

The Relationship between Advertising Characteristics and Digital Consumer Behaviour: The Moderating Effect of Post Format

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Abstract

Social network sites provide a new way for marketers to interact with consumers within the community. It also reshapes the consumer behavior from a linear process (attention, interest, desire, memory, action) to non-linear process (attention, interest, search, action, and share). Marketers posts different formats of advertising (e.g. image and video) on social network sites may result in different consumer behavior in terms of advertising characteristics. However, the empirical evidence on this issue is limited in the context of social media marketing. Thus, the research aims to explore the relationship between advertising characteristics and digital consumer behavior. In addition, the influence of post format in such relationship is investigated. This research selects a travel company as the research case and conducts the experimental research to achieve research objectives. The results show that the informativeness and entertainment have significantly positive effect on digital consumer behavior. Credibility positively and significantly influences on the attention and interest stages. Irritation has a significantly negative effect on the attention stage. Moreover, the moderation effect of post format has been confirmed in the relationships among some characteristics (i.e. informativeness and entertainment) and digital consumer behavior (i.e. the stages of attention and interest). The empirical findings offer a better understanding on the relationship between advertising characteristics and consumer behavior in the digital context. The role of post format is also identified as a moderator to influence such relationship. Practically, the results provide a guide for administrators regarding the creation strategy of brand posts to influence digital consumer behavior.

Keywords: social media marketing, advertising characteristics, AISAS, post format