



Users' Assessment of the Value of Advertisements on Social Networking Sites: A Conceptual Study

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ABSTRACT

The aim of this paper is to propose a conceptual framework addressing factors that predict users' assessment of the value of ads on social networking sites (SNSs). The basic unit of analysis is the SNSs' user. The action scene is composed of a set of components that together shape the outcomes of the model to identify these factors. The suggested framework consists of five belief factors (information value, entertainment value, credibility value, irritation value, and interactivity value), one motive factor (individuals' pre-purchase search motivation), in addition to two social factors (social influence, and national culture). The study aimed to characterize these key elements of the framework, their relationship, and interactions with the perceived value of advertisements. This paper intends to create a common understanding of the basic concepts and a shared conceptual model among scholars researching advertisements on online social networks.

Keywords: Online Social Networks, Facebook, Belief Factors, Pre-purchasing Intention, Social Influence, Source Credibility, Electronic Marketing

JEL Classifications: M31, M371

1. INTRODUCTION

Recently, social networking sites (SNSs) such as Facebook, Twitter, and Instagram with their growing applications and popularity attract millions of users every year, and a number of those users continue to rise year after year. Facebook is arguably the world's most famous SNS, at the first quarter of 2018 had 2.19 billion monthly active users around the world (Statista, 2018a). Also, a number of the international brands that are using Facebook as a marketing and communication platform have continued to rise. By the start of 2017, Facebook had 65 million local business pages, and 4 millions of those pages were actively advertising on it (Kaplan, 2017). As a result, the SNSs' advertising revenue had reached more than 41 billion U.S. dollars by the end of 2017 (Statista, 2018b).

That ability of the SNSs to attract both users and business partners such as national and international brands, private business,

governmental organizations, and service centers is considered as one of the main advantages of these sites to attract advertisers and marketers to use them as one of the main marketing vehicles. As presented by Enginkaya and Yilmaz (2014), consumers use SNSs to make contact with brands and other consumers on the SNSs, and these interactions enable brands to deepen their relationships with their consumers. Therefore, SNSs are becoming an increasingly important part of organizations' media strategy (Peters et al., 2013). Also, marketers can gain rich, unmediated consumer insights through SNSs faster than before and can promote loyalty through these sites (Hudson et al., 2015). These advantages give SNSs great potential to engage with current and prospective customers and made marketers more interesting on using them as crucial advertising platforms.

Simultaneously, the value of advertisements (ads) is one of the core determinants of brand success (Okazaki and Taylor, 2013). It represents a crucial variable to explain individuals' attitude and

their behavior, according to the association model of advertising communication process proposed by Preston (1982) and the model for assessing the value of the online ads proposed by Ducoffe (1996) - ads' value is the main determinants to explain individuals' attitude and behavior towards the advertised products. From that concern, we can say that: Misunderstanding of how the SNSs' users assess the value of ads on SNSs may mislead the knowledge created about their attitude and behavior toward these ads. In regard, it is crucial to identify and understand the main factors for assessing the value of ads on these sites. Yet, little is known about the SNSs users' assessment of these ads. Hadija et al. (2012) reported the inadequacy of the literature in this research context. Also, by scanning the OneSearch mega index database only a few peer-reviewed empirical studies had a focus on the users' assessment of ads' value on SNSs were found. In total, nine survey studies (Logan et al., 2012; Saxena and Khanna, 2013; Dao et al., 2014; Dar et al., 2014; Deraz et al., 2015a; Deraz et al., 2015b; Haida and Rahim, 2015; Martínez-Navarro and Bigné, 2017; Shareef et al., 2017), and one exploratory interview study were found (Gaber and Wright, 2014).

In addition to the lack of references, previous scholars did not produce a comprehensive list of underlying factors that enhance the users' assessment of ads' value on SNSs in any single source; collectively they suggested several factors of the users' beliefs about these ads. Also, most of the previous studies mainly depend on Ducoffe's (1996) model, which aimed to test the online consumers' attitude toward the online ads to explain the ads' value on SNSs. After the booming development of online ads' systems, in addition to the users' recent experience with the SNSs and their gratification needs from these sites - Do we think twenty years old model is relevant without extending? Ducoffe's (1996) model with its three variables (informativeness of the ad, entertainment value [ENT], and irritation value [IRR]) did not fit with many of the previous studies within the SNSs' context (Logan et al., 2012; Dar et al., 2014; Haida and Rahim, 2015). According to the use-diffusion model as presented by Shih and Venkatesh (2004), the diffusion in adopting new technology will lead to change in the users' use-diffusion patterns, and that change in the use-diffusion patterns will change the outcomes in the form of perceived impact of the used technology, satisfaction with technology and more interest in future technologies. In contrast, we need to extend the models of assessing the value of online ads to have a more elaborative model to the nature of the SNSs and the needs of their users. Thus, the main aim of this article is to develop a conceptual framework that can advance knowledge and increase our understanding of how the SNSs' users assess the value of ads on SNSs. It proposes that the concepts presented can be used to derive additional value for ads on SNSs. It should also be stressed that the primary focus of the study is on users' assessment and not their attitudes toward these ads.

The remainder of the paper is organized as follows. First, to justify the conceptual framework, the paper presents a literature review of related articles. Next, it discusses each of the concepts presented, along with theoretical challenges related to applying them and an overview of current knowledge concerning each of them. Finally, overall conclusions are drawn, with an outline for future research directions.

2. LITERATURE REVIEW

2.1. Literature of Assessing the Value of Ads on SNSs

The assessment of ads constitutes a core determinant of purchasing decisions and consumer behavior (Ducoffe, 1995). Despite the growing body of literature on SNSs, it remains an overlooked research area, by scanning the Halmstad University mega index database (OneSearch) that contains the majority of resources from Emerald, IEEE Xplore, Inderscience publishers, JSTOR, Libris, Sage journals online, ScienceDirect, Scopus, Taylor and Francis online, SpringerLink, Web of Science, Wiley online library, and others, only a few peer-reviewed empirical studies had a focus on the users' assessment of ads' value on SNSs were found. In total, nine survey studies (Logan et al., 2012; Saxena and Khanna, 2013; Dao et al., 2014; Dar et al., 2014; Deraz et al., 2015a; Deraz et al., 2015b; Haida and Rahim, 2015; Martínez-Navarro and Bigné, 2017; Shareef et al., 2017), and one exploratory interview study were found (Gaber and Wright, 2014).

The first survey study was by Logan et al. (2012). These authors compared female students' perceptions of the value of ads on SNSs to their perceptions of the value of television ads. In their empirical study, they used Ducoffe's (1996) model with its three primary variables of IRR, ENT, and information value (INF). The authors concluded that Ducoffe's model of consumers' attitudes toward ads did not provide a good fit for assessing the value of ads on SNSs or television as perceived by the young female students. Irritation, as a reversely coded variable, obtained a small alpha value 0.056 in the case of SNSs. In general, Logan et al. (2012) showed that only ENT and INF had a significant impact on students' assessment of ads' value on SNSs.

In the second survey study, Saxena and Khanna (2013) also used the three variables of Ducoffe's (1996) model to explore how online undergraduate students assess the value of ads on an SNS. The authors used a structural equation modeling approach to show that information and entertainment content had significant positive impacts on the value of ads on an SNS. Also, they found that the IRR had a substantial negative impact on the assessment of ads.

The third survey study by Dao et al. (2014) studied factors predicting consumers' assessment of the value of ads on OSNs and the effect on online purchase-related behavior. The authors used the expectancy-value theory to propose that informativeness, entertainment, credibility are the main factors that predict the consumers' assessment of ads on an OSN. By using structural equation modeling and the paired t-test, the authors found that the three consumers' beliefs factors (informativeness, entertainment, and credibility) have positive effects on the assessment of ads on an OSN, which in turn positively influences their online purchase intention as perceived by 295 undergraduate students.

In the fourth study, Dar et al. (2014) examined students' perceptions of the value of ads on Facebook versus television. These authors also used Ducoffe's (1996) model with its three variables. Based on their structural equation modeling, they found that Ducoffe's variables did not provide a fit for Facebook ads and television ads, supporting the results of Logan et al. (2012). The authors found

that the ENT of ads could actively predict students' assessment of ads' value on SNSs, while INF had no significant effect and IRR had a small and unexpected positive P-value.

The fifth study by Deraz et al. (2015a) explored factors that predict consumers' assessment of the value of ads on SNSs. Through a survey, they tested the effect of interactivity value (INT) and the credibility of ads in addition to Ducoffe's (1996) three variables. They concluded that INT, ENT, credibility value (CRE), and INF had a significant positive effect on the perceived value of ads on an SNS. However, they found that irritation did not affect the consumers' assessment of the value of these ads. In an extended survey study, Deraz et al. (2015b) found that SNS users from different nations provide different assessments for four of the main predictors about ads on an SNS's brand community (interactivity, irritation, information, and credibility).

The seventh survey study by Haida and Rahim (2015) investigated ads on an SNS and how consumers perceived their value in Malaysia. The authors tested the effect of Ducoffe's (1996) three variables on both the value of ads and product awareness. They found that entertainment is a predictor of the value of these ads but not of product awareness. Also, they found that informativeness is a predictor of both the value of ads and product awareness. However, they also found that irritation does not predict consumers' assessment of ad value, but does negatively predict product awareness.

In the eighth survey study, the authors explored the effect of enjoyment and media credibility in assessing the value of marketers generated content (MGC) on the Facebook fan page (Martinez-Navarro and Bigné, 2017). 395 of Zara's fans on Facebook participated in that survey study, and the authors found that users' enjoyment with Facebook and their perception of Facebook credibility positively influences their perception of valuable MGC posted on a fan page. In turn, their perception of valuable MGC posted on a fan page positively influences eWOM recommendation of the marketer to others on Facebook but not their purchase intention.

The last survey study aimed to identify source derogation in terms of credibility to create ad value and positive attitude Facebook ads (Shareef et al., 2017). The authors carried two sequential survey studies with the Facebook users with total of 425 participants. They observed significant differences in developing ad value and forming a favorable attitude towards the ad when the product-related message was developed by three distinct groups, who have different source derogations (an associative reference group, an aspirational reference group, and marketers themselves).

Finally, the last identified study was a qualitative focus group study by Gaber and Wright (2014). The authors aimed to explore factors that affect young Egyptian consumers' attitudes towards fast-food ad on Facebook. They used Brackett and Carr (2001) model of consumers' attitudes towards advertising with its six variables (credibility, entertainment, irritation, informativeness, advertising value, attitudes towards advertising). According to the view of the 40 young participants in that study; they were

mostly liked the idea of fast food fan pages on Facebook. They added that ads on Facebook made them aware of brands and consequently encouraged them to try their meals. Also, they like the post, share it with their friends or commenting on it. Finally, they informed that the majority of the contents of the Fan pages are informative contents.

This brief literature review shows that ads on SNSs are an overlooked research area and that the scope of the published studies on factors predicting users' assessment of ads' value is very limited in this research context. Moreover, the literature review shows that most existing studies on the users' assessment of ads' value on SNSs have drawn on Ducoffe's (1996) model with its three variables. Based on this, it would be interesting to increase knowledge and deepen understanding by pinpointing additional factors that might affect individuals' assessments of the value of ads' on SNSs by reflecting more sources of users' gratification from using the SNSs.

2.2. Uses and Gratifications Theory (UGT)

UGT is a theoretical framework that is used to study how mass media, including social media and SNSs, are utilized to fulfill the needs of individual users with different goals (Smock et al., 2011). The approach suggests that people use specific media to fulfill their needs and gratifications (Katz, 1959). In regard, the focus of the theory is on what people do with the media rather than the influence or impact of the media on the individuals (Katz et al., 1973). Katz et al. (1973) classified the needs and gratifications for people to use mass media into five main categories: Cognitive needs such as acquiring knowledge and information, effective needs such as satisfying emotional needs, personal integrative needs such as enhancing credibility, confidence and status, social integrative needs such as enhancing connections with family, friends, and so forth, and the tensions needs such as escape and diversion (West and Turner, 2010).

Also, previous studies have argued that to understand how online consumers respond to the online advertising, it is crucial to understand their motivations for going online (Rodgers and Thorson, 2000). Similarly, to study the consumers' response to ads on SNSs, we need to take into account the consumers' motivations for engaging in these sites as recommended by Taylor et al. (2011). From that perspective, to further understanding of the factors likely to impact the consumers' assessments of ads' value on SNSs and to extend the related models, it is appropriate to consider the consumers' needs and gratifications from viewing those ads.

Several scholars have applied the UGT and identified unique gratification factors from SNS usage. Researchers have tested the adaptability of the UGT on the use of SNSs and their findings showed that the UGT is relevant to the area of SNSs (Park et al., 2009; Raacke and Bonds-Raacke, 2008; Urista et al., 2009; Whiting and Williams, 2013; Celebi, 2015; Choi et al., 2016). For example, Park et al. (2009) found that SNSs to be socializing, entertainment, self-status, and information seeking are the main four gratifications of using Facebook as perceived by college students. Continually, Whiting and Williams (2013) identified from their in-depth interview study ten gratifications

from using Facebook. The ten uses and gratifications they identified are social interactions, information seeking, pass time, entertainment, communicatory utility, relaxation, expression of opinion, convenience utility, information sharing, and surveillance/knowledge about others (Whiting and Williams, 2013). Further, Choi et al. (2016) have listed five gratifications from the hotel fans in Facebook. The authors identified from their mixed method study that information seeking, convenience, entertainment, self-expression, and social interaction are the main gratifications the hotel fans seek on Facebook. However, Choi et al. (2016) found that information seeking, convenience, and self-expression are the only three gratifications that have a significant effect on the fans' satisfaction with the hotel's Facebook page. Contradictory, Celebi (2015) by applying the UGT found that interpersonal utility was the most prominent motivation that affected participants' all attitudinal and behavioral process toward Facebook advertising. Pre-purchase search motivation (PPM) is another gratification for the SNSs' users as proposed by Mir (2014).

Choi et al. (2016) findings reflect that not all the perceived gratifications have an effect on the online consumers' responses. Yet, it shows that some consumers' needs are crucial predictors to explain their satisfaction. Also, according to the UGT research, individuals' basic needs and personal characteristics and the social environment interact, and consequently create perceived solutions/problems (Singh, 2016). In respect to Choi et al. (2016) and Singh (2016) findings, the present author assumes that some of the gratification factors of using ads on SNSs can better explain the ads' value when combining with the other consumers' beliefs factors.

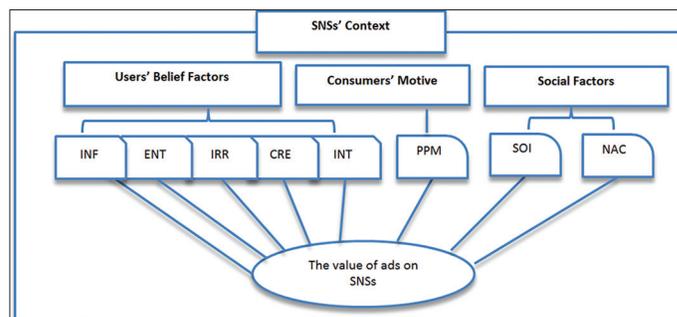
3. THE EXTENDED CONCEPTUAL FRAMEWORK

To develop a new conceptual framework that can advance knowledge and increase our understanding of how the SNSs' users assess the value of ads on SNSs - the following conceptual framework (Figure 1) emerges out of three main sources:

1. The uses and gratification theory to identify the main sources of gratification while using SNSs.
2. Main bodies of research regarding the assessment of ads' value on SNSs.
3. A systematic literature review of peer-reviewed articles of consumers' response to ads on SNSs (100 articles) about factors predicting the users' attitude, behavior, and perceptions toward these ads.

The extended conceptual framework of factors contributing to the users' assessment of ads' value on SNSs posits five beliefs factors, one motive factor, and two social influence (SOI) factors (Figure 1). The eight factors might be seen to stem from the online users' responses to ads on SNSs' investigations. The proposed eight factors collectively can enhance our understanding to explain how the SNSs' users assess the value of ads on SNSs. In addition, the present framework may offer a new approach of assessing the value of ads by connecting the consumers' gratifications of using a specific medium with their assessment of the ads' value in that medium in specific.

Figure 1: The extended conceptual framework of factors contributing to the user' assessment of ads' value on social networking sites.
*Information value, entertainment value, irritation value (credibility value) interactivity value, pre-purchase search motivation, social influence, and national culture



3.1. Beliefs Factors and Individuals' Assessment of ads on SNSs

This group represents the consumers' personal utility beliefs toward an advertisement. Consumers' beliefs toward advertising are important indicators of advertising effectiveness (Mehta, 2000). Scholars postulate that beliefs about advertising are antecedents of advertising value (Brackett and Carr, 2001; Ducoffe, 1996). In previous studies, researchers mainly retrieved the INF, ENT and IRR as the main three beliefs factors in assessing the value of ads on SNSs. This study proposed INT and CRE as additional beliefs factors for assessing the value of these ads.

3.1.1 Information value (INF)

The ad's INF represents the ad's ability to provide effectively relevant information in its context as perceived by its audiences (Blanco et al., 2010). It is one of the leading driving factors for assessing the value of online ads (Brackett and Carr, 2001; Ducoffe, 1996; Schlosser et al., 1999; Wang et al., 2009). Also, it reflects one of the main gratifications of using the SNSs which is the cognitive needs of the online users to collect information and to gain knowledge (Park et al., 2009; Whiting and Williams, 2013; Choi et al., 2016). In contrast, it is one of the leading driving factors for assessing the value of ads on SNSs (Logan et al., 2012; Saxena and Khanna, 2013; Dao et al., 2014; Deraz et al., 2015a; Haida and Rahim, 2015; Shareef et al., 2017).

Focusing on the SNSs, researchers found that ads' INF is affecting the users' assessment of ads' value on SNSs. Thus, INF is therefore deemed to have a significant effect on the consumers' assessment of the ads' value on SNSs, and it is considered to play a central role in contributing to the ads' value on SNSs.

3.1.2 Entertainment value (ENT)

The ENT of an advertisement reflects the degree of pleasure and involvement in the interaction with the advertising as perceived by the consumer (Hoffman and Novak, 1996). Advertisers believe that ENT increases the effectiveness of an ad's message and generates a positive attitude toward the brand (Logan et al., 2012; MacKenzie and Lutz, 1989; Shavitt et al., 1998). Ducoffe (1996) found that the success of online ads depends on their level of entertainment.

Regarding SNSs, the entertainment reflects the consumers' need to be entertained which is one of the main gratifications of using

SNSs (Park et al., 2009; Whiting and Williams, 2013; Choi et al., 2016). The ENT is particularly salient in SNSs' ads as scholars have identified it as one of the primary factors in assessing the value of such ads (Logan et al., 2012; Dar et al., 2014; Haida and Rahim, 2015; Deraz et al., 2015a; Shareef et al., 2017). They concluded that ENT has a significant positive effect on the users' assessment of the value of ads on SNSs. Based on these notions, ENT is therefore deemed to have a significant effect on the consumers' assessment of ads' value on SNSs, and it is considered to play a central role in contributing to the ads' value on SNSs.

3.1.3 Irritation value (IRR)

A feeling of irritation toward the social media ads arises when the consumer experiences discomfort while watching these ads (Saxena and Khanna 2013). Many researchers (Chu et al., 2011; Kim and Ko, 2012; Logan et al., 2012; Hayes and King, 2014; Shareef et al., 2017) have argued that if the online consumers feel Irritation toward viral ads for any reason, they are unwilling to be exposed to these ads. Taylor et al. (2011) asserted that feeling Irritation toward viral ads contributes to a loss of privacy, and it can distract consumers to receive the intended meaning of the statement, and thus can have a negative effect on the value of an advertisement. Based on the models of assessing the value of the online ads, it predicts the online users' assessment of these ads negatively (Ducoffe, 1996; Brackett and Carr, 2001).

Focusing on ads on SNSs, some researchers have found that the IRR does not predict the consumers' assessment of ads' value on SNSs (Logan et al., 2012; Deraz et al., 2015a; Haida and Rahim, 2015). Contradictory, others found the IRR had a significant negative effect on assessing the value of these ads (Saxena and Khanna, 2013; Shareef et al., 2017). Finally, Dar et al. (2014) found that it has a small and unexpected positive coefficient for assessing the value of ads on an SNS. As a research community, we need to understand better the reasons behind these different effects of the IRR on the consumers' assessment of ads' value on SNSs. Thus, it is important not to ignore the IRR as one of the leading dimensions of the extended model of assessing the value of ads on SNSs for both general SNSs' users and brand communities consumers. IRR is therefore deemed to have a negative significant effect on the consumers' assessment of ads' value on SNSs.

3.1.4 Credibility value (CRE)

Lutz (1985, p. 53) defined the ads' CRE as the degree to which the audience perceives claims made about the brand in the advertising to be truthful and believable. Moore and Rodgers (2005) have added the extent to which the consumers' believe or trust in the media claims as an additional source to ads' credibility. According to Brackett and Carr's (2001) model of consumers' attitudes toward the Web Advertising, the ads' CRE is an essential dimension that directly predicts the consumers' assessment of the online ads' value. In contrast with Brackett and Carr (2001) findings, credibility is considered by many researchers to be a crucial dimension when assessing both the value of the online ads and consumers' attitudes toward these ads (Breitsohl et al., 2010; Clewley et al., 2009; Prendergast et al., 2009; Wang and Sun, 2010a). Likewise, consumption credibility is considered to play a central role in contributing to the assessment of ads' value

on SNSs as perceived by the Southeast Asia social media users (Dao et al., 2014). Dao et al. (2014) found that CRE has a positive effect on consumers' perceived value of ads on Facebook and that is confirmed by Deraz et al. (2015a).

Based on the UGT, audiences in an online brand community have empathy, trust, and feelings of safety with the online brand based on their personal integrative needs (Brodie et al., 2013). Also, regarding brand communities and cyber psychology studies, credibility is an essential dimension when assessing the online consumers' responses to certain online brands (Lee et al., 2011; Chatterjee, 2011). Consistent with these findings and lack of investigation in the effect of CRE on the consumers' assessment of ads' value on SNSs, the CRE has been considered to be an essential dimension of the extended model for assessing the value of SNSs' ads by both regular SNS users and brand community consumers. CRE is therefore deemed to have a decisive significant positive effect on the consumers' assessment of ads' value on SNSs.

3.1.5 Interactivity value (INT)

INT of an advertisement is defined as the extent to which the audiences can participate in modifying the messages they receive through an advertisement (Steuer, 1992). It has been identified as a factor that can explain both the value of web advertising (Brackett and Carr, 2001) and the consumers' attitudes toward the ads on Facebook (Yaakop et al., 2013). Yet, it has not been tested in the context of the ads' value assessment on SNSs. Recently on SNSs, it is apparent that the focal point of using SNSs is to build and to maintain a network of friends for social interaction (Trusov et al., 2009). One of the interactive capacities of SNSs is its ability to attract users to use text, images, videos, and links as interactive content as strategies to track and share new products with consumers (Yaakop et al., 2013). Based on the UGT, it is claimed that these communicatory utility and information sharing are from the main gratifications of using SNSs (Whiting and Williams, 2013). Also, Deraz et al. (2015a) found that INT has the strongest influence on assessing the ads' value on SNSs as perceived by Swedish Facebook users.

Thus, based on the role of the INT in the consumers' attitude toward the ONAs, and the nature of interactivity as a central purpose of using the SNSs, this research posits that INT is one of the leading belief factors in assessing ads' value on SNSs. INT is therefore deemed to have a positive significant effect on consumers' assessment of ads' value on SNSs.

3.2. Consumer's Motive

3.2.1 Pre-purchase motivation (PPM)

Consumer motives reflect the physiological needs and desires of consumers in using online media (Wang et al., 2002). Scholars consider consumers' motives to be driving factors of consumer behavior, related to the level of satisfaction with their needs and desires (Rodgers, 2002). Regarding SM, one of the purposes of using it is to fulfill users' pre-purchase information needs (Ha, 2002; Goldsmith and Horowitz, 2006). That information advantage of SNSs helps users to arrive at a well-considered purchase decision (Muntinga et al., 2011) and make a sensible brand choice (Ha, 2002). As mentioned by Park et al. (2009), online consumers

employ SNSs to find appropriate information that can help them in making correct and risk-free purchasing choices.

Drawing on the UGT, Mir (2014) found that users' PPM for using SNSs influences the users' cognitive attitude toward the ads on these sites. Also, information seeking is one of the main consumers' gratifications in using the SNSs (Park et al., 2009; Whiting and Williams, 2013; Choi et al., 2016). Yet, non-have tested the effect of consumers' PPM on their assessment of ads' value on SNSs. In keeping with these findings concerning the role of PPM in consumers' attitudes toward SNSs' ads, the PPM of the SNSs' users is thus considered in this study to be an essential factor that contributes to the assessment of ads' value. PPM is therefore deemed to have a positive significant effect on the consumers' assessment of ads' value on SNSs.

3.3. Social Factors

According to the recent construction of SNSs, they are defined as the online hosts that enable their users to construct and maintain profiles, identify other members with whom they are connected, and participate by consuming, producing, and interacting with content provided by their connections (Tuten and Solomon, 2017). That definition can reflect that social engagement and consumer interactions are the focal activities on SNSs. This unique social nature of the SNSs can present a focal role of some of the social factors in consumers' behavior and their attitude toward these ads. Based on the UGT, social interaction is one of the main users' gratifications of using the SNSs (Park et al., 2009; Whiting and Williams, 2013; Choi et al., 2016). In contrast, we assumed that SOI and national culture (NAC) are additional factors that influence consumers' assessment of ads' value on SNSs.

3.3.1 Social Influence (SOI)

Within the context of the online communities, the SOI occurs when a user adapts his/her behavior, attitudes, or beliefs to those of others similar to him or her (Leenders, 2002). Focusing on social media, individuals join these media to satisfy their social needs such as strengthening contact with family, friends, and the world (Wang et al., 2012). Also, they achieve these social needs by connecting with each other and engaging in interpersonal communication as a way of enjoying their activities and getting approval from other individuals using the same site (Urista et al., 2009). According to Eagly and Chaiken (1993), this interpersonal communication creates group intention, which results from an internalization process in which a person adopts the values, beliefs, or attitudes of others based on congruence criteria. In contrast, social media users intuitively evaluate the reliability and trustworthiness of ads on these media through other participants' comments, especially comments from the members of their existing networks (Okazaki, 2004). Furthermore, they may seek other consumers' comments and recommendations on the Internet to reduce the perceived risk involved in a purchase decision (Goldsmith and Horowitz, 2006). Moreover, collective consumers are also more likely to be conformist and influenced by friends, and then to adopt their opinions (Erdem et al., 2006).

Within the context of SNSs, previous studies found that the effect of SOI on the consumers' response to ads on SNSs was derived by

certain factors such as personal social identity and group norms (Zeng et al., 2009), personal needs for online social capital (Chi, 2011), Social ties and endorser expertise (Chang et al., 2012), Subjective norms (Lee and Hong, 2016). Yet, non-have tested the effect of the SOI on consumers' assessment of ads' value on SNSs.

In keeping with these findings, this study considers the SOI to play a central role in contributing to the establishment of ads' value on SNSs. Consumption SOI is therefore deemed to have a significant influence in assessing the value of ads on SNSs.

3.3.2 National Culture (NAC)

Individuals' cultural background affects their patterns of message processing (Nisbett, 2004). Scholars have argued that advertising messages that are congruent with the message recipient's cultural characteristics and that avoid conflict with beneficiaries' fundamental cultural values tend to be more efficient than those that are culturally incongruent (Cui et al., 2012; de Mooij and Hofstede, 2010; Han and Shavitt, 1994).

As noted by Hyder et al. (2014), attempts have been made to measure the impact of NAC on different research contexts since the 1960s. However, researchers only began to focus on the effects of NAC on business practices in the 1990s (Luthans et al., 1993; Offermann and Hellmann, 1997; Thomas and Ely, 2001; Gitman and McDaniel, 2008). Likewise, researchers in the field of online marketing have recently begun to examine online users' behavior and attitudes in a national cultural context (Chau et al., 2002; Wei-Na and Sejung, 2006; Shu-Chuan and Jhih-Syuan, 2012; Brosdahl and Almousa, 2013; Kim et al., 2016).

Regarding consumers' perception of electronic ads, researchers identified differences in the consumers' attitude toward mobile ads regarding their cultural backgrounds (Chia-Ling et al., 2012). In another cross-cultural study, Wang and Sun (2010b) identified differences regarding the consumers' beliefs, attitudes, and behavioral responses toward ONAs in the US, China, and Romania. Moreover, Tsai and Men (2012) reported differences between Eastern and Western cultures for some values regarding the appeal of users' communication. The authors argued that scholars need to advance their understanding of marketing communications on SNSs from a cross-national perspective. Finally, Kim et al. (2016) found that individuals from different cultural backgrounds tend to have different attitudinal responses to similar ads on Facebook. The authors found that consumers from an individualistic culture (e.g., the USA) had different response rate compared to those from a collectivistic culture (e.g., Korea) regarding comparative vs. non-comparative advertising. Nevertheless, the effect of NAC on the assessment of the value of SNSs' ads has not been explored.

Based on the above, cultural differences might explain consumers' differences in assessing the value of ads on SNSs. Consequently, scholars need to advance their understanding of the effect of culture on the consumers' assessment of the value of ads on SNSs. Continually, the consumption of NAC is considered to play a central role in contributing to the assessment of ads' value on SNSs. Thus it is part of the extended conceptual framework.

4. CONTRIBUTIONS AND FUTURE RESEARCH

This conceptual paper has important implication for scholars and marketing managers alike. It helps to offer a conceptual framework that contributes to the understanding of users' assessment of ads' value on SNSs that emerges from combing the online ad' value theory with the UGT. New factors, such as, INT, PPM that explains the needs cognition, and SOI were added to give deeper explanations of those factors contributing to the assessment of ads' value on SNSs. However, future studies need to carry sequential studies to explore the effect of those factors collectively on the users' assessment of ads' value. Future researchers need to consider different ad-types and different groups from different cultural backgrounds to explain better those relationships, which would further enhance the findings of this study.

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