attitude positively influences purchase intention.

2. RESEARCH METHOD

Data collection

This article utilizes a quantitative approach, where a questionnaire is distributed to 430 participants through online platforms such as social media, Facebook, and email. The respondents' responses are documented in the computerized system and subsequently verified and refined. Therefore, the current study utilizes a final sample of 406 respondents to test hypotheses.

The questionnaire is divided into two sections. The initial component encompasses the personal characteristics of the participants, such as their gender, age, income, and occupation. The second section comprises components specifically designed in the research model. The study encompasses seven factors: entertainment (EN) consisting of 3 items, informativeness (IN) consisting of 3 items, Irritation (IR) consisting of 3 items, credibility (CR) consisting of 4 items, attitude (AT) consisting of 4 items, and purchase intention (PI) consisting of 4 items.

The assessment of components is determined using a five-point Likert scale, with 1 representing a low likelihood and 5 representing a high likelihood. The measures are based on the authors indicated in table 1.

Table 1: Components and its measure

Item	Definition	Author
<i>Entertainment</i>		
EN1	Entertainment is provided by online advertising through social media	Yang et al. (2017)
EN2	Online advertising with entertainment through social media is interesting	
EN3	It is satisfying to observe advertising on social media platforms when it presents entertainment	
Informativeness		
IN1	Advertising helps me to know more information.	Yang et al. (2017)
IN2	Advertising is good to get information of relevant product	
IN3	Advertising is on time to get product information	
Credibility (CR)		
CR1	Online ads are convinced	Yang et al. (2017)
CR2	I trust online ads	

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Item	Definition	Author
CR3	I think online ads are reliability	
CR4	Online ads are good reference to reach a useful product	
Irritation		
IR1	Social media ads are annoying	
IR2	Social adds insult human intelligence	
IR3	Many social media add waste people's time.	
Flow of experience		
FL1	Online ads make me to control my purchasing intention	Martins et al. (2019)
FL2	I have a high concentration on online ads	
FL3	I find myself eagerly tapping on content or promotional activity displayed by online ads	
FL4	I like to pay attention to online advertisements	
Attitude		
AT1	I like to get product information from social media or/and video	Nekmahmud et al. (2022)
AT2	I am interested to see product information through social media or/and video	
AT3	I often collect information with respect product from my colleagues through social media or/and video	
AT4	I like online advertisements through social media and video	
AT5	I want to convey message of product information to my network through my social media channels.	
Purchase intention (PI)		
PI1	I will buy product advertised through social media channel	Alalwan (2018), Nekmahmud et al. (2022)
PT2	I want to purchase products advertised on social medial channels.	
PT3	I can buy products advertised on social medial channel	
PT4	I intent to purchase a product that is advertised on social medial channel.	

As mentioned in figure 1, the research model is designed to test 7 hypotheses. The program of Smart-PLS is used to test hypotheses.

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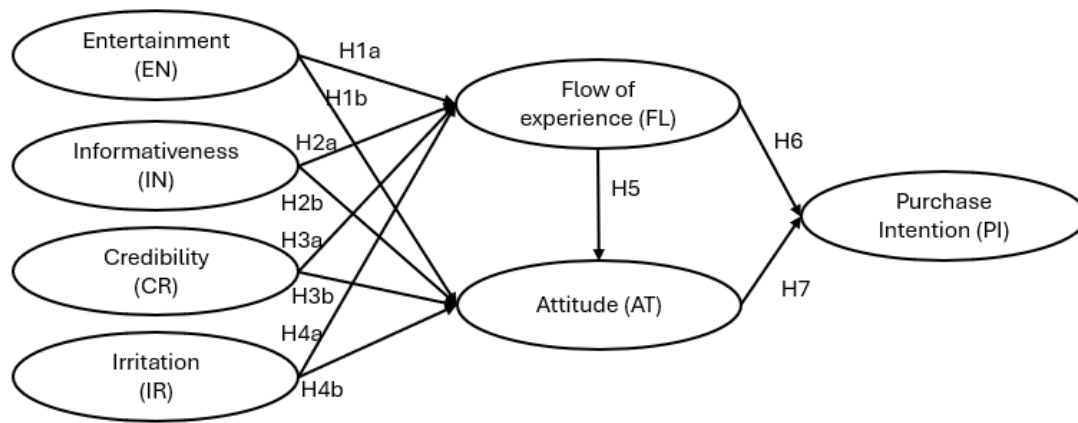


Figure 1: Research model

3. DATA ANALYSIS

As previously verified, the final sample size for the current paper consists of 406 observations. Among them, males account for 42% while the remaining 58% comprises females (Table 2). The age group of individuals between 18 and 35 years old represents the largest proportion, amounting to 71%. The majority of respondents had an undergraduate degree, accounting for 62% of the total. Additionally, 54% of respondents have an income ranging from 10 to less than 30 million VND/month. Two occupations that have a significant presence are self-employed business owners, accounting for 34% of the total, and office staff, making up 33%.

Table 2: Respondents' profile

Demographic	Groups	Frequency (n=406)	Percentage (%)
Gender	Male	170	42%
	Female	236	58%
Age	18 – 25	140	34%
	26 – 35	150	37%
	36 – 45	80	20%
	46 - 55	36	9%
	Education	High school	99
	Undergraduate	250	62%
	Postgraduate	57	14%
Income	< 10 mil. VND	70	17%
	10 - < 20 mil. VND	144	35%
	20 - < 30 mil. VND	79	19%
	30 - < 40 mil. VND	62	15%
	≥ 40 mil. VND	51	13%
Occupation	Student	51	13%
	Owned business	139	34%
	Office staff	135	33%
	Worker	53	13%
	Other	28	7%

Source: Own survey

Testing hypotheses

As shown in table 3, factors loading of AT, CR, EN, FL, IN, IR, and PI are larger than 0.7, so they are reliable to test the research model (Hair et al., 2017). In addition, the reliability of the factors is assessed using Cronbach's Alpha and outer loadings. The reliability of the components of entertainment (EN), informativeness (IN), credibility (CR), Irritation (IR), attitude (AT), flow of experience (FL), and purchase intention has been established through the application of Cronbach's Alpha (Hair et al., 2017), as indicated in the table 4. Cronbach's Alpha of components are larger than 0.7, it confirms reliability of components' existence.

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Furthermore, the AVE, which falls within the range of 0.603 – 0.746 (> 0.5), satisfies the method's conditions, because the measure of components ensures convergence (Bagozzi & Yi, 1988).

Table 3: Outer loadings

	AT	CR	EN	FL	IN	IR	PI
AT3	0.826						
AT2	0.786						
AT1	0.770						
AT4	0.766						
CR1		0.780					
CR2		0.736					
CR3		0.811					
CR4		0.763					
EN1			0.768				
EN2			0.771				
EN3			0.820				
FL1				0.716			
FL2				0.745			
FL3				0.719			
FL4				0.665			
IN1					0.754		
IN2					0.762		
IN3					0.823		
IR1						0.686	
IR2						0.815	
IR3						0.709	
PI1							0.834
PI2							0.750
PI3							0.747
PI1							0.834

Table 4: Construct reliability and validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
AT_	0.867	0.868	0.909	0.715
CR	0.857	0.857	0.903	0.700
EN	0.830	0.831	0.898	0.746
FL	0.777	0.790	0.857	0.603
IN	0.823	0.825	0.895	0.739
IR	0.781	0.788	0.872	0.695
PI	0.870	0.873	0.911	0.720

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The study model is examined using the SmartPLS tool, and the outcome is depicted in figure 2. Therefore, the factors of EN, IN, and CR all exhibit an upward correlation with FL and AT, but IR has an adverse relationship with FL and AT. In terms of flow experience (FL), 51.7% ($R^2 = 0.517$) of the variability in consumers' experience may be attributed to the factors of entertainment, informativeness, credibility, and irritation. The factors of entertainment, informativeness, credibility, irritation, and experience flow of the consumer account for 63.1% of the variations in customers' attitude, as indicated by an R^2 value of 0.631. The output confirms that 64.7% of the variations in consumers' purchase intention ($R^2 = 0.647$) may be attributed to experience flow and attitude.

Table 5: Testing result of hypotheses

Hypothesis	Relationship	Coefficient	Sig.
H1a	EN → FL	0.229	0.000
H1b	EN → AT	0.129	0.002
H2a	IN → FL	0.343	0.000
H2b	IN → AT	0.227	0.000
H3a	CR → FL	0.126	0.001
H3b	CR → AT	0.304	0.000
H4a	IR → FL	-0.266	0.000
H4b	IR → AT	-0.143	0.001
H5	FL → AT	0.375	0.000
H6	FL → PI	0.516	0.000
H7	AT → PI	0.352	0.000

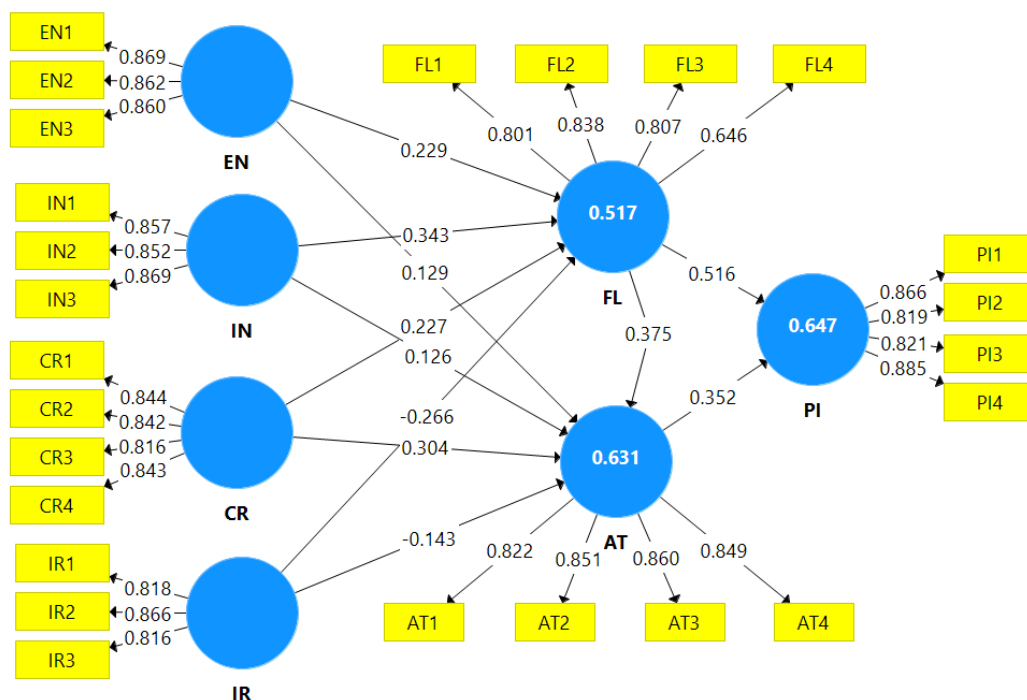


Figure 2: Estimated output of research model

The relationship between entertainment, informativeness, credibility, irrationality, experience flow, and consumer attitude are displayed in table 5. The significance of the factors' Sig. value is consistently strong, indicating support for the hypotheses (table 6). Except for the negative relationship that occurred between irritation (IR) and FL and AT, all other relationships are statistically positive. This will be further elaborated upon in the subsequent section.

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Table 6: Results of testing hypotheses

Hypothesis	Result
H1a: Positive entertainment exposition of social media advertisements boosts the consumer's attitudes.	Supported
H1b: Positive entertainment exposition of social media advertisements boosts the consumer experience flow	Supported
H2a: The clear informativeness of social media advertisement improves buyers' attitudes	Supported
H2b: The clear informativeness of social media advertisements improves customers' experience flow	Supported
H3a: Credibility of social media advertisements boosts the consumer's attitudes	Supported
H3b: Credibility of social media advertisements boosts the consumer experience flow	Supported
H4a: An increase in irritation negatively influences the customer's attitude	Supported
H4b: An increase in irritation negatively influences the customer's experience flow	Supported
H5: Experience flow positively influences attitude	Supported
H6: Experience flow positively influences purchase intention	Supported
H7: Attitude positively influences purchase intention	Supported

4. DISCUSSION

As found, four factors of entertainment, informativeness, credibility, and irritation have a statistical influence on the customer's attitude. This is consistent with Yang et al. (2017). These four factors also have a statistical impact on the customer's experience flow, this find is consistent with (Martins et al., 2019). Although Yang et al. (2017) verified that experience flow has a statistical impact on buying intention and behavior of consumers, its influence to attitude is not considered. This is a point concerned in this study. The result confirms that there is a positive relationship between the customer's experience flow and attitude. This is as an extending study to fill the gap.

The study reveals that the user's experience with advertisements on social media platforms directly influences their desire to make a purchase. This finding aligns with the research conducted by Yang et al. (2017). Additionally, the impact of attitude on purchase intention is also confirmed, this finding is the same point to Nekmahmud et al. (2022) and Yang et al. (2017). The research results have emphasized and reinforced the impact of advertising in general, and advertising on video platforms and social media in particular, on users' perception, attitude, and purchasing intention. The entertainment factor, informational value, irritability, and reliability of advertising on social media platforms have an impact on users' attitudes. When users are exposed to advertisements, if they have a positive perception and impression, it indicates that consumers will pay attention to attractive advertisements that can provide useful or reliable information. On the contrary, if individuals experience discomfort and dislike advertisements, it indicates that consumers are likely to reject access to content related to advertised products or services.

The elements of advertising have also been demonstrated to impact the flow experience of consumers. This demonstrates that if the content of an advertisement is sufficiently appealing, informative, and highly reliable, it will contribute to providing a good experience for consumers, causing users to focus and immerse themselves in the advertising content, hence increasing the likelihood of accessing and remembering the product and service.

Furthermore, this study also demonstrates that the flow of experience plays a crucial role in influencing users' attitudes (in addition to advertising factors) and their purchase intentions. This demonstrates that when individuals pay attention to advertisements on video streaming platforms and social media, they may be attracted by information about products or services. In other words, this advertisement can identify potential target customers.

5. CONCLUSION

The current paper has an approach on the quantitative method through structural equation modelling to test hypotheses. Four factors of entertainment, informativeness, credibility, and irritation are defined as advertising perceived value of consumer. Based on the sample size of 406 respondents, who are individuals, who are using advertising platforms based on Facebook, YouTube, Instagram, and TikTok). The research has validated the positive relationship between the three components of advertising, namely entertainment, informativity, and credibility, with the user's flow experience and attitude towards advertising. Conversely, the advertising irritation component negatively affects both user experience and attitude towards advertising. Furthermore, the findings also indicate a positive relationship between the state of flow and individuals' attitudes toward Advertising. Ultimately, the study has confirmed that both experience flow and attitude towards advertising have a notable and beneficial effect on users' intents to make purchases.

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