The effect of Social media usage on Brand attitude: The moderating role of Fairness

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I. Introduction

❖ With the technical development, firms and consumers communicate with each other in diverse devices and ways.

❖ The development of internet brought about many changes in firms' promotion methods for consumers. Among them, the most popular promotion is a social networking service (SNS)

❖ Firms gradually make more promotions through social networking services in the point that the services are able to produce as much ripple effect as existing marketing tools at an inexpensive cost.

❖ Firms pay attention to SNSs, and use them as a venue of communication with consumers by changing a SNS for personal services into one for businesses.

❖ Their failure to secure fairness in the promotion event has recently become an issue.

II. Research Purpose

❖ This paper investigates that how consumers' experience of Facebook based promotions influences brand image and their purchase intention for products, when consumers who have a lot of media usage and those who don't so experience the promotions, and suggests fairness as a moderating variable in order to reduce negative effects.

III. Theoretical Background

Social Network Services (SNS)

❖ Rheingold (1993) presented social media from the perspective of an online community.

❖ An online community is defined as a social group that includes commercial and social aspects with the mediation of computer.

❖ It is referred to as a virtual community which is an online version of offline social relationship

III. Theoretical Background

❖ A previous study revealed that the more people used internet, the more they showed differences in detailed items, such as surfing and pleasure.

❖ Most previous studies on media usage divided media usage into media use frequency and into use time, and the media usage has turned internet usage (Stanford & Gonier, 2004).

❖ Kogankar & Wolin(2002) who studied internet advertising divided people into three groups on the basis of internet use time and measured their favorable attitude toward advertising. As a result, the users in a middle level showed the most favorable attitude toward advertising.

III. Theoretical Background

❖ The theory of fairness is used as "fairness", "justice", and "equity" which include a similar concept.

❖ Justice is classified into three types: procedural, interactional, and distributive (Mattila, 2001).

❖ Perceived justice is a degree of fairness of human-human exchange. In other words, fairness means a degree of fairness that consumers feel in the process of communication or exchange of firms (Sheppard et al., 1992).
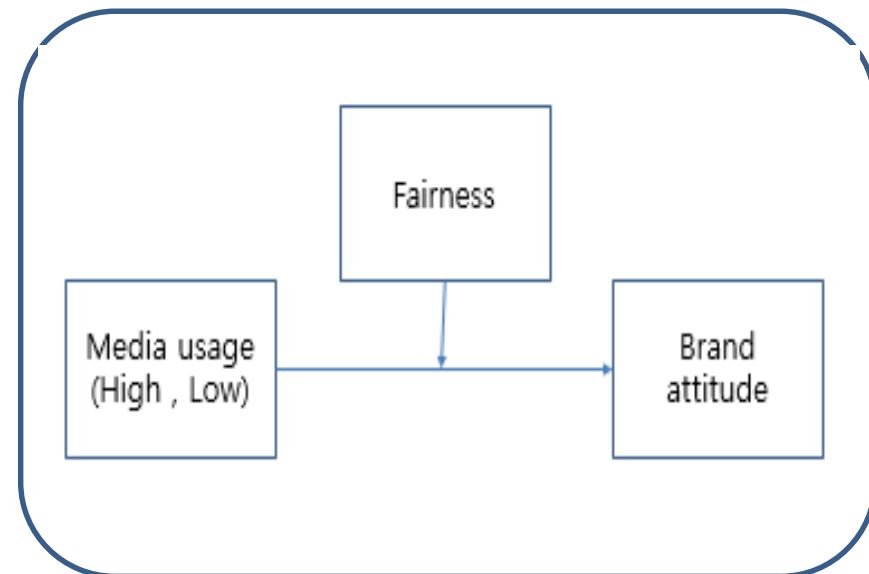
III. Theoretical Background

Brand aattitude

❖ Brand attitude is a favorable or unfavorable response to a particular object, and is defined as consumers' total evaluation of brand (Gundlach, 1990).

❖ Their favorable response to advertising shifts to the favorable attitude toward the advertised product which can shift to their purchase intention (Keller, 1998).

❖ This study sets consumers' brand attitude toward SNS promotions according to their promotion participation as a dependent variable.

IV. Hypothesis

❖ This study is aimed at finding how SNS users' usage for corporate event promotions influences their attitude toward firms.

❖ It tries to prove the moderating effect of fairness on consumers' attitude toward firms after the even promotions. To achieve the research purposes, this study suggests the following research model:

- H1: A level of media usage will influence the brand attitude toward Facebook event promotions.

- H2: Consumers' brand attitude toward firms' Facebook event promotions according to a level of media usage will be moderated by fairness.

V. Manipulation Check

❖ Fairness scale 4-item (Likert 7-scale)

- Unfair / Fair

- Unacceptable / acceptable

- Unreasonable / Reasonable

❖ Participants: 60 (undergraduate student)

❖ Result: t-test

- Unfair: 3.32

- Fair: 5.36 ($P<.05$)

THANK YOU