

A STUDY OF CSR PRODUCT INITIATIVE IN SOCIAL MEDIA ADVERTISEMENT ON
CORPORATE REPUTATION AND PURCHASE INTENTION – THE MEDIATING ROLE OF
TRUST BELIEFS

A THESIS
Submitted by

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GLOSSARY

<p>Social marketing</p>	<p>Social marketing is the use of marketing theory, skills and practices to achieve social change. It has the primary goal of achieving "social good." Traditional commercial marketing aims are primarily financial, though they can have positive social effects as well. In the context of public health, social marketing would promote general health, raise awareness and induce changes in behaviour. To see social marketing as only the use of standard commercial marketing practices to achieve non-commercial goals is an oversimplified view. Social marketing has received more attention over the years. Consumers are more cautious when it comes to purchasing any products because they are thinking of ethical consumption to support CSR practices (Papaoikonomou, Valverde, & Ryan, 2012).</p> <p>In this research, emphasis is given to social marketing in promoting "social good".</p>
<p>Social networking site</p>	<p>A social networking site is an online platform that allows users to create a public profile and interact with other users on the website. Social networking sites usually have a new user input list of people with whom they share a connection and then allow the people on the list to confirm or deny the connection. After connections are established, the new user can search the networks of connections to make more connections. The development generated by the use of social media empowers customers to interact on the internet, chat rooms, blogs, internet discussion boards and forums, social networking websites, consumer-to-consumer e-mails, consumer products or service ratings websites and forums, internet discussion boards and forums, and sites containing digital audio, images, movies, or photographs, to name a few (Hollensen, & Raman, 2014; Huang & Benyoucef, 2013; Shin, 2013; Yadav, De Valck, Hennig-Thurau, Hoffman & Spann, 2013).</p> <p>In this research, emphasis is given to social networking sites as the advertising channel for social marketing.</p>

Social advertising	<p>Social advertising is advertising that relies on social information or networks in generating, targeting, and delivering marketing communications. Social advertising, in general, is considered to be a type of advertisement that depends on social networks and social relations in engendering, targeting, and delivering marketing communications (Bakshy, Eckles, Yan & Rosenn, 2012; Li & Shiu, 2012; Tucker, 2012).</p> <p>In this research, emphasis is given to “social product” information which relies on social advertising.</p>
Corporate Social Responsibility (CSR)	<p>In the corporate context, CSR is an effort used to drive sustainability. CSR is a business approach that contributes to sustainable development by delivering economic, social and environmental benefits for all stakeholders. Van Marrewijk (2001) stated that companies with a CSR strategy would incorporate social and environmental concerns into their business operations and their communications with their stakeholders.</p> <p>This research aims to compare CSR product initiatives and non-CSR social advertising which strengthens the relationship between trust beliefs and corporate reputation as well as the relationship between corporate reputation and purchase intention in the Malaysian context.</p>
Social advertising with CSR product initiative	<p>Advertising with CSR is crucial to deliver clear information to consumers. It would also be more effective when combined with social advertising which would ultimately lead to an increase in purchase intention (Berens, van Riel & van Bruggen, 2005; Lou & Bhattacharya, 2006; Pirsch, Gupta & Grau, 2007).</p> <p>In this research, emphasis is given to “social products” where information is spread through social advertising.</p>
YouTube	<p>YouTube is a video-sharing site. It offers entrenched social networking features in the same approach as other media sharing sites such as Flickr, Picasa, and Treemo.</p>

	<p>In this research, social advertising is tested on the YouTube platform.</p>
Advertising creativity	<p>Creative advertising helps to attract more attention from consumers because divergence creates a contrast with less-creative advertisements (Smith & Yang, 2004).</p> <p>This research discusses how advertising creativity leads to trust beliefs, because creative advertising helps to attract more attention which improves trust in the advertisement. The study aims to find out if advertising creativity has a positive relationship with trust beliefs. Hence, a hypothesis is developed to test.</p>
Emotional appeal	<p>An emotional appeal is grounded in the emotional and experiential side of consumption. Its purpose is to make the consumer feel good about the product, by creating a likable or friendly brand; they rely on feelings for effectiveness. Advertising appeal, relevance, and attitudes will increase trust (Austin, Miller, Silva, Guerra, Geisler, Gamboa, Phakakavai & Kuechle, 2002; Ball & Mackert, 2013; Okazaki, Katsukura & Nishiyama, 2007)</p> <p>This research discusses how emotional appeal is believed to add trust beliefs in consumers' minds. The study aims to find out if emotional appeal has a positive relationship with trust beliefs. Hence, a hypothesis is developed to test.</p>
eWoM credibility	<p>Electronic Word of Mouth (eWoM) credibility is a form of buzz marketing and it can become viral if the message is persuasive or funny enough. In eWoM credibility, the focus is on person-to-person contacts that happen on the internet. Social networking sites such as Instagram and Facebook are creating new trends of social interaction: sharing comments, reviewing products and services with credibility (Kang, Lee, You & Lee, 2013).</p> <p>In this research, eWoM credibility will result in higher trust beliefs especially when social advertising messages are persuasive and become viral so that they are perceived as a</p>

	<p>more credible source of information than just the content from the advertising. The study aims to find out if eWoM credibility has a positive relationship with trust beliefs. Hence, a hypothesis is developed to test.</p>
Informativeness	<p>There are two methods of imparting information in advertising. The first method concentrates on the effectiveness of visual and verbal information against memory (Lutz & Lutz, 1977; Guenther, Klatzby & Putnam, 1980; Starch, 1966; Shepard, 1967). The second method concentrates on the effectiveness of visual and verbal information against consumers' judgments or attitudes (Childers & Houston, 1984; Holbrook & Moore, 1981; Edell & Staelin, 1983; Hirschman, 1986; Holbrook & Kisielius & Roedder, 1983).</p> <p>In this research, the effectiveness of advertising information is important to increase consumers' trust beliefs. The study aims to find out if informativeness has a positive relationship with trust beliefs. Hence, a hypothesis is developed to test.</p>
Trust disposition	<p>A disposition of trust can be defined as an individual's habit to be willing to depend on others across a broad spectrum of situations and persons that build on the work (Rotter, 1967, 1971, 1980; Erikson, 1968).</p> <p>In this research, trust disposition is an important source of reliability to build trust beliefs. The study aims to find out if trust disposition has a positive relationship with trust beliefs. Hence, a hypothesis is developed to test.</p>
Trust beliefs	<p>It is important to note that trust is another vital component of consumers' response to corporate reputation (Yoon, Gurhan-Canli, Schwarz, 2006) and to purchase (Lu, Fan & Zhou, 2016). Trust beliefs include benevolence, integrity and competence (Lu, Fan & Zhou, 2016; McKnight, Choudhury & Kacmar, 2002).</p> <p>This research aims to find out if trust beliefs have a positive relationship with corporate reputation. Hence, a hypothesis is developed to test.</p>

Brand familiarity	<p>The term ‘familiarity’ is also related to other important constructs: consumer expertise, prior knowledge, and strength of belief (Ha & Perks, 2005). When the consumer is very familiar with a brand, it means that he strongly trusts the brand.</p> <p>This research aims to find out if brand familiarity strengthens or weakens the relationship between informativeness and trust beliefs. Hence, a hypothesis is developed to test.</p>
Brand trust	<p>Branding is a name, term, sign, symbol, or design, or a combination of all of these, intended to acknowledge the goods and services that differentiate firms from their competitors (Ying, 2005). Brand trust is a cognitive factor that grows over time. Brand effect is an emotional response and is instantaneous; their model correlates the two without specifying the direction of the relationship.</p> <p>This research aims to find out if eWoM credibility strengthens or weakens the relationship between brand trust and trust beliefs. Hence, a hypothesis is developed to test.</p>
Corporate reputation	<p>In the context of corporate reputation as perceived integrity, Mayer et al. (1995, p. 719) described integrity as “the perception that the trustee adheres to a set of principles that the trustor finds acceptable.”</p> <p>This research aims to find out if corporate reputation has a positive relationship with purchase intention. Hence, a hypothesis is developed to test.</p>
Purchase intention	<p>A consumer’s purchase intention is notable as a wide but subjective field of consumer behaviour, and it is a part of purchase decision making. It can be defined as a consciously chosen plan to try to purchase a specific product or service (Spears & Singh, 2004; Peter & Olson, 2008).</p>

ABSTRACT

The level of awareness towards Corporate Social Responsibility (CSR) is quickly gaining ground in businesses throughout Malaysia. Instead of focusing on philanthropy, many companies are exploring ways to embed CSR into their products and services. However, limited empirical studies were found in this area. As such, this research was conducted on the effectiveness of social advertising and its mediation impact on trust beliefs in the Malaysian context. In addition, a comparison was done to determine whether CSR product initiative social advertising helps strengthen corporate reputation and whether it has any effect on consumers' purchase intention as compared to non-CSR social advertising. Meanwhile, through the integration of the Elaboration Likelihood Model of Persuasion theory, it was explained that the central route and peripheral route complements the extended S-O-R theory to clearly classify the affective and cognitive cues from social advertising stimuli and trust beliefs that affect the audiences' minds. While eWoM credibility to trust beliefs is moderated by brand trust, informativeness to trust beliefs is moderated by brand familiarity in the theory of trust transfer. Interestingly, the findings demonstrated that only the central route of social advertising stimulus is significant to trust beliefs and trust beliefs are only mediated between the central route of social advertising and corporate reputation. Another contribution of this research is that the central route stimuli in the effectiveness of CSR product initiative social advertising was found to be positively influential for strengthening the relationship between trust beliefs and corporate reputation as well as corporate reputation and purchase intention when compared with non-CSR social advertising in Malaysia. An SEM research framework was developed and data were collected through survey questionnaires from 653 respondents. Statistical analysis was conducted using SmartPLS and SPSS. The study has linked CSR product initiative to end users, adapted a model from a business-to-customer empirical study, and shed new lights for researchers, marketers and policy makers.

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DECLARATION

I have read and understood the regulations of Taylor's University concerning plagiarism. I hereby declare that this submission is my own work and that, to the best of my knowledge and belief, it contains no material previously published or written by another person nor material which has been accepted for the award of any other degree or diploma of the university or other institute of higher learning, except where due acknowledgment has been made in the text.

Signature

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Date	28 February, 2020
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DEDICATION

To my family and children

for their love, understanding and support

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CHAPTER 1. INTRODUCTION

This chapter introduces the social advertising industry, the study context and explains why the effectiveness of social advertising industry as well as corporate social responsibility (CSR) were chosen for exploration in this study. Also, this chapter highlights both the importance and the intended contribution of the study results for commercial organisations. As such, the author highlights a wider background of the study context, importance, intended contribution, problem statement, research objectives, research questions, definition of the construct and structure of the thesis.

1.1 Context of the study

Consumers' awareness of Corporate Social Responsibility (CSR) in Malaysia is increasing as more exposure is being given to the environmental footprint issue (Ramasamy & Ting, 2004). Although consumers' awareness of CSR has been around for the past ten years, the Malaysian government has been promoting CSR through the 9th Malaysia Plan, by incorporating CSR practices within the government-linked companies' transformation plan, and the national budgets. Part of Malaysia's Vision 2020 is to incorporate CSR into the strategic objectives of the National Integrity Plan.

CSR communication is usually inferred, unless it is communicated to the customer explicitly through advertising. In this research, the theory to explain how CSR embeds into product contribution is derived from the Elaboration Likelihood Model (ELM) of Persuasion

theory, which will be discussed in the intended contribution section. Today, marketers are debating the effectiveness between traditional advertising and social network advertising. However, cutting-edge technology provides a tremendous advantage because it helps advertisements become more accessible and mobile, especially with the use of social networking sites (SNS). This is the reason that social advertising is being studied in this research, as discussed in the intended contribution section. Also, the research will assess product benefits from CSR by using the ELM model of Persuasion to test if CSR increases corporate reputation and purchase intention as compared to non-CSR.

According to the study by Ramakrishnan, Hishan & Kanjanapathy (2016), many corporations promote CSR on their corporate websites. There is a lack of research into social advertising that is done in combination with CSR, ie focusing on reducing environmental footprint through the innovation of manufacturing a sustainable product (Rahim, Zukni, Ahmad & Lyndon, 2012). This leads to the main objective of this research.

Data from the Department of Statistics Malaysia from the year 2019 showed that social media users' penetration in Malaysia has reached close to 78% of the population. This means that there are 25 million active social media users from a total population of 32.25 million people (refer to Figure 1.1).

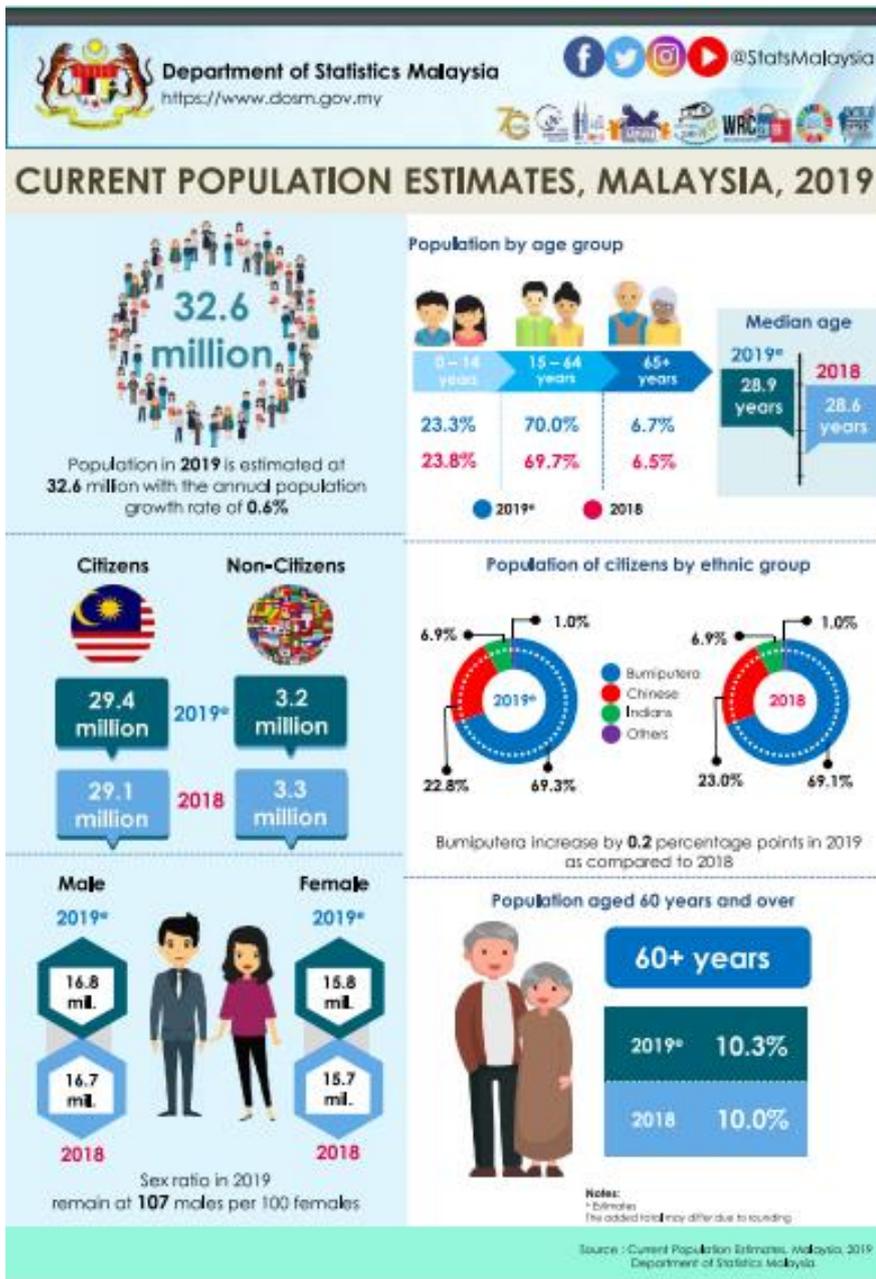
Figure 1.1: Malaysia digital overview 2019



Source: Department of Statistics Malaysia, Q1 2019

The younger generation makes up the majority of internet users, as the median age is 29 years old (refer to Figure 1.2).

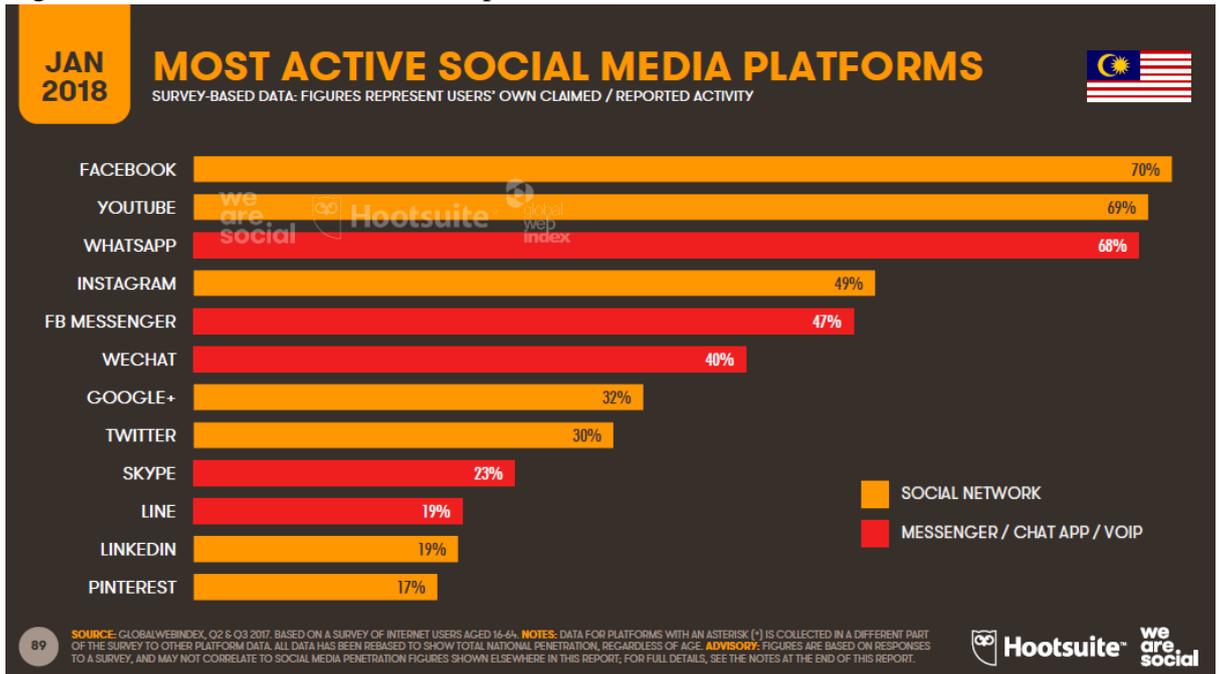
Figure 1.2: 2019 population estimation of netizens in Malaysia



Source: Department of Statistics Malaysia, 2019

The number of Malaysians spending time on online videos has increased over the years. Overall, 69% of Malaysian netizens download online YouTube contents each month (refer to Figure 1.3).

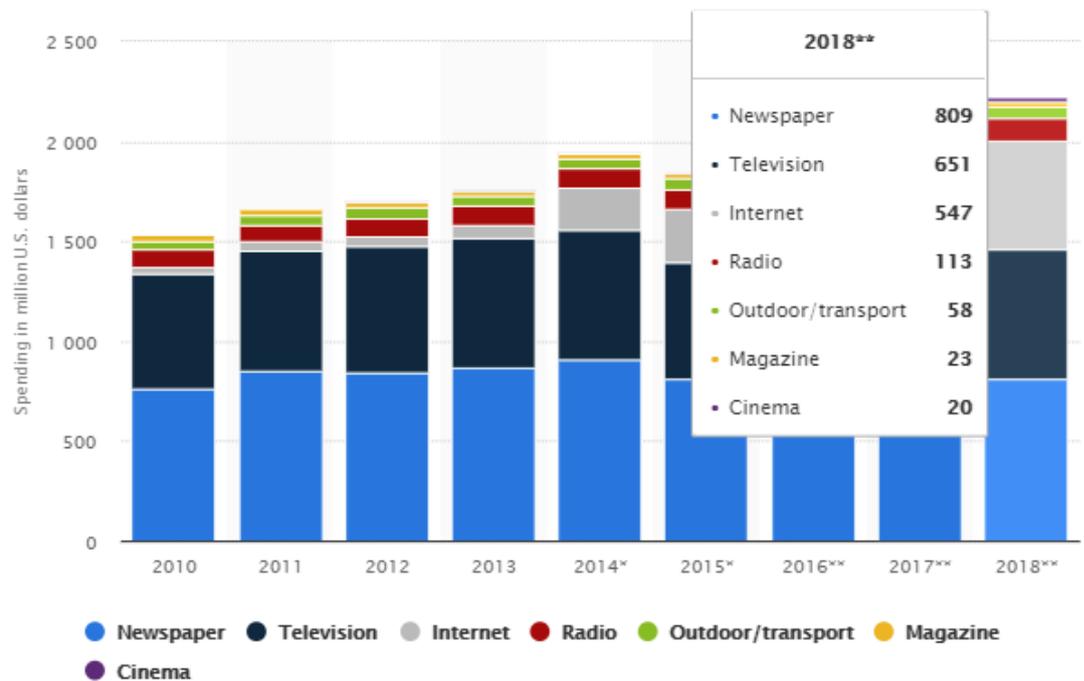
Figure 1.3: Most active social media platforms, Jan. 2018



Source: Globalwebindex, Q2 & Q3 2017

These factors help build the foundations of our study on the effectiveness of social advertising on social networking sites. A declining trend in traditional advertising, taken over by social advertising, will further explain why marketers are moving towards social advertising. In addition, technology accessibility also compels companies to divert from the traditional ways of communicating with customers. In order to keep up with the current trends, conventional advertising platforms have quickly changed to advertisements through social networking sites, and this has resulted in a sharp drop in television advertisements (refer to Figure 1.4).

Figure 1.4: Advertising expenditure in Malaysia from 2010 to 2018

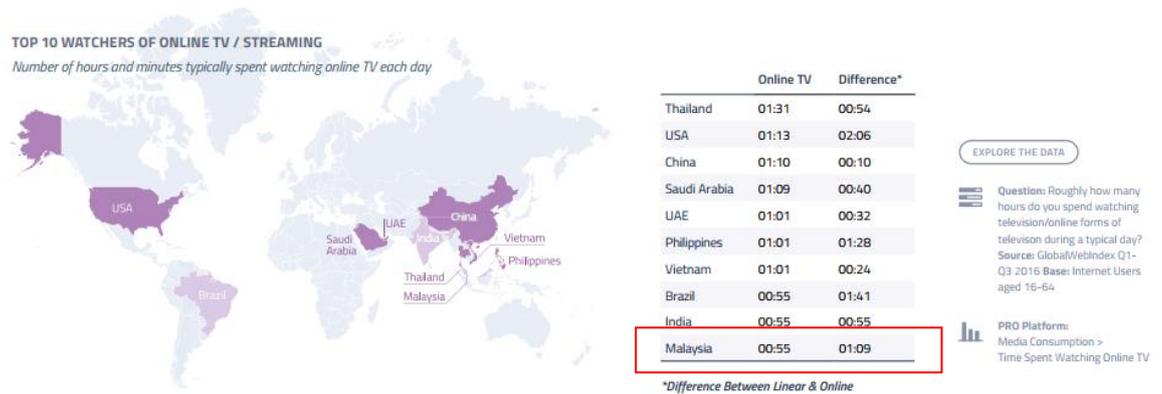


© Statista 2019

Source: Advertising expenditure in Malaysia from 2010 to 2018, by medium (in millions of US dollars), Statista2019

Conventional advertising is slowly being replaced by social advertising because the digital environment allows consumers to access information easily. Today, social advertising is more personalised, sophisticated and relevant. Social advertising also offers an ideal way to reach multiple devices and multichannel consumers to capitalise on the trend of consumers who spend more time online than ever before. Referring to Figure 1.5, Malaysia is ranked among the top 10 nations for having netizens who watch online television on a daily basis, according to the statistics from globalwebindex Q1 2017.

Figure 1.5: Global statistics on top 10 watchers of online TV

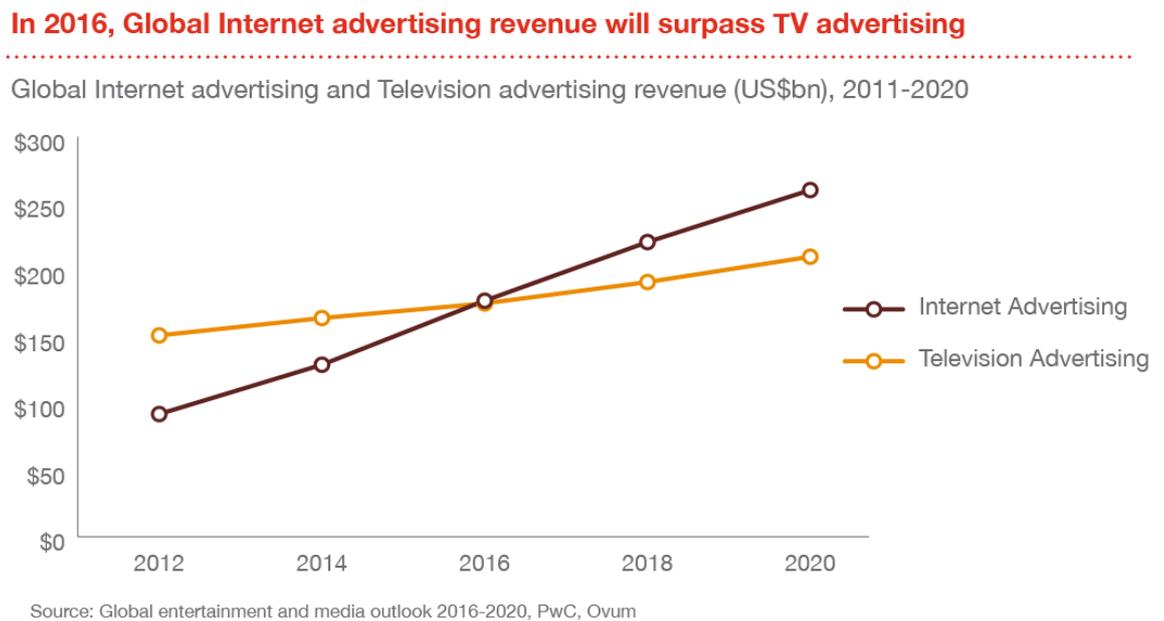


Source: Q1 2017 global statistic on top 10 watchers of online TV, globalwebindex

Also, marketers can now target consumers with such precision and accuracy. Products are no longer restricted to just firmographics and demographics, but can focus on specific audiences most expected to buy the product based on thousands of variables such as personalities, lifestyles, purchase intent and behaviours. As such, this study focuses on social networking sites.

Traditional advertising is being dominated by social advertising, as evidenced by the increasing trend in digital media (refer to Figure 1.6). This forms the reason to enhance the effectiveness of social advertising on social networking sites which is discussed in the intended contribution of this research.

Figure 1.6: Digital versus traditional media over time



Source:

Damian Radcliffe. August 2016. "PwC's global media outlook 2016-2020: six key trends."

1.2 Importance of the study

Trust beliefs are particularly important in social advertising (Hajli, Sims, Zadeh, & Richard, 2017), regardless of whether the content of advertising is related to CSR. Basically, if a social advertisement does not stimulate the consumers' emotional trust effectively, as a result, they may have low trust beliefs (Shen, Chiou, Hsiao, Wang, & Li, 2016). The research aims to investigate if social advertising is classified into two perspectives, namely (1) the affective perspective (advertising creativity and emotional appeal) and (2) the cognitive perspective (eWoM credibility, informativeness and trust disposition) (Lee & Hong, 2016; Pappas, Kourouthanassis, Giannakos, & Chrissikopoulos, 2016; See-To & Ho, 2014) as they are commonly used as stimulus factors in social advertising based on previous studies.

In the competitive business environment, marketing strategies have evolved. This has led to the belief that competition engenders value added CSR because innovative CSR may enable firms to differentiate themselves from their rivals due to the presence of a stronger corporate reputation. Many studies provide examples of social advertising with CSR in many forms such as philanthropy, cause related marketing and sponsorship that effectively increase corporate reputation (Fatma, Rahman, & Khan, 2015; Hsu, 2012; Polonsky & Speed, 2001). In this study, we aim to determine the effect of CSR social advertising in product specific moderates between trust beliefs and corporate reputation as compared to non-CSR social advertising. Fernandez-Kranz & Santalo (2010) mentioned that firms that are in more competitive environments increase their expenditure on research and development (R&D) or advertisements, while undertaking CSR initiatives. CSR and R&D can be the basis of a differentiation campaign, allowing firms with such an R&D effort to be inimitable and have a strong branding proposition with emerging consumers' CSR preferences (He & Li, 2011; Melo & Garrido-Morgado, 2012).

In recent years, companies with a strong sense of awareness on CSR have started to adopt CSR practices into their products. In this instance, an international clothing retail company called Hennes & Maeuritz AB, more commonly known as H&M, provides a good example. H&M advocates social advertising with CSR and the company claims that this helps increase sales on their website. Critics challenge that H&M mislead their customers by talking about sustainability, which is a part of its CSR efforts. Nonetheless, at present, H&M is considered one of the world leaders in fashion retail. It gets ahead of its competitors by aggressively promoting its CSR efforts and engaging customers, especially in advertising (<https://www.marketingweek.com/2016/04/12/hm-aims-to-make-recycling-cool-with-first->

ever-sustainability-campaign/). In 2013, H&M began its campaign on clothes recycling, which subsequently led to an increase in sales. This serves as testament that CSR efforts do produce tangible results. According to H&M, reducing their environmental footprint in the manufacturing of products is a good CSR initiative. The company is committed to a monumental effort aiming for the use of 100% sustainable materials by the year 2030. It is worth noting that in 2017, the overall percentage of their product ranges made from recycled or sustainable materials was at 35%. In the same year, this registered in sales amounting to Swedish Krona (SEK) 231,771 million with Value Added Tax, which was a 4% increase Year-on-Year worldwide sales. In Malaysia, the sales amounted to SEK 1,175 million sales with Value Added Tax (H&M's Annual Report 2017). As a global retailer, H&M faces numerous challenges and wants to make sure shoppers are aware of its CSR efforts through its marketing. Their "World recycling week" social advertising was a successful campaign. If H&M wants to run campaigns aimed at convincing consumers to behave in a different way, the company must first be ready to behave differently itself.

Another example of product specific CSR social advertising is shown by the Clorox Company, specifically in their product line called Clorox Green Works. Clorox made its first USD 40 million within the first year of its launch, as reported on public websites (<https://www.treehugger.com/corporate-responsibility/clorox-green-works-reaches-40-million-dollar-market-share-in-first-year.html>). The Clorox Green Works line influenced the market to favour environmentally-friendly products, during a time when mainstream attention to green products was already heightened.

This research strives to determine if consumers' trust beliefs increase due to CSR social advertising, which will directly result in higher corporate reputation. Furthermore, the study will determine if corporate reputation causes an increase in purchase intention when CSR social advertising acts as a moderating effect.

The importance of the study is to realise that social advertising with CSR is an area to be tested, based on the examples shown by H&M and The Clorox Company, where the firms' reputations and purchase intentions increased. In addition, this research will also encourage marketers to consider including CSR product communications in social advertising, for companies to gain a competitive edge. The social contribution is in providing aid for companies to achieve good sustainable governance.

1.3 Intended contribution

The intended contributions of this research are to identify the theoretical contribution of this research, which lies in the establishment of theories used to outline the research framework. Study gaps will also be identified in this research.

(1) The main framework of this research is based on Mehrabian & Russell's S-O-R model (1974), with the extension of Jacoby's S-O-R model (2002), both of which have

provided an insight into the overlapping S-O-R model (refer to the Venn diagram in Figure 1.7). Jacoby (2002) extended the S-O-R model by enhancing the current 3-sector linear model developed by Mehrabian & Russell (1974). The “stimuli” were taken as the social advertising atmospheric cues, the emotional and rational reactions of the online shoppers were taken as the “organism”, and the “response” was the approach/avoidance behaviours. An enhanced model contains an overlapping of the S-O-R model in the form of seven segments, which is translated into the Venn diagram in Figure 1.7. Referring to the Venn diagram, the rudimentary framework of the S-O-R theory is further enhanced by gaining deeper analysis through segregating (1) external stimuli (such as emotional appeal, advertising creativity, informativeness, and eWoM credibility), (2) internal stimuli (consumers’ trust disposition over the social advertising) and (3) trust beliefs (the emotional and rational reactions based on a holistic approach with 3 dimensions: competence, benevolence and integrity). Trust beliefs characteristically receives most attention as it represents our awareness of being awarded, or our consciousness of the moment (Zaltman, 2000). Sector 6 O-R, that is the corporate reputation, affects purchase intention. Finally, purchase intention is the outcome of Sector 7. This study has omitted Sector 5 S-R (refer to Table 1.1).

In the next section of the problem statement, the effect of the stimulus variables to drive the effectiveness of social advertising to have a positive relationship with trust will be discussed.

(2) A single extended S-O-R will demonstrate the relationship and mediation effect by utilising theory. The research integrates two theories by applying the Elaboration Likelihood Model of Persuasion (Petty & Cacioppo, 1986) to the domain of extended S-O-R theory in order to accomplish new findings in this research. The integrating theories of the ELM of

Persuasion theory and extended S-O-R theory shed new light to test both peripheral and central routes of social advertising equally and the effect it has on trust beliefs. However, how trust beliefs mediate peripheral and central routes of social advertising is a gap which will be filled in this research.

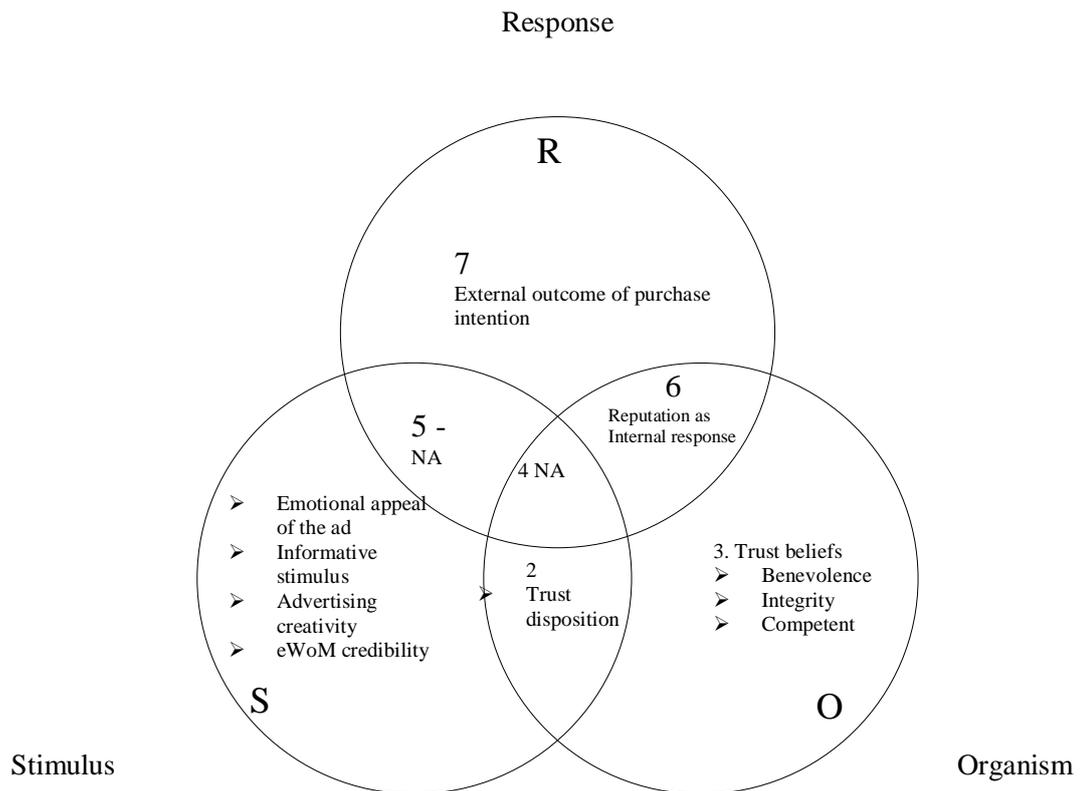
(3) The enhancement in this research is the moderation comparison of CSR versus non-CSR advertising to strengthen the relationship between trust beliefs and corporate reputation as well as corporate reputation and purchase intention. The moderation of CSR is supported by the ELM of Persuasion. There are limited critical reviews on social advertising that is embedded with CSR values. However, in the study of Perks, Farache, Shukla & Berry (2013), the criticism was made that social advertising with CSR could mislead consumers and communicate socially irresponsible corporate advertisements. In their study, it was mentioned that CSR could be over-exaggerated and could become an artificial selling point just to drive more sales. Again, this reinforces that CSR moderates trust beliefs, which is supported by the ELM of Persuasion theory. These in turn help build a stronger corporate reputation and ultimately lead to higher purchase intention.

(4) Furthermore, the high or low relationship between eWoM credibility and trust beliefs is dependent on brand trust. Similarly, the high or low relationship between informativeness and trust beliefs depends on brand familiarity. These moderation effects have been explained by the Trust Transfer Theory (Zhang & IP, 2015). The specific selection of why brand trust only moderates eWoM credibility and why familiarity only moderates informativeness will be discussed in the next section containing the problem statement.

Refer to Figure 1.7, Table 1.1 and Figure 1.8 for the theoretical framework of this study.

Figure 1.7, Table 1.1 and Figure 1.8 below show the theoretical framework of this study.

Figure 1.7: Modified S-O-R model with Venn diagram (Jacoby, 2002)

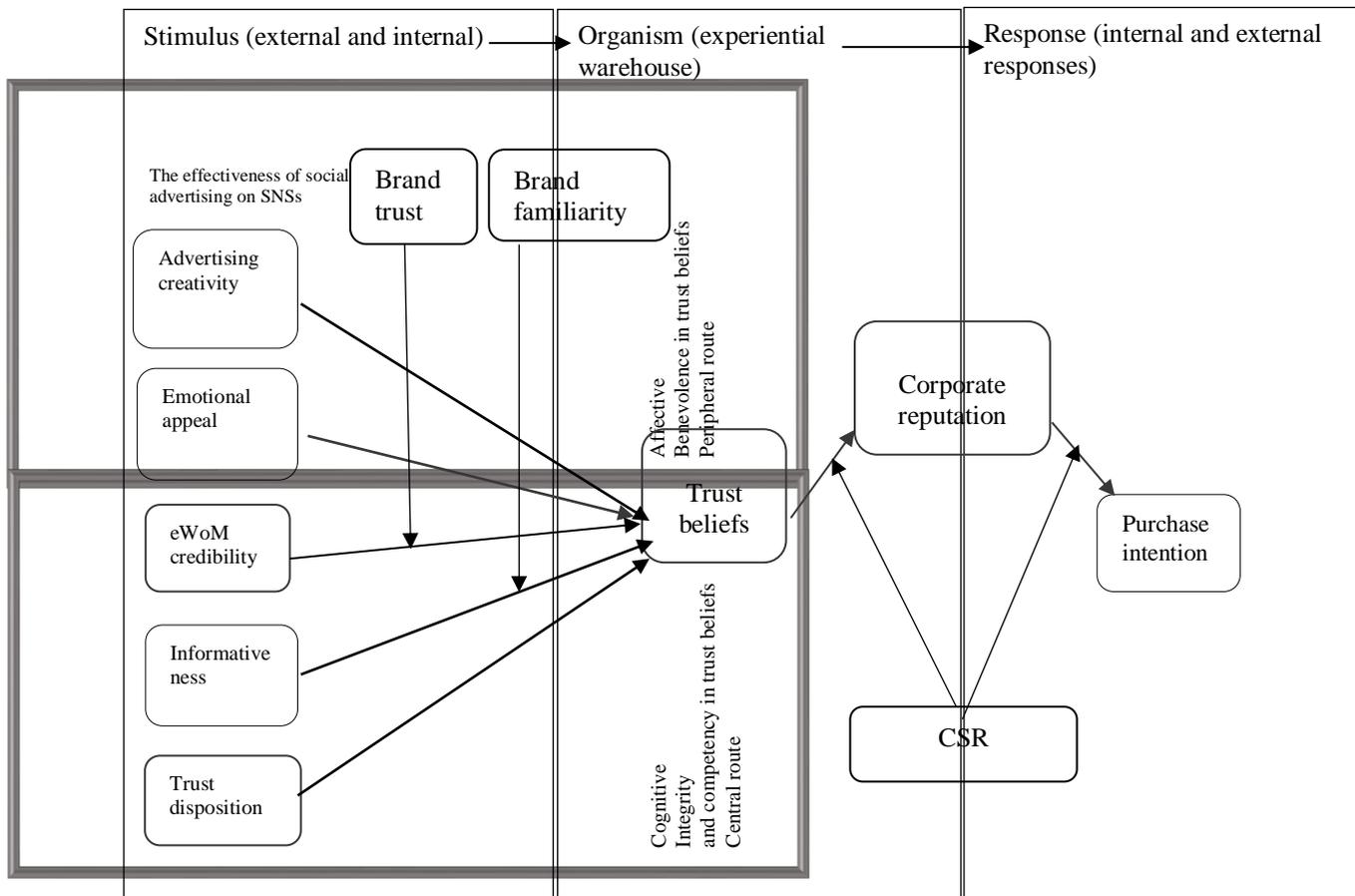


Note: NA – Not Applicable

Table 1.1 The Relationship between the original S-O-R model, the 7-sector S-O-R model and latent variables of the present study

Sector	S-O-R Factor	Sector of the psychological system	Example of variable	Variable(s) to be measured in the present study
1	Stimulus	Encountered environment (external stimulus)	The effectiveness of social advertising with CSR versus non-CSR	1.The emotional appeal of the advertisement 2.Informativeness 3.Advertising creativity 4.eWoM credibility
2	Stimulus+Organism	Automatic processing (internal stimulus)	Advertising trust disposition on CSR versus non-CSR advertiser	1.Trust disposition
3	Organism	Experiential storehouse	Trust beliefs	Holistic of trust beliefs comprising benevolence integrity and competence
4	Stimulus + Organism + Response	Not applicable in this category	-	-
5	Stimulus + Response	Not applicable stimulus-response events	-	-
6	Organism + Response	Internal responses	Corporate reputation	Internal response of corporate reputation
7	Response	External responses	Purchase intention	External outcome of purchase intention

Figure: 1.8 Theoretical frameworks: Stimulus-Organism-Response model



The intended industrial contribution is to identify (1) the gap between government direction versus actual CSR initiatives in Malaysia; customers are not fully aware as compared to other countries (Hassan, Nareeman & Paulin, 2013). (2) Local small and medium enterprises (SMEs) are not capitalising on the increasing trend for social advertising in communicating CSR (Turyakira, 2017).

The practical contribution of this research is to encourage more firms to explore CSR social advertising in product specific communication, the results of which will be tested in this research. The study illustrates the good examples from H&M and Clorox and how they are used to examine the communication of CSR benefits in their products, using social advertising

as a strategy to improve corporate reputation and purchase intention. These aims are pursued in order to help corporations become leaders in their respective industries. The results for the hypotheses will be established at the end of this research. It is also suggested here that the influence on purchase intention is not only limited to bricks and mortar facilities, but rather it extends to various channels due to the digital age, which is at the core of today's world (Jerome, Shan & Khong, 2010). In this regard, this research will examine if social advertising with CSR can help improve corporate reputation and purchase intention in Malaysia.

The next paragraphs carry on from the intended contribution to cover the problem statement of the research as well as the aims and objectives.

1.4 Problem statement

According to Comscore Media (2009), the changes from traditional advertising to social advertising based the popularity of social platforms and applications, such as social networking sites (SNSs), is an effective way to customise social advertisements to cater to those with different needs (Comscore Media, 2009). Social advertising taps into the power of SNSs to reach targeted groups involved in the "people's internet" and to make use of the "shares", "likes," and "comments" for brand advantage (Andriole, 2010). Today, the perks of using social media as a tool for marketing have proven to exceed the benefits of using traditional strategies for marketing (Waters, Canfield, Foster, & Hardy, 2011). This research studies the vacuum in terms of how social advertising relates to trust beliefs, corporate reputation and purchase intention in Malaysia.

From the vacuum, the author identified the problem that the extended S-O-R theory lacks meaning to form a framework solely; hence, integrating another compatible theory, the ELM of Persuasion, will complement the shortfall of extended S-O-R theory by categorising the effectiveness of social advertising into the peripheral route (affective perspective) and the central route (cognitive perspective). As such, if the effectiveness of social advertising does not further shed light on the emotional and logical elements, the result will be lacking in its contribution to researchers and marketers. Therefore, the author further explored what could make the research meaningful in the face of a lack of persuasion analysis. Also, the author is segmenting how the stimulus factors are being grouped into peripheral and central routes to draw a distinct dimension in order to provide a clear peripheral route and central route in the effectiveness of social advertising to further understand the significant relationship to trust beliefs is this research gap. This new gap of integrating both theories together will be interesting and insightful to researchers and marketers.

In this research, trust beliefs are the hub of the study. However, the relationship between social advertising and trust beliefs has not been studied extensively in the past. Trust beliefs are a crucial factor in online purchase intention, as a consumer is not able to assess and evaluate online products before buying them (Che, Cheung & Thadani, 2017; Kim, Xu & Gupta, 2012). There is a gap in the literature with less study focused on the relationship between the effectiveness of social advertising and trust beliefs in the Malaysian context. The researcher will determine how the effectiveness of social advertising has a positive relationship with trust beliefs, which will contribute a new dimension to trust beliefs by integrating the ELM of Persuasion theory into the domain theory of extended S-O-R.

The entire study is based around the problems of whether the social effectiveness of advertising directly increases purchase intention without trust beliefs as a mediator. Will trust beliefs directly increase purchase intention without corporate reputation? Thus, the author slowly fills the gap on trust beliefs as a mediator between the effectiveness of social advertising and corporate reputation in order to increase the chances of purchase intention eventually.

Additionally, there was no similar direct research found from the past in terms of whether the mediation effect of trust beliefs is significant in measuring the effectiveness of social advertising and corporate reputation. Therefore, the research gap here relates to identifying trust beliefs as the mediator between the effectiveness of social advertising and corporate reputation.

Next, the ELM of Persuasion has systematically divided the five constructs into two routes: the peripheral route (ie advertising creativity and emotional appeal) and the central route (ie eWoM credibility, informativeness and trust disposition). Both routes will be tested to see if they are equally significant to trust beliefs in this study based on the theory of extended S-O-R which will impact on the advertising decision about whether both routes are significant or insignificant.

This study's problem is to discover how CSR embeds into products. Based on previous studies, most CSR initiatives that firms use are cause-related marketing (CRM), sponsorship, and philanthropy (Polonsky & Speed 2001). Traditionally, there are various discussions on matters related to the strategic implications of CSR such as: whether consumers will pay for CSR product features (Auger, Burke, Devinney & Lourviere, 2003); corporate association with a product (Brown & Dacin, 1997); CSR communication on social media (Kesavan, Bemacchi

& Mascarenhas, 2013); cross-culture comparison on consumers' perception of CSR (Maignan, 2001); consumer responses to price with CSR related products (Mohr, Webb & Harri, 2001); consumer reactions on the effect of green advertising and corporate environmental performance (Nyilasy, Gangadharbatla & Paladino, 2014); consumer reactions on CSR (Sen & Bhattacharya, 2001); consumer awareness of the impact of CSR on firm values (Servaes & Tamayo, 2013). While focus is given to the strategic implications of CSR in previous studies, many fail to give consideration to the social advertising part of CSR and how CSR embeds into products, especially research target groups within Malaysia.

Furthermore, this study aims to test the effectiveness of social advertising incorporated with CSR product initiative versus non-CSR product initiative on whether it has a significant moderation effect towards corporate reputation and purchase intention. This substantiates the theoretical and practical contributions as mentioned at the beginning of this chapter. Several researchers (Maignan, 2001; Mohr et al., 2001) have initiated studies to investigate the level of consumer awareness of the CSR records of firms. Also, there are inadequate studies that focus on social advertising with CSR and the impact it has on purchase intention. One of the key contributions of this research is to investigate the impact of social advertising with CSR product initiative on corporate reputation and purchase intention which has not been extensively researched to date and this will benefit marketers in terms of providing an answer in this research.

The problem is eWoM credibility may weaken in the relationship with trust beliefs due to mistrust or suspicion (Kim, Lim, & Brymer, 2015). The moderation gap in terms of how brand trust moderates the relationship between eWoM credibility and trust beliefs, as eWoM credibility happens very quickly among consumers, will be the gap which is investigated in

this study. Negative eWoM credibility will decrease trust in social advertising (Kim, Lim, & Brymer, 2015); however, positive eWoM credibility has been found to increase trust (Mauri & Minazzi, 2013; Ye, Law, Gu, & Chen, 2011). eWoM credibility shapes consumers' expectations and greatly influences their decision making (Litvin, Goldsmith, & Pan, 2008; Luo & Zhong, 2015).

The early negative reactions towards unfamiliar advertising information gradually gives way to more favourable responses as consumers get more familiar with the information through advertising repetitions (Berlyne 1970). The moderation of brand familiarity is a gap in this study may moderate between informativeness and trust beliefs due to the unfamiliar information creates doubts in audiences. Informativeness depending on brand familiarity has a positive relationship with trust (Ha & Perks, 2005). This study aims to investigate if brand familiarity weakens or strengthens informativeness and trust beliefs on social advertising platforms.

1.5 Research objectives

The core aim of this research is to recognise the impact of social advertising with CSR versus non-CSR on corporate reputation in addition to purchase intention. In addition, this study will also examine the effectiveness of social advertising as an overall effect on trust beliefs, specifically in the Malaysian context. Empirical studies were performed in this research to achieve the following purposes:

General objectives

1. To study the effect of the peripheral route (advertising creativity and emotional appeal) and central route (eWoM credibility, informativeness and trust disposition) of the effectiveness of social advertising on trust beliefs in Malaysia.
2. To examine the relationship between trust beliefs and corporate reputation in Malaysia.
3. To examine the relationship between corporate reputation and purchase intention in Malaysia.

Specific objectives

1. To examine the mediation effect of trust beliefs in the relationship between the peripheral route of effective social advertising and corporate reputation as well as the central route of effective social advertising and corporate reputation in Malaysia.
2. To examine the moderating effect of CSR social advertising in the relationship between trust beliefs and corporate reputation in Malaysia so that CSR social advertising strengthens this relationship as compared to non-CSR social advertising.
3. To examine the moderating effect of CSR social advertising in the relationship between corporate reputation and purchase intention in Malaysia so that CSR social advertising strengthens this relationship as compared to non-CSR social advertising.
4. To investigate the moderating effect of brand trust in the relationship between eWoM credibility and trust beliefs in Malaysia so that brand trust strengthens this relationship.
5. To investigate the moderating effect of brand familiarity in the relationship between informativeness and trust beliefs in Malaysia so that brand familiarity strengthens this relationship.

1.6 Research questions

The discrepancy in response stimulated an important discussion on the relationship between social network advertising and CSR in Malaysia. This has raised the related questions concerning the provision of CSR in the Malaysian context:

General questions

1. What are the relationships between the peripheral route and central route of effective social advertising and trust beliefs in Malaysia?
2. What is the relationship between trust beliefs and corporate reputation in Malaysia?
3. What is the relationship between corporate reputation and purchase intention in Malaysia?

Specific questions

1. What are the mediation effects of trust beliefs between the peripheral route of effective social advertising and corporate reputation as well as the central route of effective social advertising and corporate reputation in Malaysia?
2. What is the moderating effect of CSR social advertising in the relationship between trust beliefs and corporate reputation in Malaysia so that CSR social advertising strengthens this relationship as compared to non-CSR social advertising?
3. What is the moderating effect of CSR social advertising in the relationship between corporate reputation and purchase intention in Malaysia so that CSR social advertising strengthens this relationship as compared to non-CSR social advertising?
4. What is the moderating effect of brand trust in the relationship between eWoM credibility and trust beliefs in Malaysia so that brand trust strengthens this relationship?

5. What is the moderating effect of brand familiarity in the relationship between informativeness and trust beliefs in Malaysia so that brand familiarity strengthens this relationship?

More importantly, there has not been much examination in the past literature on which of the above elements has greater importance to advertisers, especially in terms of the effectiveness of social network advertising combined with CSR product communication. This research will encourage social advertisers to manage and focus their funds to develop more CSR product initiatives such as by developing social advertisements with informative and persuasive CSR messages that will reflect the products of the firms to diverse consumers.

Hence, the aim of the study is to fill these gaps. A methodology is proposed that would enable advertisers to know the effectiveness of social advertising with CSR compared to non-CSR. This is done to reach out to more varied types of consumer trust beliefs which will lead to greater purchase intention (Sohaib & Kang, 2016).

1.7 Definition of construct

Advertising creativity: involves novelty or newness, originality, and appropriateness (Ang & Low, 2000; Kilgour, Melville & Greenwood, 2006; West, Kover & Caruana, 2008), that would have an impact on consumers' emotional reactions, attitudes, and purchase intentions.

Emotional appeals: refers to the emotional and experiential side of consumption. It is meant to make the consumer feel good about the product; ie when corporations create a friendly or

likable brand, they rely on the feelings of consumers for effectiveness (Kotler & Armstrong, 1994)

eWoM credibility: a new trend of social interaction in reviewing products and services with credibility information as well as sharing credibility comments on social networking sites such as Facebook and Instagram (Kang, You & Lee, 2013).

Informativeness: visual and verbal information resistant to memory as well as in expectation of consumer judgments or attitudes (Starch, 1966; Holbrook & Moore, 1981)

Trust disposition: a person's habit in relation to being prepared to rely on others across a broad spectrum of persons and situations that build on the trust (Rotter, 1967, 1971, 1980; Erikson, 1968)

Trust beliefs: integrity and competent trust developed from a set of careful, rational thinking qualities such as honesty, accuracy, and dependency in keeping promises. Benevolence refers to emotional trust, from one's intuition, instincts, or feelings on whether a group, an individual or organisation is trustworthy (Breneman & Karimov, 2012).

Corporate reputation: the insight that the trustee follows a set of principles that the trustor finds satisfactory (Mayer, Davis & Schoorman, 1995).

Purchase intention: high trust beliefs in CSR leads to higher purchase intention in this study context.

Brand trust: a term, name, symbol, sign, or design, or a combination of all of these, meant to acknowledge the services and goods that differentiate a firm from their competitors (Ying, 2005).

Brand familiarity: an understanding and sympathy, typically based on prior experiences, communications, and learning of what, where, why, and when others do what the brand does (Luhmann, 1979).

CSR: incorporates social and environmental concerns in the production of goods in addition to engaging in communications with stakeholders (Van Marrewijk, 2003). In this study, product specific CSR communications are done through social advertising.

1.8 Structure of the thesis

In Chapter 2, historical and current overviews on social advertising will be given. Present literature reviews about CSR, social marketing, social networking sites, YouTube, social advertising with CSR and consumer trust will be discussed in the chapter. This is also related to advertising's emotional appeal, advertising creativity, informativeness, eWoM credibility, and trust disposition. The relationship between corporate reputation and purchase intention will be discussed. This chapter also highlights the theories being used, ie the extended S-O-R Theory, Trust Transfer Theory and Elaboration Likelihood Model of Persuasion, which facilitate and contribute to the research framework. In addition, past literature reviews on consumers' emotional and behavioural changes towards social marketing campaigns are also provided in Chapter 2. Details of hypotheses developed based on the gap are then charted.

Chapter 3 covers the research methodology. First, the research methods and research model of this study will be explained. This is followed by an explanation on the endogenous and exogenous variables. Next, justification for sampling strategy, data collection, and sample size will be provided. The collected data will be explained in the data analysis technique. Finally, ethical considerations will be discussed.

In Chapter 4, findings of the study will be discussed. Various statistical analysis techniques are applied to test the variables. Structural Equation Model (SEM) and smartPLS are used to analyse all the independent variables: advertising creativity, emotional appeal, eWoM credibility, informativeness and trust disposition. SmartPLS is used to analyse the mediation and moderation effect. SME will be undertaken using SmartPLS to test the consciousness of CSR and purchase intention. This chapter will then present and discuss all the findings.

Chapter 5 covers the conclusion of the study. All chapters will be revised with a summary. This chapter will also provide a discussion of the study's contributions, theoretically and practically as well as to suggest future studies.

Chapter 6 covers the limitations and recommendations of the study. This chapter discusses the limitations of the study, which may provide avenues for future research considerations.

CHAPTER 2. LITERATURE REVIEW

2.1 Chapter outline

This chapter begins with a short description of social marketing development, beginning from the early seventeenth century to now. Various literature reviews on social advertising, CSR, social marketing, social networking sites, the YouTube environment and social advertising will be discussed. Thereafter, the chapter discusses Stimulus-Organism-Response (S-O-R), which is commonly applied in testing online and social networking site. The integrating theories of extended S-O-R theory and EML of Persuasion will make a significant contribution to this study. Next, trust beliefs are important in social advertising in a mediator role. Finally, five stimuli will be divided into two perspectives: the first being affective perspectives (advertising creativity and emotional appeal that stimulate trust beliefs), and the second being cognitive perspectives (eWoM credibility, informativeness and trust disposition that stimulate trust beliefs). Eventually, the hypotheses are established based on the literature reviews with regard to each factor relevant to this research's objectives. In addition to the above, the factor of corporate reputation as an internal response, and the moderators of brand trust and brand familiarity by using trust transfer theory will be discussed in relation to the trust factor. The literature review will support the research framework and highlight gaps found in the literature.

The effectiveness of social advertising incorporated with CSR product initiative is a type of communication connecting between social commerce and consumer emotion. It is crucial for marketers to find out whether social advertising with CSR product initiative

increases the intention to purchase and can be manifested as an added advantage over competitors; this will be tested in this research. However, this investigation hinges on the advertisement which should be suitable to guarantee that consumers are happy, and in support and favour of the advertisement (Sohaib & Kang, 2016).

2.2 Corporate Social Responsibility (CSR)

CSR is the main topic that will be discussed in this research. Delving into history, Bowen (1953) is widely acknowledged as the father of CSR. He originally defined CSR as the obligations of business people to make decisions, follow policies, or take actions that have practical values and objects to the society. Based on Frederick, Post, & Davis (1992), CSR is a principle that social corporations have a responsibility towards the effects their activities may have on the environment or the community.

CSR evolved over time, not only through voluntary CSR activities carried out by companies, but Van Marrewijk (2001) stated that companies with CSR strategies incorporated environmental and social concerns in their communications with their stakeholders and their business operations. Furthermore, he said that such companies would publicly disclose performances based on their triple “*P*”; a wonderful opportunity to innovate business practices with a positive impact on the people, planet, and profit. Stakeholders ought to be involved in the business operations of companies, especially the ones related to the social and environmental concerns of the company (Van Marrewijk, 2003). Based on Desai & Desai (2016), the “*Triple Bottom Line*” (TBL) is a CSR concept that looks into the effect of corporations' activities on the people, planet and finances. The “people” factor refers to human capital, while the planet factor refers to natural capital.

The TBL is recognised as a framework to measure business performance. Performance in this context not only refers to profitability alone, but it also refers to the efficiency of an organisation in handling its human and natural capital (Desai & Desai, 2016). The environment (planet) has been regarded as one stakeholder of corporations. Consumers who have concerns regarding the environment may not want to be supportive of services or products that come from companies who cause harm towards the environment.

Moreover, there are various studies that suggest a positive relationship between a company's CSR activities and the attitudes of the customers regarding the products and the corporation as a whole (Brown & Dacin, 1997; Creyer & Ross, 1997; Ellen, Webb & Mohr, 2000; Rahim, Jalaludin & Tajuddin, 2011). Also, how much CSR activities impact the firm's value is also dependent on the capabilities of the company to carry out these CSR activities effectively enough to have an influence on stakeholders.

According to Barnett (2007), consumers remain the major stakeholders of a company. As such, CSR refines the behaviour of consumers, increasing the value of the firm once they are made aware of the CSR actions. The relationship between CSR activities and the value of the firm must not be limited to the consumer end, as consumers have a natural starting point to uncover the relation particularly on CSR product initiatives. The purchasing behaviour of consumers can affect a firm's economic performance, and by extension, the value of the firm (Servaes & Tamayo, 2013).

CSR activities possess various business objectives, which can be divided into long-term and short-term objectives. Long-term objectives focus on companies attaining positive results, for instance for their customers to have favourable attitudes towards the firm, increased loyalty

and improved perceptions towards the brand. As for the short-term aims, product purchase must be increased (Julie, Shruti & Stacy, 2007).

The final satisfaction of the customer greatly influences the firm's market value. As such, CSR actions, by extension, may have an impact on the market value of a company (Lou & Bhattacharya, 2006). Firms that are committed to great CSR activities will acquire more confidence from their consumers and by extension, consumers would have higher intention to purchase the firm's products.

Sen & Bhattacharya (2001) proposed that the influence CSR activities have on the purchase intentions of consumers is more complex than just having a good effect on the evaluations of firms. Indeed, it was suggested that the intention to make a purchase might be secondary to direct and indirect causes. The intricacy that is embodied in the responses of customers towards CSR activities, specifically with regard to purchase intention, forms an explanation about why CSR efforts result in an ambiguous relationship between economic performance and CSR activities.

According to Julie et al. (2007), the promotional CSR programs have been proven to be the most effective to create the intention to purchase. As such, firms must have a tactical perspective when it comes to making decisions about CSR. The initiatives of such programs must be in line with the firm's general strategic thrust as well as the firm's positioning competitively and with regard to key stakeholder groups on other CSR issues. In the marketing mix, promotional CSR programs are not only limited to floor promotion, but online social advertising is also considered as an effective way to enhance purchase intention (Delghani &

Tumer, 2015). However, the study on the effectiveness of social advertising with CSR has not been thoroughly investigated and this needs to be addressed by researchers.

Companies have to constantly be in line with the needs and values of their customers in order for their firm to stay competitive. As such, a good way to influence how consumers evaluate the firm, its services and products is through good CSR activities. In order to garner the highest profit, companies should be able to come up with adequate CSR activities, which may cost a lot to implement. It is important for the company to find the right balance to keep the stakeholders (employees, consumers, shareholders, and community) happy (Abigail & Donald, 2001; Brown & Dacin, 1997; Donald, Minette & Bridgette, 2004; Gilligan & Golden, 2009; Timothy & Maitreesh, 2007).

A majority of customers feel they will reward and show appreciation towards firms involved in benevolent efforts. Moreover, they have an expectation for companies to show ethical behaviour and to protect the environment, as consumers occasionally purchase items based on this (Fatma & Rahma, 2016; Lee & Shin, 2010; Lee & Lee, 2015; Mulaessa & Wang, 2017; Parsa, Lord, Petrevu & Kreeger, 2015). Nevertheless, it has proven challenging for marketers to get information regarding CSR, particularly with regard to company records. Numerous consumers have reported that they want to have information on the records of every company's social responsibility (Fatma & Rahma, 2016; Lee & Lee, 2015; Lee & Shin, 2010; Mulaessa & Wang, 2017; Parsa, Lord, Petrevu & Kreeger, 2015). Again, this highlights the importance of social advertising, where CSR can be communicated effectively, and companies can share information broadly to their target audiences.

The above may provide assurances to consumers if the firm does not hike the prices or compromise on the quality of products in order to sustain more social responsibilities kind of production. As such, the expectations of the customers are vital for implementing efficacious CSR activities. Customers have high CSR expectations. Failing to meet this may result in customer boycotts.

Barcelos, de Paula Baptista, Maffezzoli, da Silva, Zancan, & Marchetti (2015) had a more thorough understanding of the effects of CSR on trust, satisfaction, and loyalty. Corporations are able to focus their efforts to produce strategies to improve the perception of customers regarding their social practices, which results in higher customer trust, satisfaction and loyalty. From this, the firm will have greater organisational performance and the economic and social profit of the firm will be increased (Donald et al., 2004).

This section, among others, discusses the relationship between CSR and attitude, CSR and firm value, CSR, satisfaction and purchase intention. However, there is limited literature available on the relationship of trust beliefs (refer to Table 2.2) as a result of the response of corporate reputation and purchase intention when CSR is used as a moderator.

Marketers must show their intention in pursuing CSR efforts and these must be able to convince their consumers. The motivations behind CSR efforts are frequently questioned. As such, firms must build trust and have strategies for credible, meaningful CSR activities for their consumers. The program credibility causes the most substantial increase in consumer loyalty, to reduce their doubts and to improve their attitudes towards the firm. This is a strong justification for using trust beliefs, instead of other traits as a test for the hypotheses in this research which will be shared in the later section on trust beliefs and CSR in this chapter.

The effectiveness of CSR will provide an advantage in social marketing for companies to differentiate themselves from other brands, resulting in increased sales. Next, an explanation will be given on how CSR is important in social advertising, social marketing and social networking sites as shown in the literature reviews.

2.3 Social marketing

2.3.1 Connecting the social and commercial world

The previous literature reviews have shown that the effectiveness of social advertising in CSR is highly encouraging. Hence, marketers are moving from traditional marketing to social marketing. This new era of marketing brings the commercial and the social worlds together, to reach a consensus to understand how marketing can benefit society and to prevent pure profit-making in exploiting society (Dibb & Carrigan, 2013; Hastings & Saren, 2003). Social marketing is an evolution of the original marketing theory aimed at improving consumers' well-being through the binding principles of marketing (Wiebe, 1951-52) to change an innovative approach to result in a social change (Andreasen, 2002). Communicating is the key in marketing to delivering value from a service, product, or brand to customers with the intention to sell or promote the specific deliverable (Gregory & Beth, 2003). Word of mouth marketing (WoM) remains the most natural, oldest and easiest type of marketing, whereby customers can share their experiences of a brand, service or product with others through regular conversations (Ardnt, 1967). This old school approach to marketing can result in a negative or positive effect (Gregory & Beth, 2003). Certainly, the recognition of social marketing to change people's welfare, behaviour, protect the environment and social well-being (Andresen, 2002; Dibb, & Carrigan, 2013; Haynes, Service, Goldacre & Torgerson, 2012).

According to Dann (2010), the commercial marketing definition from the American Marketing Association in 2008: offering an opportunity to return to the central principle of adapting marketing for social change. There are two primary disciplines in social marketing: marketing theory and social change, both of which provide the chance for adaptation, exploration and adoption of fresh concepts.

2.3.2 Concern for social well-being

While social advertising is not considered a controversial issue any longer and has been found to be able to alter behaviour (Andreasen, 2002), there remains a lot to be explored. Although this form of marketing is effective at modifying behaviour and providing a better, more precise understanding of the outcomes and processes of marketing, the full potential has yet to be fully recognised. According to Hayes et al. (2012), there is more and more interest from both policymakers and the government when it comes to the potential of behavioural economics and the need to have better individual and social well-being gives social advertisers a good chance to show the depth and breadth of the amount that can be offered by the field.

This definition calls for an explanation that describes social welfare. A reactive model that describes consumer social responsibilities necessitates firms not only to determine the social wants and needs of consumers, but to come up with appropriate services and products. A proactive model that describes consumer social responsibility recommends that firms must generate opportunities where the latent wants and needs of the consumers can be met or firms should precisely define the wants and needs before actively launching it into the marketplace (Timothy, Pat, Giana & Thomas, 2006).

Social marketing refers to how the marketer applies the techniques and principles of marketing to achieve social improvement or social change. Social change can be related to the prevention of injury or public health challenges (Smith, 2006), transportation demand management (McGovern, 2005), environmental issues (Maibach, 1993), or other social needs. The definition given by The National Social Marketing Centre was fairly similar: the systematic application of techniques and concepts of marketing in order to achieve behavioural goals, for public or social good. The vital difference that exists between traditional marketing and the newer social marketing is the fact that the focus of social marketing is on customers, their needs and wants, lifestyle, aspirations and their freedom of choice (Lefebvre, 2011).

According to Brenkert's perspective (2002), social issues exist due to the lack of well-being of individuals, groups, or society. Nevertheless, groups or individuals are generally not able to identify their own issues, which necessitates an outside perspective provided by social marketing, which then depends heavily on the suitable understanding of the underlying well-being of society. Similarly, Kennedy and Parsons (2012) were of the opinion that when social advertisers consider the subjects of upstream efforts, they should describe the areas they want to impact.

Multiple companies are using social marketing as their marketing strategy. Both active as well as inactive social advertising demonstrate how the mentality of companies has the capability to benefit the community. According to Hastings (2003), social marketing can make the world a better place as it is very powerful. Entrepreneurs are able to fulfil a social purpose by choosing an underserved market and targeting it so the individuals in that market and the society benefit from it.

2.3.3 Social marketing mix

Based on the definition given by Andreasen in 1994, social marketing is the design, control and implementation of activities designed with the purpose of influencing the suitability of social concepts while involving considerations of product planning, communication, pricing, marketing research and distribution. This new type of marketing uses the commercial technology of marketing to influence the conscious behaviour of the specifically chosen audience while improving the well-being of the individual and society. His definition on the matter has had a profound impact on the subject as it highlights the use of marketing concepts to have an influence on the behaviour of the targeted audience, instead of promoting universal social ideas.

Until today, the impact remains obvious and is still incorporated into various definitions of social marketing. Others, such as Gordan (2011) are of the opinion that social marketing must be more critical and should possess a greater upstream focus. Hastings (2011) argued that it is vital that social marketing must be emphasised together with the negative effects of commercial activities as well as to influence policies to reduce inequality and to improve the chances unfortunate groups have in life.

2.3.4 Social marketing mix – downstream approach through social networking sites

Even now, renowned scholars debate the correct way to define social marketing, whether it is upstream or downstream focused as well as if it should be critical or non-critical. If it is regarded as critical, is social marketing then considered societal marketing or critical marketing? The increasing number of commercial social marketers often debate the relevance

of the product, place, price and promotion (4Ps) (Nelson, Nelson, Stuart & Lee, 2011; Peattie & Peattie, 2003). As such, this research will demonstrate that social marketing is actually a form of critical marketing, and not societal marketing. This can help advance a firm's production and enhance the purchase intention.

According to Lefebvre (2011), marketers must do away with traditional techniques and practices and be open to new practices. They should stop focusing on target audiences and target customers as Lefebvre felt there is no such thing as a target. Alternatively, firms should take advantage of the online communities and social networking media to embrace the spirit of co-production. This is strongly supported by this research in finding that social networking sites are replacing the traditional ways of communicating with customers. In Chapter 1, the statistics have shown that digital media has surpassed traditional media (refer to Chart 7). Wood (2012) echoes the same line of thought that social marketing has replaced the old methods of promotion and advertisements following the new social media phase as exemplified by Facebook.

However, Andreasen (2011) believes it is crucial for marketers to focus on target audiences, calling this a change in thinking. It is important that social marketers face the reality of the existence of social media and acknowledge its phenomenal growth rate (Bernhardt, 2011; Gordon, 2011; Young, 2011). The practices of social marketing have been "*downstream*", or simply put, directed towards and focused on individual consumers. Wymer (2011) remarked that it is also important for social marketers to help consumers make healthier choices by helping to improve the environment, upgrade their lifestyle, address inequalities and advocate policymakers to tackle underlying social and health issues.

The practice of social marketing is guided by several ethical principles which seek to integrate research, theory, best practice, partnership insights, and audience. Also, it can be used to inform the delivery of competition-sensitive and segmented social change programmes that are efficient, effective, sustainable, and equitable. While defining social marketing, the phrase “to influence the acceptability of social ideas” is vague; it could include behaviour change, attitude change, emotional change and encompass other meanings (Dibb & Carrigan, 2013).

Lefebvre (2011) affirmed that the focus of social marketing is on consumers, their aspirations, wants, needs, freedom of choice and their lifestyle. Due to the paradigm shift in the focus of social marketing has changed the marketer to prioritise and segmentise consumer behaviour accordingly. Also, the varying social conditions (not people) are always an important step in social marketing.

Based on Dann (2010), social marketing is the common term used to describe the involvement of the marketing in behavioural and social change. The vast array of definitions embodies the variations and the extensions of products made to fulfil the varying need of a wide range of target markets. Consumers are getting more socially aware and consumers’ attention to CSR is a growing trend (Fielding, 2007).

2.3.5 Social products are in demand

In a firm, generally advertising activities are done to generate more product sales and, at the end of the day, to generate more profits. As for non-profit marketing, the main purpose is to increase the awareness of the services offered by the organisation to its clients and consumers.

When social marketing is applied, the functional aspect of product features is important and must not be underestimated, such as giving family planning education to those in rural areas, building accommodation for the homeless and feeding the needy. Generally, customers buy products to satisfy their needs and wants. They will not be willing to sacrifice the functionality of products in exchange for a product that is more socially acceptable. As such, it is important for social products to have both functionality as well as to be environmentally friendly and beneficial (Yang, Huang, Huang & Huang, 2016).

The Malaysian government often uses social advertisements to publicise messages that have social purposes, for instance, safety messages or public health messages that will benefit Malaysians (Hamid, Atan & Saleh, 2014; Hasan, 2015; Ramakrishnan, Hishan & Kaniapathy, 2016). From the business perspective, advertisements support sales teams by spreading information and messages to the targeted audience group. Market segmentation and market analysis are two of the methods used to comprehend consumer behaviour, to determine the target audiences as well as to promote the value of a product to the consumer.

2.3.6 Social marketing summary

According to Gregory & Beth (2003), from society's perspective, advertising offers a link between the material needs of a society and the resultant monetary response pattern. Alternatively, Hamilton & Jose (2015) are of the opinion that well-being and money, as well as social marketing are all interrelated. Looking at the constant levels of poverty, increasing the overall level of income would remain a part of the public agenda (Kotler & Lee, 2008). However, efforts to eradicate poverty must not distract social advertisers from potentially harmful social effects while pursuing monetary gains.

The social marketing approach has been proven to help in connecting people and improving both well-being and the marketing mix. It is also an important way for downstream communication to benefit specific target groups via social networking. These factors lead the direction of this research, which is focused on social network marketing. In the next section, a literature review will be presented on how SNSs are taking the lead in marketing communication, replacing the traditional methods of marketing in the modern world of today.

2.4 Social Networking Site (SNS)

In today's day and age, the world is governed by digital media. Currently, Facebook has 24 billion monthly active users and it is still growing at a phenomenal rate, followed by, YouTube with 1.9 billion monthly active users and 5 billion video views daily, WhatsApp with 1.5 billion monthly active users and 1 million video views daily, Instagram with 1 billion monthly active users and 500 million video views daily, Twitter with 330 million monthly active users and 460,000 video views daily as well as LinkedIn with 303 million monthly active users and 30 million video views daily (Social Media Statistics 2019, Dustin Stout).

According to Gruz, Wellness & Takhteyev (2011), SNS provides a platform for interaction, through email, Facebook or WhatsApp, without needing physical meetings. Over the last few years, social media platforms, for instance Facebook, YouTube and WhatsApp, have gained much attention and popularity. Social media providers use these platforms to share and receive information while allowing marketers to share information around the world. The 2013 Chief Marketing Officer survey (www.comsurvey.org) reported a survey of 4,943 marketing decision makers at US companies, that anticipated spending on social media marketing will grow from 8.4% of firms' total marketing budgets in 2013 to about 22% by

2018. In Lee, Hosanagar, & Nair's (2018) research, it is mentioned that with firms increasing in terms of their social media activity, the content engineering is becoming more important because it will engage the targeted users better and drive the desired goals that marketers wish to achieve in their social media campaigns.

Entrepreneurs are able to reach consumers more efficiently and at a lower cost by combining effective vehicles that are able to comprehend consumer behaviour as well as hybrid elements of promotion (Mangold & Faulds, 2009). The lifestyle of consumers is no longer the same; the total amount of time consumers use online chats or search for information is also on the rise. According to Goel, Hofman & Siner (2012), social media is now considered to be a smaller subset of social advertising and serves as a platform for advertisers to produce suitable advertisements for their target audiences.

The evolution of the age of digitalisation has paved the way for numerous new channels of influences and communication for advertising. The older methods of communication such as magazines, newspapers, television, radio and billboards still remain relevant and vital, especially in reaching mass audiences. However, the new, digital media of communication, including Facebook, YouTube, WhatsApp, Instagram, LinkedIn and Twitter, provide methods for reaching targeted consumers (Voorveld, van Noort, Muntinga, & Bronner, 2018; Waters, Canfield, Foster, & Hardy, 2011). Thus, social advertising allows companies to tailor their advertisements to meet the customers' needs and to attract their attention (Waters et al., 2011; Voorveld et al., 2018).

According to Batrinca & Treleaven (2015), social media is an inexpensive source of connectivity and information and a platform for advertisements. Furthermore, social media can

provide rich data with potential forecasting and explanatory powers. Advertising using social network is still developing but it is important to reach the end-user, which is why businesses should use this chance to expand their customer base (Brian, Siddharth, Michael & Naren, 2015; Hill, Provost & Volinsky 2006; Rajni, Modi & Singla, 2015; Tucker, 2012).

Relationships in social media can increase sales when people use them to learn about past service experiences and previous products (Hoffman & Fodor, 2010). When consumers go on social media and visit a brand's page, traffic is generated for the website, which will eventually lead to more online sales. It can be said that greater brand awareness can be created using social media. By establishing a brand using the web, companies can save costs, which is why marketers are quickly looking towards social network advertising to make a name for their brands. Social media has the 'viral' potential, where information can be disseminated widely and rapidly, which is beneficial to help promote the brand. For instance, a post on Facebook can be shared or liked multiple times, which can quickly spread messages and make the brand known to mass audiences.

Today, there is a vast number of social media users, which can increase the awareness of a company's brand. In 1997, Hotmail had over a million subscribers as they used viral as well as network-targeting marketing with a hyperlinked advertisement saying, "*Get your free e-mail from Hotmail.*" Although it was targeted at those without a Hotmail subscription, the data was taken from Hotmail subscribers. This illustration makes evident the snowball effect that can be generated through social media.

Besides that, using social media platforms, marketers are able to generate customer loyalty. For example, most social media websites give customers the option to 'follow' a

business or a person, which enables them to be updated automatically on the firm's latest news and promotions. Another major advantage that social marketing has over the traditional methods is the ability to broadcast advertisements at any desired time, which can also be easily changed. As for traditional marketing means such as on the television, specific advertisement time slots are predetermined and are not flexible.

Customers' attitudes towards the company brand name can change due to both traditional and social media advertising. However, the impact on the customers' attitudes is higher for social marketing compared to traditional marketing. Social media advertising can easily influence a consumer's attitude towards a brand as well as enabling users to share information with their family and friends (Ali, Abbas, Soheila & Reza, 2015; Montgomery, 2001; Georgios & Sergios, 2014; Rajni et al., 2015; Voorveld et al., 2018). This kind of generation of positive brand attitude can result in an increased purchase intention from the firm. Also, viral advertising enables marketers to provide more extensive information and to promote their products and brands.

According to Ali et al. (2015), consumers must be encouraged to consult with their relatives, friends and colleagues regarding the services and products offered by the company, as this will have an impact on their decision-making. These interactions can take place through chatting online or meeting up face-to-face.

On the other hand, advertisers must also pay attention to improvements in the quality of their services and products. They also have to present these products and services to customers in a logical and competitive manner to improve their customers' level of satisfaction.

These steps also play an important role in creating a positive attitude towards the firm on social media.

Growing trends among consumers using social media can impact companies' brands in time to come. Compared to traditional methods of marketing, much less is needed to invest in social media marketing (Ali et al., 2015). Advertisers have moved from push advertisements to advertisements based on trust, where advertisers engage customers and set off WoM promotion using SNS (Knight & Kristina, 2007). Using social media advertisements is an advantage for marketers and firms should consider making it part of their integral marketing strategies.

The above literature reviews show the effectiveness of social networking sites in connecting people remotely, and YouTube is one of the sharing sites which is a mode of broadcasting for an advertiser to reach a targeted audience of people who can share their comments. It is a strong and powerful networking tool that is missing from the conventional method of advertising, ie the sharing and communication from viewers.

The focus of this research is on YouTube social advertising with a comparison made between CSR and non-CSR. In the next section, a further literature review will be provided on YouTube, which is a useful tool that can help advertisers gain traffic in their broadcast to communicate with the targeted audience. An explanation will also be provided about why YouTube was selected as the stimulus environment for this research, in line with the current technology-driven world.

2.4.1 YouTube

Today, YouTube has become a ubiquitous phenomenon, which affects personal communications, the entertainment and broadcasting platforms, and even the political arena. This sharing site, which was launched in February 2005, has turned into the biggest service of video sharing available on the internet, with almost 10% of the total internet traffic (Cheng, Dale & Liu, 2007). Today, worldwide statistics show that there are 5 billion views of YouTube daily (Social Media Statistics 2019, Dustin Stout). In 2019, YouTube reached 1.9 billion viewers and, on average, 300 hours of video are uploaded every minute on YouTube (Social Media Statistics 2019, Dustin Stout). In Malaysia, according to the latest data from the World Bank, YouTube is ranked no.1 out-perform from many social media platforms such as Facebook, Twitter, Pinterest, Instagram and so forth where YouTube comprises 93% of the most active social media platform to total Malaysia internet users and 72% of the total Malaysia population are YouTubers according to the recent research from United Nations: US census Bureau World Bank: IMF, UNESCO, UNICEF, CIA World Facebook: PEWResearch, January, 2019.

This video-sharing site also provides entrenched social networking features, using a similar approach to other sites like Picasa, Flickr and Treemo. Users are able to adjust their level of interaction and participation by both passively viewing the contents of the site and actively interacting with other users. Through the social-networking tools on the site, YouTube has a profound social impact on the frequency and quantity of social interactions on the site (Cha, Kwak, Rodriguez, Ahn & Moon, 2007; Geisler & Burns, 2007; Halvey & Keane, 2007; Paolillo, 2008; Voorveld, van Noort, Muntinga, & Bronner, 2018).

YouTube was launched almost a decade ago. According to Rotman & Preece (2010), an online community has referred to a group (or several subgroups) of individuals, brought together on a virtual platform by a similar interest, to communicate and produce user-generated content, which will then be available for all members of the community, all while cultivating communal culture and bonds through specific norms. Rotman and Preece (2010) reported that the most common method of user communication was through internal YouTube, which uses reciprocal videos or comments in reply to videos. This also helps to guide individuals with similar interests to author video blogs. The term 'YouTubers' refers to YouTube users who interact and participate actively in collaborations to strengthen ties that began online.

Today, the recent study by Voorveld et.al. (2018), refer to table 2.1 Social media engagement with the different platform, showed that YouTube is one of the highest entertainment, which registered 24.65%, among the social media engagement platforms. YouTube is the second largest population after Facebook with high stimulation which registered 11.61%. Based on the statistic, this is how the researcher to justify why this research is taking YouTube social media engagement platform to test on the effectiveness of social advertising whereby social advertising is highly entertaining and stimulating.

Table 2.1: Social media engagement with the different platforms

Social Media Engagement with the Different Platforms										
									<i>M</i>	<i>F</i> (7, 3100) ^a
<i>N</i>	1,149	223	875	275	277	105	220	175		
Entertainment	16.13	8.04	24.65	2.96	7.41	25.77	20.44	20.89	15.79	48.45**
Negative emotion related to content	14.83	16.42	3.38	2.24	5.85	4.35	7.94	1.45	7.06	42.05**
Negative emotion related to platform	5.09	2.41	0.78	3.10	1.95	0.97	0.29	0.95	1.94	9.67**
Pastime	22.57	12.64	14.98	9.84	12.18	16.76	26.19	15.22	16.30	6.29**
Stimulation	7.32	7.02	11.61	4.73	8.14	6.70	11.67	26.50	10.46	33.29**
Identification	11.40	8.41	3.18	2.74	3.55	9.21	7.15	4.63	6.28	21.33**
Practical use	5.59	5.94	8.61	6.70	13.08	3.24	5.46	20.17	8.60	29.39**
Social interaction	28.56	14.67	5.61	14.02	12.44	27.79	16.19	5.89	15.65	104.31**
Innovation	2.10	3.47	1.02	1.11	1.35	5.71	3.66	1.95	2.55	5.44**
Topicality	27.56	39.29	16.60	33.34	36.43	17.52	23.24	20.40	26.80	27.85**
Empowerment	2.46	1.65	1.93	1.20	2.11	6.37	3.23	2.59	2.69	2.08*
Sum of all dimensions	143.61	119.96	92.35	81.98	104.49	124.39	125.46	120.64		

Note. Percent checked items per dimension, 0 to 100%.

^aBased on a MANOVA with platform as fixed factor and the engagement dimensions as dependent variable on data file with all media consumption moments as cases. Wilks's lambda = 0.52, *F* = 27.38, *p* < .001.

p* < .05; *p* < .01.

Source: Voorveld, van Noort, Muntinga, & Bronner (2018)

In Rotman & Preece (2010), it was revealed that YouTubers possessed a feeling of belonging in their specialised communities and the site encourages them to find relationships and kinship. YouTube gives users a platform for user interaction, which is why, although the number of YouTubers are small when compared to all internet users, the interaction patterns on this site can encourage media to shift from broadcasting to communicating. There is a stronger sense of affiliation among YouTubers, transcending media sharing or social broadcasting to generate even more socially cohesive environments, which will nurture participation and engagement.

In this study, the effectiveness of YouTube social advertising will help add a dimension to preceding papers. Lee & Hong (2016) found that effective social advertisements have positively impact purchase intention. However, this study further investigates social advertising on YouTube and will also determine the relationship it has with consumer trust and

ultimately purchase intention. This research will find the relationship between trust and purchase intention among YouTube users in Malaysia.

2.5 Social advertising

In this study, the effectiveness of social advertising is an impelling force whereby the advertisement becomes a drive for an action or behaviour which then leads to trust beliefs. An advertisement is made to entice and attract a person to entities such as a product, brand, movie, organisation, or musical artist. Before social advertising came into the picture, the traditional version utilised mass marketing as it was very generalised and covered wide groups as traditional marketing had no particular target group. Currently, mass advertisements do not work any longer and firms are being forced to come up with fresh approaches. Companies today must be different from others and have their own specific niche. Kotler and Keller (2009, p. 209) identified this in the context of “*more narrowly defined customer group seeking a distinctive mix of benefits.*”

The central ideas for firms must be to produce and advertise messages tailored to their consumers to develop good relationships with them. The most important part of this marketing type is to get the correct message across to the correct people on social media (Wright, Khanfar, Harrington & Kizer, 2010). In other words, marketers are now using trust-based advertising, instead of the traditional push advertising. As such, marketers entice customers with the brands, stimulating and encouraging active promotion through WoM promotion (Knight & Kristina, 2007). This explains why trust beliefs are being identified in this research as the most important factor for social advertising with CSR compared to other mediators such as satisfaction and loyalty.

According to Wright et al. (2010), in today's day and age, it is important for advertisers to know that social media has the capability to make connections, unite people and direct them towards opportunities and matters that are interesting to them. In the last 10 years, social networking has resulted in a drastic increase in social advertising with various methods available to communicate precisely to targeted groups. According to IDG Amplify, the effectiveness of social advertising is above and beyond the traditional method and is now an important model for advertisers (Li & Shiu, 2012).

When it comes to social advertising, the content specifically targets information related to the social relationship and targets underlying social networks. It utilises the information of users to create and carry out effective campaigns and advertisements. As such, it is now a crucial advertising model (Bakshy, Eckles, Yan & Rosenn, 2012; Jason, 2010; Tucker, 2012).

According to McPherson, Lovin & Cook (2001), numerous attitudes, characteristics and behaviours can be found on social networks, in line with the saying 'birds of a feather flock together'. Currarini, Jackson & Pin (2009) and Kossinets & Watts (2009) pointed out that this is because consumers have preference homophily (relating to those who choose to relate to similar individuals) or structural homophily (relating to those who are biased towards similar individuals). Alternatively, Lewis, Gonzalez, & Kaufman, (2011) suggest external reasons, localised on social media and previous influence by friends, which become more similar after some time. Social advertising can target focused groups as well as finding other consumers with similar responses.

Nowadays, it is becoming a common occurrence for social media marketers to use paid advertisements to share and promote their messages. LinkedIn and Facebook both now have

social advertising, an online form of advertisement that utilises the interactions the consumer has initially agreed to share and display. Based on IAB (2009), the interactions as well as the consumers' name and picture will be on display within the content of the advertisement. As such, marketers can use the information from social media to engage audiences through targeted advertising (Bakshy, Eckles, Yan & Rosenn, 2012; Bakshy, Marlow, Rosenn & Adamic, 2012; Tucker, 2012).

According to Li & Shui (2012), through a social endorser, the mechanism of social diffusion strongly influences social advertising as it distributes information through a social endorser. The mechanism identifies advocators who are influential to deliver advertisements and come up with a list of targeted users and appropriate paths to distribute the information. Individuals with good influential capabilities on social media and individuals who want to share information with their peers are generally recommended users.

The systems of social advertising can show the social context of individuals affiliated with the advertised entity and the social cues enable customers to influence each other. In order to get more positive responses, social cues must be on par with the expectations. Social cues provide an effective medium for positive peer effects, displaying more peers who are associated with the advertised entity. As such, results show that advertising through social systems can lead to further profit by including other steps not just the the types of social cues and advertisements. For instance, by using social cues such as 'viral' approaches or WoM marketing, marketers use these advertisements to spread behaviours and attitudes through the social networks of consumers.

Studies done on the aspect of social advertising can result in a better understanding of social influence in economic and behavioural sciences. By studying social advertising, we can determine how consumers' responses rely on (a) the amount of social signals that customers receive from friends and (b) the characteristics of the relationship between the consumer and their peers. Furthermore, advertising on social networks can make the most out of online WoM, which is getting more influential and popular. As previously mentioned in Chapter 1, Facebook has been found to be the most used social media website in the last few years, according to data from May 2014 on the five most popular social websites. As such, Facebook is now the new medium of online WoM in similar interest groups.

Next, a discussion on social advertising with CSR will show how CSR helps to improve viewer ratings and sales. This is because there has been a meteoric rise in social advertising over the past ten years, and especially a sharp increase in advertisements through social media sites such as Facebook and YouTube. In order for companies to differentiate themselves from rivals, consumers trust in CSR efforts allow companies to stand out in the social advertising era.

2.5.1 Social advertising with CSR

The focus of this study, the effectiveness of social advertising, is enhanced further using CSR communication and this can result in greater corporate reputation as well as higher purchase intention. According to Angelidis & Ibrahim (1993), CSR refers to social activities carried out by corporations to fulfil the needs of society. Although CSR activities involve investments, they still produce measurable results. Current age social advertising has an edge over traditional marketing as it aims to target specific audiences and is more focused. When it

comes to social marketing, advertisers make use of the information of consumers from their social networks in order to give social signs and to produce targeted advertisements. In social marketing, the information may have an effect on the customer responses, both individually and within their social network. Social marketing with CSR expresses social contexts regarding friends who are related to the advertised topic. These social cues produce a method for customers to influence and to be influenced by each other. Marketers use CSR and social marketing to spread behaviours and attitudes using consumer networks (Pope & Waerass, 2016), to permit companies to introduce new products that are in line with CSR (Luo & Du, 2012), to improve consumer brand satisfaction, brand equity and brand loyalty (Hsu, 2011; Wang, 2010), to increase the willingness of consumers to say positive things about the company (Romani, Gappi & Bagozzi, 2012), and to increase the value of the company (Servaes & Tomayo, 2013).

CSR advertisements can result in an improvement in consumer satisfaction, trust, brand equity, and loyalty (Hsu 2011; Martínez, & del Bosque, 2013; Wang 2010), enable companies to increase their value (Servaes & Tomayo 2013), invent new products (Luo & Du 2012), and increase the readiness of customers to say encouraging things about the company (Romani et al. 2012). As a result, CSR associations will positively influence the customer (Martínez & del Bosque, 2013). Hence, in this research framework, CSR enhances and strengthens the relationship between corporate reputation and trust beliefs in addition to the relationship between purchase intention and corporate reputation.

Through social advertising, positive messages can be spread to customers, eventually affecting their responses for a new channel for influence. Customers are having trouble relying on CSR information before they make their buying decisions as they have insufficient

information regarding the firm. As such, these data must be made accessible to consumers, particularly through the company's record of social responsibility as the purchase intention of consumers can be influenced by messages in social advertisements (Bakshy et al., 2012; Lois, Deborah & Katherine, 2001; Tucker, 2012).

For instance, Hassan, Walsh, Shiu, Hastings & Harris (2007) introduced the phrase 'responsible thinking' using social advertising to provide encouragement to smokers to quit the habit. Social advertising here is meant to be persuasive; to cause smokers to reflect and think about the option of quitting smoking. In the end, the main aim of social marketing campaigns is to achieve the behavioural compliance of an audience, However, in the absence of motivation about such opportunities, consequential compliance will either be short-lived or entirely unlikely.

As such, it is important to evaluate the intention towards behavioural change, such as to stop smoking, to comprehend the process of persuasion. In advertising, social information has the ability to target a consumer response: social networks encode unobserved customer characteristics, which enables marketers to focus on probable adopters; and the addition of social cues produces a new channel for social influence (Bakshy et al., 2012; Tucker, 2012).

This study is based on the S-O-R and extended S-O-R theories, which are used as the framework for this research. Tests will be performed to study the relationship from Stimulus (advertising environment) to Organism (emotional response) to Response (behavioural response). Furthermore, the trust transfer theory will be used to explain the moderators of brand familiarity and brand trust, which will be discussed in the next section.

2.6 Stimulus-Organism-Response theory

2.6.1 Reason for Stimulus-Organism-Response

The S-O-R model is the most appropriate model to analyse the effect social marketing has on consumer emotions. The S-O-R model is used to analyse the sequence flow of social marketing campaigns (S), consumers' emotions (O) and purchase intentions (R). Besides that, it can analyse the effectiveness of social advertising in terms of emotional appeal, advertising creativity, informative stimulus, eWoM credibility and trust disposition (object stimulus). A study will then be carried out to examine how these factors affect consumers' behaviour in terms of trust beliefs (organism); this will then translated into the internal response of corporate reputation, which results from purchase intention (response). In line with the linear S-O-R model, this can be further divided into three sections. Figure 2.3 shows the conceptualisation of the S-O-R model, which is consistent with the S-O-R models proposed by Helson (1964), Kelly (1955), Lewin (1936) and Rotter (1954). Similarly, the flow of events begins with the stimulus, which has an effect on the intervening mental event, which then has an effect on the response.

Mehrabian & Russell (1974) were the earliest proponents of the S-O-R model, which was used to create an emotion-dominated model of environmental psychology. Various stimuli (music, colours, and shapes) induced primary emotional responses, which in turn, provoked reactions to that environment (Bregman & Karimov, 2012). Refer to Table 2.2 for a summary of the literature review on adapting S-O-R theory for research on SNSs, social media and advertising. Similarly, in this research, two different sets of advertising stimuli on YouTube,

which companies with similar reputations use, will be selected for this research (two advertisements with CSR elements and messages; as well as two advertisements without).

Table 2.2 Literature review on adapting S-O-R theory

Literature	Stimulus	Organism	Response	Stimulus environment
Lu, Qi, & Qin (2018)	Perceived socialability Perceived usefulness Perceived enjoyment	Perceived values	Advertising acceptance	WeChat online advertising (SNS)
Brengman & Karimov (2012)	WebCommunities Social networking site Facebook Corporate Blog	trust beliefs Cognitive - ability & integrity Affective - benevolence	purchase intention	B2C e-commerce website (SNS)
Lou & Koh (2018)	Affective & Cognitive involvement Perceived uniqueness Perceived vividness Perceived interactivity	Attitude towards content Attitude towards brand	Content sharing intention Brand purchase intention	Advertising effectiveness (SNS)
Carlson, Rahman, Voola, & De Vries (2018)	Content quality Brand page interactivity Brand page sociability Consumer contact quality	Brand learning value Entitativity value Hedonic value	intention on feedback collaboration	Consumer engagement behavior in social media platform Endorsement and visual complexity in food advertising on Instagram
Kusumasondjaja & Tjiptono (2019)	Endorser type	Pleasure Arousal	Purchase intention	

Source: Developed by the author

Mehrabian & Russell (1974) characterised an environment by the “information rate” and defined the novelty (the surprising, unexpected, unfamiliarity in an environment) and the complexity (the number of motions, elements, or changes in the setting) of an environment. A more diverse, novel, animated, and surprising environment resulted in more information exchange. Environmental stimuli generated primary emotional reactions from three basic dimensions: arousal, pleasure, and dominance (Mehrabian & Russell, 1974, p. 19).

In this context, arousal is the excited, active, fidgety, stimulated feelings, while pleasure refers to joyfulness and the good mood of an individual and dominance is the feeling of freedom of not being constrained to act in a certain way. The response variable is the “approach behaviour” (an individual reacts positively to an environment) and “avoidance behaviour” (characterised by an aversion to the environment). In this study, the S-O-R model used is defined as follows: S refers to the effectiveness of social advertising (in the YouTube

environment); O refers to consumers' trust beliefs; and R refers to corporate reputation and purchase intention.

2.6.2 *The stimulus*

The model of *stimulus* that is used and approved in past literature refers to something that stimulates or increases an action (Bagozzi, 1980, 1986; Belk, 1975; Kelly, 1955). According to Bagozzi (1986), stimuli are external to the individual and include a combination of marketing variables as well as other environmental inputs. Consumers make the decision to purchase an item based on various factors: the brand, the category of service or goods, how much to spend, to buy or to save, how to use and discard, and finally, how many different purchases to make (Robertson, Zielinski & Ward, 1984). In the S-O-R theory, the stimulus creates a situation that affects the individual's internal states.

In this model, the stimulus is the social networking site, YouTube, as it can affect the consumer's mood. YouTube is an important social content-sharing site that is a public display of connection (Boyd & Ellison, 2007; Spartz, Su, Griffin, Brossard & Dunwoody, 2017). Unlike traditional media, social networking sites such as YouTube provide the opportunity for users to share, comment, learn social cues and pass on cultural norms in more effective ways, which are widely considered as breakthroughs (Boyd, 2007, 2008; Rosen, et.al., 2011; Spartz et al., 2017). This platform has especially gained eminence in recent years, with 72% of adults who are online using SNSs (Brenner & Smith, 2013) and 52% of adults who are online using two or more different social media sites (Duggan, Ellison, Lampe, Lenhart, & Madden, 2015). In the past literature, there are limited studies that examine the impact of the YouTube environment as a test for social advertising with CSR or without CSR.

In this study, the stimulus is the effectiveness of social advertising in the YouTube environment with five constructs: advertising creativity, emotional appeal, eWoM credibility, informativeness and trust disposition.

The most relevant constructs were shortlisted as advertising creativity, emotional appeal and informativeness as these constructs are commonly mentioned in measuring advertising effectiveness (Ducoffe, 1996; Lee & Hong, 2016; Reinartz & Saffert, 2013; Taylor et al., 2011). In addition, eWoM credibility influences social media and trust beliefs (Benedicktus & Andrews 2006; Daugherty & Hoffman, 2014; Kaplan & Haenlein 2010; See-To, & Ho, 2014). The notion that trust disposition influences trust beliefs makes it suitable to be used as a test for the effectiveness of social advertising and trust beliefs (Gefen, 2000; Mikalef, Pappas & Giannakos, 2017; See-To, & Ho, 2014; Storbacka, Brodie, Böhmman, Maglio & Nenonen, 2016). The attitudes of SNS users towards eWoM credibility, informativeness and trust disposition with regard to the advertisements should also be taken into consideration.

It also makes sense to choose the five constructs because the constructs are based on the popular stimuli in online and advertising studies in previous literature reviews (refer to Table 2.6). However, they do not test for the relationship between the effectiveness of social advertising and trust beliefs.

2.6.3 The organism

In the S-O-R model of consumer behaviour, organism refers to “internal processes and structures intervening between stimuli external to the person and the final actions, reactions, or

responses emitted”. “Notice that the intervening processes and structures consist of perceptual, physiological, feeling and thinking activities” (Bagozzi, 1986, p. 46). As such, the emotional state is classified as the organism (intervening) variable, while the effect of the store atmosphere (the stimulus) on consumer behaviour is moderated by the consumer’s emotional state. From the stimulus, ie the environment, the link to the consumer’s emotional state is said to have three domains: arousal–non-arousal, pleasure–displeasure, and dominance–submissiveness (Mehrabian & Russell, 1974). Other studies found that store atmosphere positively influences the consumer’s emotional state (pleasure and arousal) (Donovan & Rossiter, 1982; Donovan, Rossiter, Marcoolyn & Nesdale, 1994; Russell & Pratt, 1980).

2.6.4 The response

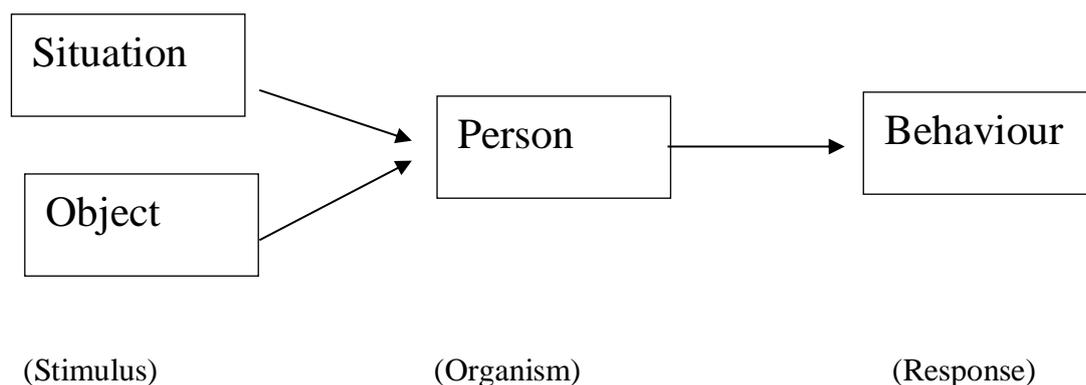
According to Bagozzi (1986), response refers to the consumer’s reaction, including psychological reactions such as behavioural and/or attitudinal reactions. Wundt (1905) debated that behaviours that result from mood and environment evaluation can either attract or repel a consumer to a product. Consumer response can be further specified as the number of items purchased, the actual amount of money spent in the store, the amount of time spent in the store, and whether the shopper liked the store environment (Donovan & Rossiter, 1982; Sherman & Smith, 1986). Hence, the emotional state of a consumer (pleasure and arousal) will be positively influenced by the stimuli through the links in the Stimulus–Organism–Response process.

The S-O-R theory was discussed at an early stage by Mehrabian & Russell (1974). The flow that was suggested by them was that the environmental stimuli (S) lead to an emotional reaction (O) that then induces behavioural responses (R). This model has been used in numerous retail settings to explain the decision-making process of each consumer. Also, this

model proposes that environmental cues have the ability to act as stimuli that affect an individual's affective and cognitive reactions, which in turn affect their behaviour (Chebat & Michon, 2003; Richard, Chebat, Yang & Putrevu, 2009).

Moreover, the studies by Russell (1978), Donovan & Rossiter (1982) and Donovan et al. (1994) found that the retail environment does, in fact, affect consumers' behaviour, even if they may not be aware of it. Similarly, other studies show the familiar S-O-R paradigm, which has been modified to separate the stimulus into an object and a situation. This split is parallel to the perceptual distinctions between figure and ground or focal and contextual cues (Helson, 1964). Consumers' behaviour towards a service or product is of utmost importance; and the object which consumers will directly respond to is known as the unique source of behavioural influence. Figure 2.1 shows the S-O-R diagram.

Figure 2.1: S-O-R diagram adapted from Helson (1964)

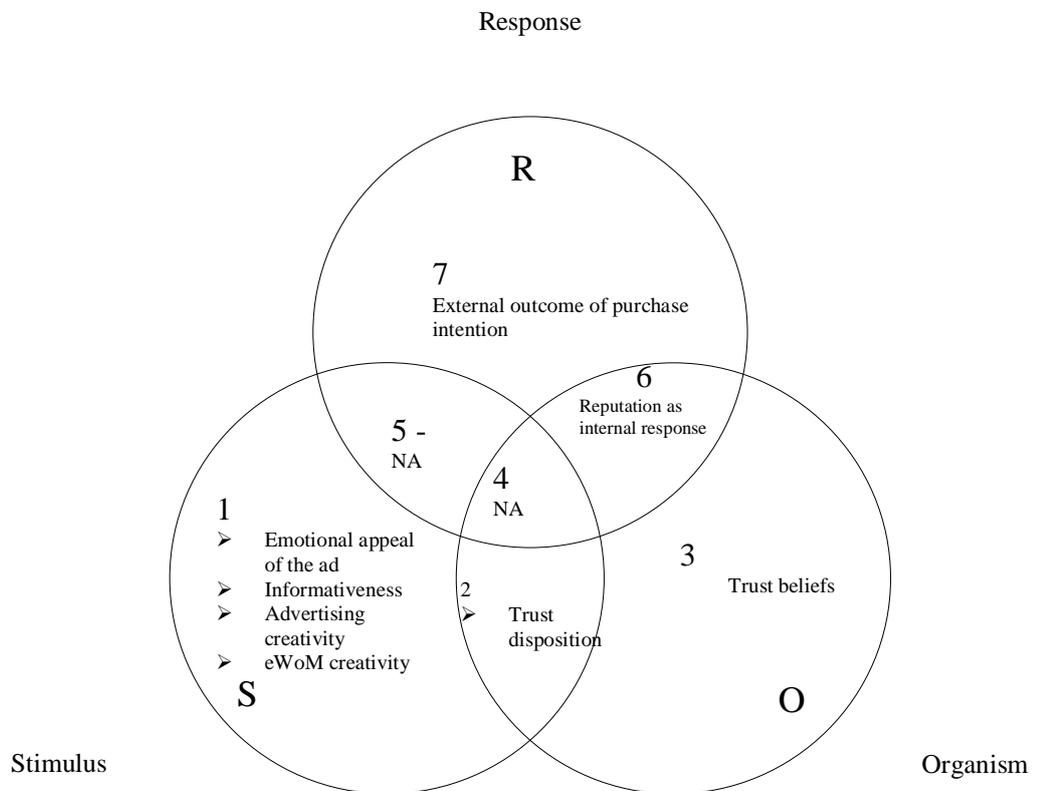


2.6.5 The extended Stimulus-Organism-Response Theory

All the previous literature reviews are based on the S-O-R model. The extended S-O-R model is the major contribution in this research to further breakdown the S-O-R into seven sectors for greater understanding in the study. Jacoby (2002) explained and modified the simple linear S-O-R theory more comprehensively. One of the challenges faced by research was in deciding how to categorise certain constructs. Some constructs can be considered as both organism and stimuli or even response, organism, stimuli and response all at once. In view of these challenges, Jacoby (2002) resolved this by modifying the existing 3-sector linear model.

In this study, Jacoby's (2002) model is used to study the possibility of intercepting the linear S-O-R theory into seven sectors: Stimulus (external environment), Stimulus-Organism (internal environment), Organism (experiential warehouse), Stimulus-Organism-Response (consciousness), Stimulus-Response (non-trace stimulus-response events), Organism-Response (internal response), and Response (external response). In this study, a test was performed to determine whether customers are willing to adopt social advertising information with a CSR product initiative to make purchase decisions because of their trust beliefs in the information. A Venn diagram with possible commonalities (intersections) of the S-O-R model in the form of seven segments is depicted in Figure 2.2.

Figure 2.2: Extended S-O-R model with Venn diagram (Jacoby, 2002)



Note: NA – Not Applicable

2.7 Trust beliefs

2.7.1 *Trust beliefs (O) as the mediator between the stimuli (S) and the internal response (R)*

Trust is the attitude that an agent has in regard to the dependability or abilities of some other agent (maybe itself) concerning the turn of events (Jonker & Treur, 1999). For instance, an agent may trust the statement made by another agent. The agent may trust another agent's commitment towards a similar goal or trust the agent's abilities in certain tasks. The agent may trust that the state of affairs at the moment will be agreeable to their goals, intentions, desires, or commitments (Jonker & Treur, 1999). According to Eloffson (1998), trust stems from observations until the actions of another can be trusted, without specific assurance, to accomplish a goal in a risky situation.

Trust is fundamental to e-shopping and often seen as the “outcome” of online physical environments due to three reasons. First, a recent theory has debated that trust is central to online service dynamics (Harris & Goode, 2004) as well as to online exchange (Yen & Gwinner, 2003). Second, practitioners have ranked trust as highly important; evidenced by the various programs designed to build trust (Luo, 2002). Third, numerous studies have reported that trustworthiness is the most crucial factor for the consumer when intending online exchange (Fusaro, Théoret & Charron, 2002). Thus, while understanding that a wide range of factors can affect online exchange, practitioners, theorists and consumers persistently see trust as an important factor in online shopping intentions.

Consumer trust is vital when it comes to social marketing as customers will always face certain levels of risk. For instance, when customers buy products online, they are facing risks

of future uncertainty and the possibility of losing informations because of hackers. As such, trust is the solution for the specific problems of risk (Luhmann, 1988). In previous literature reviews, trust beliefs are the important measured factor for online and social networking sites (refer to Table 2.3); this certainly indicates a gap in finding why trust beliefs have an important relationship with social advertising in this research.

Table 2.3 Literature reviews on trust dimensions and research contexts

Literature	Trust dimensions		Research contexts
Ba (2001)	Information based	Transference based	Online community
Leimeister, Ebner, & Krcmar (2005)	System based	Interpersonal based	Online community
Hsu, Ju, Yen, & Chang (2007)	Information based	Identification based	Online community
Grabner-Krauter (2009)	Technology related	Personal related	SNS
Kosonen (2009)	Trust in knowledge quality	trust in members	Online community
Westerlund, Rajala, Nykanen & Jarvensivu (2009)	Technology trust	Interpersonal trust	SNS
Fang & Chiu (2010)	Trust in informational justice	Trust in members	Online community
Hsiao, Lin, Wang, Lu & Yu (2010)	Trust in website	Trust in social network	Online community
Benlian & Hess (2011)	Quality assured content based	Interpersonal based	Online community
Lankton & Mcknight (2011)	Technology related	Interpersonal based	SNS

Adapted from: Shi, & Chow (2015)

User-generated content shared through social media related to brands has more influencing power compared to other sources as it is coming from a trusted source embedded in a consumer's network (Chu & Kim, 2011; Corrigan, 2013). Trustworthy information can be narrowed down to believability and credibility. Trust refers to the customer's perception of the level of credibility of information. Credibility remains one of the vital elements when it comes to online consumer reviews as reviews with high credibility will have a positive effect on the level at which users adopt information (Cheung, Luo, Sia & Chen 2009).

Information sharing that happens within a social network has a profound effect on the credibility of reviews, which then translates to trust. For example, when a person is assessing messages and noticing information that is consistently being presented by multiple reviewers, such reviews are likely to be seen as being more believable. Seeing as online review sites allow multiple reviews to be stored and retrieved, users are able to search for related reviews and compare them. Consumers will more likely accept viewpoints that are consistent across most reviews and be sceptical about viewpoints that are voiced by a comparatively small number of reviewers (Cheung, Choon & Kuan, 2012; Zhang & Watts, 2004).

Evaluating the credibility of online reviews is very different from evaluating reviews offline. As there are countless online reviews submitted by users all over the world available, judging the credibility of these reviews is challenging. As such, more analysis needs to be done to determine the factors that make online reviews more credible for consumers. Also, the quality of the message significantly effects the review credibility. The hypothesis that online message quality has a positive effect on review credibility was supported in the study of Cheung, Choon & Kuan (2012).

Other than trust in information, trust is necessary for successful commerce as consumers are more willing to make purchases if they trust the merchant (Gefen, 2002; Jarvenpaa, Tractinsky, Saarinen & Vitale, 1999; Kim, Song, Braynov & Rao, 2005; Urban, Sultan & Qualls, 2000). Compared to traditional face-to-face transactions, trust is more important in online transactions (Kim et al., 2005). In order to have a successful online business, trusted transaction processes must be established, whereby prospective consumers can be confident and relaxed about any transactions (Grabosky, 2001; Kim, Ferrin & Rao, 2008).

This study's focus is on trust beliefs, which is the individual trust someone has in another party (McKnight & Chervany, 2001). Trust beliefs refer to a person who trusts another person as the trustor, and the person who may or may not be trusted as the trustee. The trustor receives social comparison information, while the trustee is the target of the comparison. Before trust studies, trust was defined as the willingness to accept vulnerability based upon beliefs about the trustee's character, ability, and the emotional bond between the trustor and the trustee (Lewis & Weigert, 1985; Mayer, Davis & Schoorman, 1995; Rousseau, Sitkin, Burt & Camerer, 1998; Williams, 2001). McKnight, Choudhury & Kacmar (2002) stated that trust beliefs includes integrity, benevolence and competence.

In the business to consumer e-commerce environment, the two parties involved are the online vendor and the online buyer (Tan & Sutherland, 2004). In this research, trust beliefs comprise the aspects of integrity, benevolence and competence (Johnson & Grayson, 2005). Competent trust and integrity stem from rational and careful thinking, reflecting the customer's confidence that an e-retailer is accurate, honest, dependable and can keep promises.

Benevolence, or emotional trust, is from one's intuition, instincts, or feelings regarding whether an organisation, individual, or group is trustworthy (Breneman & Karimov, 2012). Benevolent trust is built when a company is involved in corporate philanthropy and is sincerely concerned with the wellbeing of society (Park, Lee & Kim, 2014). In this research, emotional trust develops when social advertising successfully encourages benevolent trust in consumers.

Integrity trust refers to a company that demonstrates the legal aspect of trust and ethical responsibilities to gain integrity trust from customers (Mayer et al., 1995; McKnight et al.,

2002). The theory on whether the effectiveness of social advertising will result in an increase in integrity trust will be tested in this research.

According to McKnight & Chervany (2001), the competency trust in the effectiveness of social advertising must demonstrate to consumers that firms can provide services and products in an acceptable way.

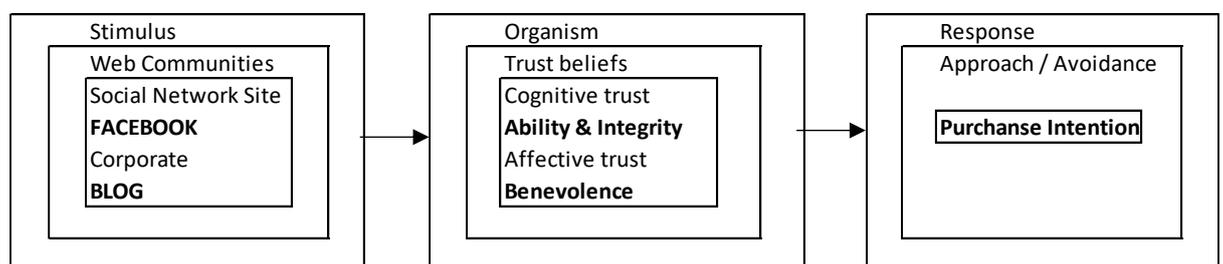
Previous studies identified competent trust determinants (privacy awareness, perceived security, information quality, system reliability, and coherence etc.), integrity and benevolence (joy, mystery, fear, reputation, presence of third-party seal, referral, WoM, and variety) as trust aspects in e-commerce (Johnson & Grayson, 2005; Kim et al., 2008; Eastlick & Lotz, 2011; Li, Sarathy & Xu, 2011; Kim 2005; Lee & Kozar, 2010). The findings showed that these factors significantly affect purchasing intention. Integrity and competency help shape a buyer's confidence in relying on the website design as well as the social networking services (Chelule, 2010), while benevolence refers to pleasing and satisfying experiences (feelings) established by the website itself (Éthier, Hadaya, Talbot & Cadieux, 2008). The trust beliefs concept in this research comprises these three aspects.

Due to technological advancements, collaborations through social media have been facilitated in the form of online discussion forums, blogs, and social networking sites. These applications can also significantly change the relationships between e-retailers and consumers (Lee, Shi, Cheung, Lim & Sia, 2011). For instance, companies are able to create their own official pages on social networking websites such as Twitter and Facebook. This is done for companies to have greater opportunities to promote their businesses by having interactions with consumers (Thabet & Zghal, 2013).

Social media presence needs to be created for e-commerce websites seeing as more than 72% of internet users engage with some kind of social media website (Najjar, 2011). Being extant on social network websites provides a novel thrill for users to experience (Brenngman & Karimov, 2012). Gefen & Straub (2004) reported that social presence has a profound influence on consumer trust beliefs such as integrity ability, predictability, and benevolence in business to consumer (B2C) e-commerce.

In this research, the researcher tested each relationship between individual stimuli and trust beliefs, then built the hypotheses to test the mediation effect of trust beliefs between the affective perspective stimulus (ie advertising creativity and emotional appeal) and corporate reputation; the mediation effect of trust beliefs on the cognitive perspective stimulus (ie eWoM, informativeness and trust disposition) and corporate reputation will be elaborated in the next section. Similarly to a previous study by Brenngman & Karimov (2012), this study undertakes testing on trust beliefs as a mediator between social networking as the stimulus and purchase intention as the response; the framework for the study is illustrated below.

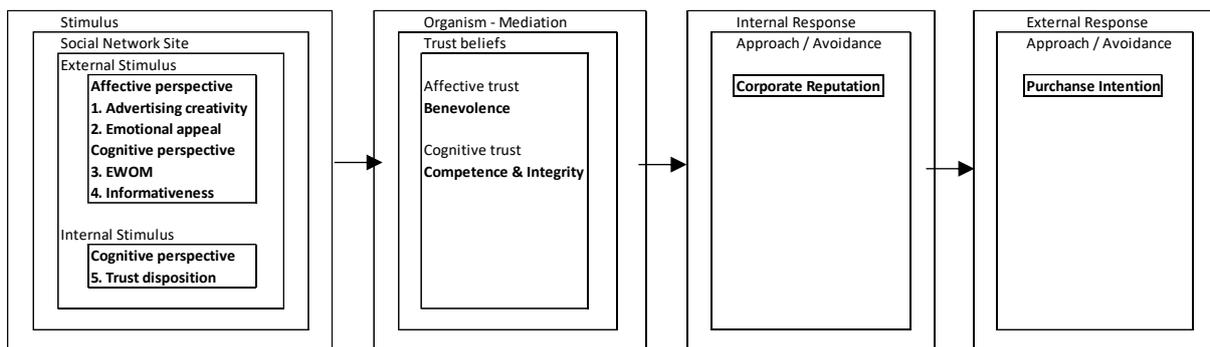
Figure 2.3 Framework from Brenngman & Karimov, (2012)



This research expands the stimulus based on extended S-O-R which was discussed earlier in this chapter, into external and internal stimulus, with a further breakdown into five constructs to categorise them into two perspectives: the affective perspective and cognitive

perspective on SNSs as mediated by trust beliefs (comprising cognitive trust such as integrity and competence and affective trust such as benevolence) as they affect corporate reputation as an internal response before purchase intention as an external response. It has demonstrated the trust beliefs as mediation in the extended S-O-R framework in this study as below.

Figure 2.4: Extended S-O-R trust beliefs mediation framework (developed by author)



2.8 Integrating theories

Based on the journal of Mayer & Sparrowe (2013), integrating theories in Academy of Management Journal (AMJ) articles mentioned in research cannot fully support reliable findings by relying on a single theory. A single extended S-O-R is demonstrated by utilising theory to explain the relationship, mediation effect and the inability to explain the model in a deeper context. Integrating theories, amongst others, relate to the concept of applying one theory to the domain of another theory. Such an approach is applied in this research as the researcher draws on the ELM of Persuasion model in relation to the domain of extended S-O-R theory, forming an alliance to establish the research findings. The extended S-O-R theory has articulated clearly that the effectiveness of social advertising can be divided into five constructs, which are internal stimuli (ie peripheral route - affective perspective: advertising creativity and emotional appeal; cognitive perspective: eWoM credibility and

informativeness), external stimuli (ie central route - cognitive perspective: trust disposition), organism (trust beliefs), internal response (corporate reputation) and external response (purchase intention). This can be integrated with the new domain of ELM, which is divided into the peripheral route (affective perspective) and central route (cognitive perspective) in a comparison of CSR product initiative persuasion through social advertising versus non-CSR product initiative persuasion through social advertising. Extended S-O-R and the ELM of Persuasion model form a productive dialogue to develop new insight from the integration, which is the biggest contribution of this research. This novel insight, which is a product of the integration of the aforementioned theories, will be further explained in Chapters 4, 5 and 6.

2.9 Elaboration Likelihood Model (ELM) of Persuasion

In this study, the ELM explains that the CSR of social advertising carries a robust persuasion through the CSR message which is expected to trigger or influence emotions, attitudes or behaviour change through increased corporate reputation recognition and higher purchase intention (Petty & Cacioppo, 1986). It is further explained that ELM offers a theoretical understanding of the processes that determine attitude change, or the overall evaluation of a scenario, if a given target is altered from one value to another. ELM theorises that the overall target given to a scenario may be influenced by two diverse routes: the central route and peripheral route (Petty, Cacioppo, Strathman & Priester, 2005).

In the central route, individuals formulate judgements after their evaluation is done. This is done by participating in a critical thinking process concerning issue-relevant information that is all credible, key evidence directly relating to the value of the crucial topic being shared (Crano & Prislin, 2006; Darley & Smith, 1993). Issue-relevant information may

refer to the unique benefits and costs of the product (eg, Areni, 2003; MacInnis & Stayman, 1993), the advantage of a firm's product (Petty, Cacioppo, & Harkins, 1983) or the objective evidence relating to the product's quality (eg, Darley & Smith, 1993). In this study, the central route is where the CSR cognitive information (ie stimulus: eWoM credibility, informativeness and trust disposition, and organism: trust beliefs in integrity and competency) gets transformed into unique benefits of the product, its superiority and the ability to protect the environment (Cyr, Head, Lim, & Stibe, 2018).

On the other hand, through the peripheral route, individuals receive the information with less effort because information relies on peripheral cues instead (eg, Kelman, 1961; Petty & Cacioppo, 1986). While issue-relevant information directly supports the topic, peripheral cues and the secondary elements of a message create the message setting (Areni & Cox, 1995). For instance, when a consumer evaluates a new product in an advertisement, they may process peripheral cues such as the background music (Lord, Lee, & Sauer, 1995), the opinions formed in support of the product being pitched (Brinol & Petty, 2006) or the tone or language used in the advertisement (Yang, Roskos-Ewoldsen, Dinu, & Arpan, 2006). The study of Cyr, Head, Lim, & Stibe (2018) concluded that the peripheral route is more related to the affective perspective by advertisers in the context of persuasion. In this research, the peripheral route is more related to the affective perspective (ie stimulus: advertising creativity and emotional appeal, and organism: trust beliefs in benevolence) in the CSR context of persuasion in social advertising.

In previous studies, it has been demonstrated that the central route is cognitive perspective and peripheral route is affective perspective, as illustrated in Table 2.4 below. The ELM of Persuasion in this research is adapted from previous studies whereby the central route

is categorised in the effectiveness of social advertising (eWoM credibility, informativeness and trust disposition) and trust beliefs (competency and integrity). Likewise, in the peripheral route, the effectiveness of social advertising such as advertising creativity and emotional appeal as well as the benevolence component of trust beliefs are included. Both routes are equally important in the high and low information of CSR being transformed into products with unique benefits, and in the superiority of products with CSR initiatives to protect the environment. Meanwhile, CSR social advertising using different music, tones, and cues in messages is important to convince the consumers to evaluate the product, to trust the firm, to judge the corporate reputation of the firm and to make decisions.

Table: 2.4 Literature reviews on ELM of Persuasion

Literature		ELM of persuasion	Research Context
Andreu, Casado-Díaz, & Mattila (2015).	Central route	Rational appeals are effective when elaboration (i.e., the amount a person thinks about a message) is high	how CSR communication strategies enhance CSR consumers' reactions to CSR initiatives
	Peripheral route	Emotional appeals are effective when elaboration is low	
Buchanan, Kelly, & Yeatman (2017)	Central route	Central route requires high level information processing to persuade individual thinking (ie. the nutrition claims of a food product)	Product advertising on digital platform
	Peripheral route	Peripheral route requires low level of information processing with more affective and emotional appeals influences such as fun and happiness	
Zhang, Ito, Wu, & Li (2017)	Central route	Central route is cognitive efforts to provide quality in the messages to persuade consumers	Testing on travel information in social media
	Peripheral route	Peripheral route is affective efforts with simple cues associated with source credibility which is expertise, trustworthy, and attractive to influence consumers	
Han, Chen, Liu, Luo, & Fan (2018)	Central route	Central route requires critical thinking. It is cognitive efforts to provide quality in the messages to persuade lenders	The persuasion of borrowers' voluntary information in peer to peer lending
	Peripheral route	Peripheral route engages in heuristic cues to make their decisions such as the source appears to be an expert or is attractive to lenders	
Lazard, & Atkinson (2015)	Central route	Text-based condition	A comparison between a text-only message for the text-based condition versus an infographic way of persuasion by ELM
	Peripheral route	visual infographic	
Leong, Hew, Ooi, & Lin (2019)	Central route	Information process in central route is higher	Do EWOM persuasion through ELM central and peripheral routes influence hotel banking?
	Peripheral route	Information process in peripheral route is lower and subject to its negative or positive cues	
Cyr, Head, Lim, & Stibe (2018)	Central route	Central route is the argument quality effects to influence attitude change	Using the elaboration likelihood model to examine online persuasion through website design
	Peripheral route	Peripheral route is the design and social elements to influence attitude change	

Source: Developed by the author

2.10 The independent variables of stimulus

2.10.1 The effectiveness of social advertising (internal & external stimuli)

Social advertising should inform the customer about the social features of the product while educating them on how such decisions will benefit them, the society and mankind. The firm is not responsible for making consumers interested in social issues, but it is responsible for allowing consumers a chance to reveal their real social preferences and to provide them with enough incentive to act on them. Studies also show that advertisements using prediction requests led to increased consumer preference towards products that are environmentally sustainable compared to traditional control advertisements with messages to purchase these products (Bodur, Duval & Grohmann, 2015; Timothy, Pat, Giana & Thomas, 2006).

Recently, viral advertisements on YouTube have been considered a revolution and are extremely successful in reaching target audiences of millions. However, consumers try to evade advertisements as they see numerous branded messages on a daily basis through print media, broadcast and outdoor promotions (Manly, 2005; Mind, 2006). In the study by Eckler & Bolls (2011), it was reported that emotional tones (pleasant, coactive, unpleasant) of viral video advertisements have an effect on the consumer's attitude towards the brand, the advertisements and the forwarding intentions. The pleasant emotional tone is the strongest attitude of the three emotional tones.

Watching online videos is becoming a normal habit for young adults according to social media profiles; in Malaysia there is 25% social media engagement in the age group between 18-24 years old, 35% between 24-34 years old and 18% between 35-44 years old (Web source:

United Nations: U.S. census Bureau World Bank: IMF, UNESCO, UNICEF, CIA World Facebook : PEW Research, all latest data available in January,2019). This includes watching television shows, video clips, or online movies, downloading video files as well as visiting video sharing sites such as Google Video and YouTube.

This study will examine the effectiveness of an advertisement's stimulation in terms of the effect of product social responsibility on purchase intention (Auger et al., 2003; Brown & Dacin, 1997; Sen & Bhattacharya 2001; Ullah & Majumder, 2015) via a peripheral route and a central route.

2.10.1.1 Peripheral route - affective perspective of social advertising

This study has identified the constructs for the effectiveness of social advertising, which are supported by numerous studies that fall under the affective perspective of social advertising. Different emotions such as experiencing pleasure, being happy, angry or sad can be evoked when consumers watch online advertisements. Also, consumers' emotions relating to trust and purchase intention can be affected due to the advertising creativity and the emotional appeal of the social advertisement (Smith & Yang, 2004, Austin, Miller, Silva, Guerra, Geisler, Gamboa, Phakakavai & Kuechle, 2002; Ball & Mackert, 2013; Okazaki, Katsukura & Nishiyama, 2007).

Consumers are generally inclined towards social media to express their effective evaluation of social media among their social network acquaintances and, as a result, contribute to trust (Calefato, Lanubile, & Novielli 2015). Affective based trust relates to benevolence in terms of consumers trusting in social media's level of courtesy, positive attitude, availability, intention to share information or resources, willingness to help, kindness and receptivity

(Calefato, Lanubile & Novielli 2015). Trust building will enhance social media by enforcing the affective route to persuasion (Calefato, Lanubile & Novielli 2015).

In previous research, reviews have established that trust is important in social media. In this research, affective based stimuli for social advertising are advertising creativity and emotion appeal to trust beliefs will be tested.

2.10.1.2 Central route - cognitive perspective of social advertising

Another group of stimuli are categorised as the cognitive perspective. Cognitive attitudes relate to the rational thinking of an individual's specific beliefs towards and attitude object (Bagozzi & Burnkrant, 1979) such as deliberate, conscious, and propositional process of thought.

Cognitive perspective encompasses the reliability and credibility of information shared in social advertising (informativeness) (Kim & Sunder, 2016; Koh & Sundar, 2010), the level of trust in what people share through SNS (eWoM credibility) (Pavlour & Dimoka, 2006) and people who rely on others in the distribution of the information through SNS (trust disposition) (Mayer, Davis, & Schoorman, 1995).

In Cheng, Fu & deVreede (2017), cognitive based trust is highly important in social media communication, whilst reputation is a crucial factor of trust propensity on social media (Xu, 2014). Chang, Chih, Liou, & Yang (2016) echoed the same opinion in previous research only focusing on cognitive attitude in online shopping which found that trust is highly important in terms of cognitive attitude towards online shopping. Consumers' beliefs in the

competency, benevolence, and integrity of a shopping website (Bhattacharjee, 2002), hence, trust is the important determinant in online stores for consumers' cognitive beliefs (Pennington, Wilcox & Grover, 2004). Cognitive trust builds confidence in consumers to rely on the service providers' abilities and reliabilities (Kim & Tadisina, 2007).

From the previous literature reviews gathered, cognitive perspective is important for trust beliefs; however, limited research in the past studies the cognitive perspective in stimuli for social advertising's relationship to trust beliefs. Hence, this is a gap in the research suggesting we need to find out whether there is a positive relationship between cognitive perspective stimuli (ie eWoM credibility, informativeness and trust disposition) in social advertising and trust beliefs.

Hence, the five stimuli are segregated into two dimensions for the effectiveness of social advertising which are to be tested in terms of the impact on trust beliefs.

The first independent variable of this study is the advertising creativity aspect.

2.10.1.3 Advertising creativity of social advertising (external environment (S) – the peripheral route) links to trust beliefs

According to Smith & Yang (2004), creative advertising can attract consumers' attention as divergence results in less-creative advertisements with contrast. Pick, Sweeney & Clay (1991) reported that creative slogans were more recognised and remembered in incidental learning contexts. Kover, Goldberg & James (1995) debated advertisement creativity compared to its effectiveness (the commercial's ability to create interest or purchase intent) and supported

the idea that creative advertisements have an impact on the attitudes, emotional reactions and purchase intentions of consumers. Yang & Smith (2009) specified that the creativity of an advertisement has an effect on consumer cognitive processing (desire to postpone closure) and emotional reaction (positive effect).

Compared to non-creative advertisements, advertising creativity can be more exclusive. Despite there not being a common agreement on how to define creativity, it is basically novelty, originality, appropriateness and newness (Ang & Low 2000; Kilgour et al., 2006; West, Kover & Caruana, 2008). If the design and stimuli of an advertisement are unique, it is seen as a novelty.

Advertising creativity involves thinking differently, a willingness to take risks, having a sense of humour, or even a new concept (Ang & Low 2000), which results in greater trust (Davies & Prince, 2005) and even more recognition (Baack, Wilson & Till 2008). According to Ang & Low (2000), individuals have the tendency to give an emotional reaction to an unexpected stimulus, thus an unexpected advertisement results in positive feelings. However, the benefits of unexpected advertisements are only limited to the possible provocation of positive feelings, thus, emotional experiences determine if an advertisement is a novelty, which can have an influence on acceptance through purchase intention.

A good advertisement must be creative (Lee & Hong, 2016). According to Haberland & Dacin (1992), advertising creativity refers to how unexpected and original an advertisement is. The advertisement content must be meaningful, appropriate, valuable, or useful to the target audience (Smith, MacKenzie, Yang, Buchholz & Darley, 2007). Messages that are creative

will get more attention and result in a positive attitude towards the product (Reinartz & Saffert, 2013).

Advertisements using motion pictures necessitate the listener or the viewer to modify or reformulate their behaviour and attitude towards an advertised service or product. Such advertisements are usually very short but offer richness of interpretation while conveying a lot of meaning (Haberland & Dacin, 1992). Smith et al. (2007) reported that creative advertisements can improve the motivation of consumers to process them and will improve their attitude towards the advertisement, thus transferring a positive effect onto the brand.

From the above literature review on creative advertising, it is obvious that advertisers today need to generate ways to develop creative advertisement content as it can capture the attention of the audience better. An advertising stimulus that is unique will distinguish the brand from its competitors. Creative advertisements cover innovation, different thinking, a sense of humour and risk taking (Ang & Low 2000), which result in more appreciation (Baack, Wilson, & Till, 2015). Ang & Low (2000) reported that people have positive feelings towards unexpected advertising, hence, it creates greater trust (Davies & Prince, 2005).

This study aims to uncover the relationship between advertising creativity and trust beliefs. Hypothesis 1 is, therefore, as follows:

Hypothesis (1)

H1: Advertising creativity has a positive impact on trust beliefs

2.10.1.4 Emotional appeal of social advertising (external environment (S)- the peripheral route) links to trust beliefs

Emotional appeal refers to the experimental and emotional part of consumption and is important as emotional appeal can make consumers feel good about the product. In order to create a friendly or likable brand, firms heavily rely on consumers' feelings. Advertising appeal, relevance, and attitudes will increase trust (Austin et al., 2002; Ball & Mackert, 2013; Okazaki, Katsukura & Nishiyama, 2007), after which attention and processing of advertising increases when trust is in place (Soh, Reid & King, 2009). This study builds on the idea that emotional appeal of social advertising increases trust.

In addition, it is believed that the emotional appeal in advertising will directly increase purchase intention. "Emotional appeal attempts to stir up positive or negative emotions to motivate purchase. These include guilt, fear, and shame that can influence individuals to do or to stop doing things. Communicators also use positive emotional appeal such as love, pride, humour, and joy" (Kotler & Armstrong, 1994, p. 468).

According to Lindgreen & Vanhamme (2005, p. 125), "emotions are key drivers of viral marketing campaigns". The surprise factor is important to help companies achieve success in making advertisements become viral. Also, the emotional tone of the video advertisements (unpleasant, pleasant, coactive) has a profound effect on the consumer's attitude towards the brand, advertisement and can increase their forwarding intentions. As the aim for advertisements is to reach high communication effectiveness, the type of advertising appeal chosen for each specific target group must be considered carefully. The effectiveness of an

advertisement is also influenced by the advertisement's execution and/or qualitative factors associated with the content (MacKenzie, Lutz & Belch, 1986).

The individual differences that exist among the consumers can result in many different ways that people respond to advertising appeals (Moore, Harris & Chen, 1995). However, individuals with high affect intensity were found to be easily persuaded using advertising appeals that were emotionally charged. Previous literature suggests that persuasive appeals tend to be more effective when they match the nature of the appeal (La Barbera, Weingard & Yorkston, 1998). Similar ideas can help us understand why certain people have different responses to advertisement stimuli. As such, a positive emotional appeal in social advertising is very much related to trust (Ruiz & Sicilia, 2004).

Therefore, positive emotional appeal drives positive trust beliefs (Austin, et al., 2002; Ball & Mackert, 2013; Okazaki, Katsukura & Nishiyama, 2007). This study will determine the impact of emotional appeal on trust beliefs in terms of the effectiveness of social advertising. Hypothesis 2 is as follows:

Hypothesis (2)

H2: Emotional appeal has a positive impact on trust beliefs

2.10.1.5 eWoM credibility (external environment (S)- the central route) links to trust beliefs

New trends have emerged on social media websites like Facebook and Instagram as users can now post comments and reviews on services and products (Kang, Lee, You & Lee,

2013), which provides their comments with some credibility through their social online circle instead of people having to rely purely on advertising content (for example, opinions, reviews and tips) (Luo & Zhong, 2015; Shamhuyenhazva, van Tonder, Roberts-Lombard, & Hemsworth, 2016). Also, it is critical for a customer when the eWoM online reviews are credible (Reichelt, Sievert, & Jacob 2014; Yoo, Kim, & Sanders 2015) as they may be more prone to trust in a vendor; ultimately, such trusted information will lead to purchase decisions (Luo, Luo, Schatzberg & Sia, 2013).

eWoM is generally categorised into three categories such as eWoM quantity, eWoM credibility and eWoM quality. eWoM credibility is defined as the degree of belief that the readers have towards the information shared online (Cheung, Lee & Rabjohn, 2008). This is more appropriate in this research because it tests the credibility of eWoM in the CSR social advertising relationship with trust beliefs. Based on previous research, eWoM credibility is the only component essential to build trust to engage target audiences especially on SNSs (Moran & Muzellec, 2017; Ryu & Feick, 2007; Schmitt, Skiera & Van den Bulte, 2011). Therefore, it make sense that eWoM credibility is the only relevant component to be tested in this research in terms of the content of the social advertising, the competence of the social advertising, the community sharing between senders and receivers about the social advertising and the consensus involving belief in the receivers' own judgement and concurring with eWoM about social advertising from others (Moran & Muzellec, 2017).

Nonetheless, eWoM quantity is not going to test in this research because this research is not focused on information quantity. Furthermore, eWoM has a negative influence on trust in the findings of Matute, Polo-Redondo, & Utrillas, (2016) because excess information may cause confusion in consumers or obstruct them from processing the information (Park & Lee, 2008; Sicilia & Ruiz, 2010). Hence, it is not suitable to test eWoM quantity in this research.

Furthermore, eWoM quality is not tested in this research because eWoM quality is mostly tested in second order constructs comprised of four dimensions: relevance (reviews are relevant and appropriate), accuracy (information is accurate and reliable), comprehensiveness (reviews are complete and in-depth) and timeliness (recommendations are correct, timely and up to date) (Nelson, Todd & Wixom, 2005; Cheung et al., 2008; Cheung & Thadani, 2012). In this research does not require to test on the second order construct quality of eWoM dimensions as the stimulus is kept within the degree of belief in the effectiveness of social advertising which is eWoM credibility. Therefore, eWoM credibility is the only stimulus to be tested in this research.

On an SNS platform, the comments and 'likes' carry information regarding the seller's credibility and have the potential to generate more trust in the seller (Pavlour & Dimoka, 2006). Good ratings and comments encourage new buyers to have more belief in the seller, which controls the amount of trust in the seller. Also, eWoM credibility can positively influence both customer purchase behaviour and business performance (Awad & Ragowsky, 2008; Duan, Gu & Whinston, 2008).

According to Bickart & Schindler (2001), consumers were more attentive to information by other consumers instead of from marketers or salespersons. The information appears to be more credible, meaningful and appealing when coming from other customers. According to Dellarocas (2003), eWoM credibility interactions are very important as trust issues are usually due to a lack of chances for customers to test the product as well as a lack of interaction in e-commerce transactions. Gruen, Osmonbekov & Czaplewski (2006) were of the opinion that eWoM credibility is a form of know-how exchange among consumers, whereby development is dependent on motivation, opportunity, and the ability of customers.

In this study, it is hypothesised that eWoM credibility is significant in leading to trust and will strongly influence purchase intention (See-To & Ho, 2014).

In this study, the author tests the relationship of eWoM credibility and trust beliefs and assesses whether this will influence purchase intention, which will be an extension of the study from See-To & Ho (2014). Hypothesis 3 is as follows:

Hypothesis (3)

H3: eWoM credibility has a positive impact on trust beliefs

2.10.1.6 Informativeness of social advertising (external environment (S)- the central route) links to trust beliefs

Information can be divided into visual and verbal forms. Generally, information is conveyed using both forms, especially in online advertisements and online shopping. The effectiveness of verbal and visual information on advertising and consumer behaviour can be studied in two different ways. The first way focuses on the effectiveness of verbal and visual information against memory (Lutz & Lutz, 1977; Guenther, Klatzby & Putnam, 1980; Starch, 1966; Shepard, 1967). The second way focuses on the effectiveness of verbal and visual information against consumer attitudes or judgments (Childers & Houston, 1984; Holbrook & Moore, 1981; Edell & Staelin, 1983; Hirschman, 1986; Kisielius & Roedder, 1983). Therefore, the reliability, competency and credibility of information from advertisements are positively associated with trust beliefs (Kim & Sunder, 2016; Koh & Sundar, 2010).

When buying things online, the major limitation faced is that the buyer is unable to physically evaluate and inspect the items before purchasing (Internet Retailer, 2005b; Retail

Forward, 2001). Based on research conducted by Forrester Researcher, more than 50% of consumers browse online shops but do not purchase the item due to their inability to physically evaluate it (Internet Retailer, 2005b). Consumers require sufficient product information before making the decision to buy an item, which is generally supported by physically inspecting the item. Unfortunately, they are unable to perform this important step when shopping online (Nitse, Parker, Krumwiede & Ottaway, 2004).

Advertising heavily depends on verbal and visual information to describe the advertised product. The internet is now considered an effective medium for advertising (Joines, Scherer & Scheufele, 2003; Joint & Waterhouse, 2003). According to Singh & Dalal (1999), commercial web pages now possess the same role as advertisements. The first is to inform consumers about the product while the second is to encourage consumers to feel positively towards the product. The majority of studies agree that visual information is more effective than verbal information when it comes to the context of advertising.

As online product presentation is a subset of advertising, visual information is entrenched in the advertising and will be more probably to retain a higher purchase intention. In the study by Kim & Lennon (2008), it was reported that the stimulus of verbal information has better results than information that is purely visual. Also, studies show that both combination of verbal and visual stimuli provoke better responses (Bower, Karlin & Dueck, 1975; Childers & Houston, 1984). Verbal stimuli enhance the imagery process as they describe the message displayed by visual stimuli.

Information on a product is important for consumers in deciding to make a purchase (Mitchell & Boustani, 1994; Kim & Lennon, 2000). Seeing as customers are not able to

evaluate online products physically, product information should be emphasised, as well as the presentation of the products. For a customer to buy a product, the presentation should satisfy their requirements as well as enough information being provided (Fiore, Jin & Kim, 2005; Nitse et al., 2004; Then & DeLong, 1999). As such, this research tests how social advertising with CSR initiatives will help improve purchase intention as long as the correct information is delivered to the target audiences.

The purchase decisions of consumers require adequate information and frequent physical examination of the product. This study tests the likelihood that the superior visual information in online advertising can hold the interest of online shoppers. Hence, the study tests the informativeness of social advertising on the relationship with trust beliefs. Hypothesis 4 is therefore as follows:

Hypothesis (4)

H4: Informativeness has a positive impact on trust beliefs

2.10.1.7 Trust disposition (internal environment (S)- central route) links to trust beliefs

A disposition of trust is a person's habit of willingness to depend on others for various situations and persons that build on the trust (Rotter, 1967, 1971, 1980; Erikson, 1968). A trusting disposition indicates the degree to which individuals, in general, trust others. Mayer, Davis, & Schoorman (1995) reported that disposition-based trust is vital to other trust constructs, after reviewing additional evidence. Mcknight, Cummings, & Chervany (1998) divided disposition to trust into: trusting stance and faith in humanity. Both affect the intention to trust in different ways. Firstly, "faith in humanity" reflects the usual views of personality-based trust, where an individual believes that others are generally reliable and well-meaning

(Rosenberg, 1957; Wrightsman, 1991). However, the “trusting stance” refers to individuals who believe that although others may or may not be reliable, better interpersonal outcomes are gained by dealing with others as though they are reliable and well-meaning.

In addition, a disposition of trust to the extent that one establishes a consistent tendency to be willing to rely on others across a broad spectrum of situations and persons that build on the trust (Erikson, 1968; Rotter, 1967, 1971, 1980). Trusting disposition refers to the degree that individuals can generally be trusted in their social group. Seeing as a trusting disposition leads to increased trust, the effect can be controlled to generate trust in the seller. This study postulates that trust disposition in social advertising has a positive impact on trust beliefs. Hypothesis 5 is therefore as follows:

Hypothesis (5)

H5: Trust disposition has a positive impact on trust beliefs

A summary of two dimensions of peripheral (ie advertising creativity and emotional appeal) and central (ie eWoM, informativeness and trust disposition) routes were studied in different research contexts and has shown the importance of these stimuli in social advertising. Hence, these are the two dimensions focused on in this research as the framework of the effectiveness of social advertising is illustrated in Table 2.5.

Table 2.5 Literature review on five stimuli in the effectiveness of social advertising

Literature	Result findings	Relationship measured	Research Context
Stimulus 1 : Advertising creativity			
Kover, Goldenberg, & James (1995)	Creative advertising impacts consumers' emotional reactions, ad attitudes, and purchase intentions	Emotional reactions, ad attitudes and purchase intentions	Advertising
Goldenberg, Mazursky, & Solomon (1999); McQuarrie & Mick (1992); Pick, Sweeney, & Clay (1991); Pieters, Warlop, & Wedel (2002); Stewart & Furse (2000); Till & Baack (2005)	Creative advertising is more likely to be recalled	Recall / memory	Advertising
Ang, Lee, & Leong (2007)	Creative advertising has positive towards brand attitude	Brand attitude	Advertising
Pick, Sweeney, & Clay (1991)		Recognition	Advertising
Ang & Low (2000); Kover, Goldenberg, & James (1995); McQuarrie & Mick (1992); Pieters, Warlop, & Wedel (2002); Smith, Xiaojing, Laura, & William (2007); Till & Baack (2005);	Creativity facilitates ad attitudes (only when the ad has positive feelings).	Liking the ad	Advertising
Pick, Sweeney, & Clay (1991)	Creative ads enhance consumers' recognition in an incidental learning context.	Recognition	Advertising
Peracchio & Meyers-Levy (1994)	Ad creativity enhances product evaluation if consumers are sufficiently motivated and the ambiguity does not impede the verification of the ad claims.	Product evaluation	Advertising
Kover, Goldenberg, & James (1995)	Advertising that provides for personal enhancement is most effective.	Emotional reaction	Advertising
Pieters, Warlop, & Wedel (2002); Smith, Xiaojing, Laura, & William (2007); Till & Baack (2005)	Creative ads draw more attention to the advertised brand.	Process perspective attention	Advertising
Smith, Xiaojing, Laura, & William (2007)	Creative ads induce greater motivation to process the information.	Motivation	Advertising
Smith, Xiaojing, Laura, & William (2007)	Creative ads induce deeper information processing.	Depth of processing	Advertising
Stimulus 2: Emotional appeal			
Cyr, Head, & Ivanov (2006); Ethier, Hadaya, Talbot, & Cadieux (2006); Hassanein, & Milena (2004);	The emotional appeal especially related to emotional states of users, such as joy, liking, and fear, which were found to influence the users' evaluations of online vendors' attributes, such as trust	trust	Advertising
Franke, Huhmann, Jeon, & Phelps (1999)	An advertising with good emotional appeal is leading to purchase motivation	Purchase motivation	Advertising
Kroeber-Riel (1979); Shimp (1981)		Enhance information proc	Advertising
Puto & Wells (1984)		Work by transforming the use experience	Advertising
Panda, Panda, & Mishra (2013)		Improve brand positionin	Advertising

Literature	Result findings	Relationship measured	Research Context
Stimulus 3: Informativeness			
Gligorijevic & Luck (2012); Park, Lee, & Han (2007)	Consumers tend to increasingly rely on peer consumer opinions available online	Reputation	Advertising
Ba & Pavlou (2002); Ono, Nishiyama Kim, Paulson, Cutkosky, & Petrie (2003)	Research shows that customer feedbacks and ratings promote a higher level of trust	Reputation	Advertising
Li-Ming, Wai, Hussin, & Mat (2013).	The information provided in the content of the advertising affects the attitude of the user towards the advertising.	Attitude towards the advertising	Advertising
Ducoffe (1996)	The informativeness in advertising could affect customers' satisfaction and purchase intention.	satisfaction	Advertising
Brackett & Carr (2001)	The useful information in online advertising will make the purchase much more easy	purchase intention	Advertising
Stimulus 4: eWoM credibility			
Nielsen (2012)	92% reported trusting word-of-mouth from friends and family	Reputation	online
Duverger (2013); Litvin, Goldsmith, & Pan (2008); Luo & Zhong (2015); O'Connor (2008); Ye, Law, & Chen (2011)	eWoM shapes consumer expectations, influences preferences and attitudes, and affects purchasing decisions and post-use evaluation	purchase intention	online
Sparks & Browning (2011)	Good comments in eWoM increase the degree of credibility tends to increase trust	higher trust	online
Ladhari & Michaud (2015)	Good comments in eWoM increase the degree of credibility tends to increase trust	higher trust	online
Ha & Jang (2010); Kivela, Inbakaran, & Reece (1999); Ryu & Han (2010); Ryu, Han, & Jang (2010); Söderlund & Öhman (2005)	eWoM relationship to satisfaction, recommendation, repatriationizing	satisfaction, recommendation and repatriationizing	online
Stimulus 5: Trust disposition			
Nielsen. (2012, April 10)	70% reported trusting online consumer reviews	Reputation	online
Kim, Xu, & Gupta (2012)	The disposition towards third-party certification and the understanding of third-party seals	purchase intention	online
Gefen, Karahanna, & Straub (2003); Ray, Ow, & Kim (2011)	Trust disposition is an intrinsic source for consumers' personality-based trust because they refer to a consumer's predisposition to trust others and believe in their good intention as a result of trust	trust beliefs	online
Gefen, Karahanna, & Straub (2003); Kim, Ferrin, & Rao (2008)	Familiarity of the based-trust source to reduce uncertainty in trust disposition	reduce uncertainty	online

Source: Developed by the author

2.10.1.8 Social advertising and its corporate reputation

In previous studies, social networking sites have been shown to play an important role in building corporate reputation (Ho, Shin, & Pang, 2017). The results from previous research suggest the relationship between social media engagement and corporate reputation (Dijkmans, Kerkhof, & Beukeboom, 2015). eWoM in social media has shown a positive relationship with reputation (Dijkmans, Kerkhof, Buyukcan-Tetik & Beukeboom, 2015). Based on the previous research findings (Dijkmans, Kerkhof, & Beukeboom, 2015), there is a positive relationship between social media and corporate reputation. Nonetheless, previous studies have not fully explored how the effectiveness of social advertising is mediated by trust beliefs to increase corporate reputation. As such, there is a gap in the research, when more often social media is highly dependent on trust beliefs to increase corporate reputation in previous research (Kelleher, 2009; Nielsen, 2012).

2.10.1.9 Trust beliefs as a mediator between peripheral route-affective perspective social advertising and corporate reputation; and between central route-cognitive perspective social advertising and corporate reputation

In addition, corporate relationships depend on trust when frequent visitors are highly depending on organisational commitment through their communications on the corporate website (Kelleher, 2009), especially because reputation is an attitudinal construct that consists of two components: the affective component (an emotional component) and a cognitive component (a rational component), according to Fombrun, Gardberg & Sever (2000). Reputation as an attitudinal construct is correlated to the ELM of Persuasion theory, whereby the five independent variables of the effectiveness of social advertising consist of the affective

components (ie advertising creativity and emotional appeal) and the cognitive components (ie eWoM credibility, informativeness and trust disposition).

In this research, the ELM of Persuasion theory is applied to test the peripheral route - affective perspective as a group variable, which comprises advertising creativity and emotional appeal of the effectiveness of social advertising and how it is mediated by trust beliefs for corporate reputation. Hence, the following hypothesis is posited:

H6: Trust beliefs mediate the relationship between the peripheral route of the effectiveness of social advertising and corporate reputation

The central route - cognitive perspective as a group variable comprises eWoM credibility, informativeness and trust disposition of the effectiveness of social advertising. This study will test how this is mediated by trust beliefs for corporate reputation. Hence, the following hypothesis is posited:

H7: Trust beliefs mediate the relationship between the central route of the effectiveness of social advertising and corporate reputation.

2.11 The internal response variable

2.11.1 Corporate reputation as an internal response linking the relationship between organism and external response

Corporate reputation, which is related to trust, is one of the key success factors of a company (Ganesan, 1994). However, the relationship that exists between trust and corporate reputation is still not explored (Park, Lee & Kim, 2014). Certain researchers are of the opinion that good reputation leads to trust (Keh & Xie, 2009), while others believe that trust leads to good reputation (Yoon, Gurhan-Canli & Schwarz, 2006). In this study, further investigation will be done on how CSR moderates trust beliefs and corporate reputation. With support from previous literature, the theory that CSR social advertising moderates trust beliefs and yields higher corporate reputation will be tested in this study.

Corporate reputation can be described as the perceived integrity of a company. According to Mayer et al. (1995, p. 719), integrity is “the perception that the trustee adheres to a set of principles that the trustor finds acceptable.” The amount of integrity consumers look for in online organisations can influence their trust in purchasing online products.

Social commerce is generally regarded as an important development of e-commerce. Social media structure is dynamic, exposed, and generally recognised through corporate reputation mechanisms. The corporate reputation model reduces the risk tolerance of reasonable consumers from the negative outcomes of transactions. In short, the corporate reputation model is used to solidify and to increase the accuracy of the process of decision making in complicated and misleading situations. When customers are uncertain, perceived

risk and trust are important elements of transaction intention (Pavlou, 2003). An improved corporate reputation model results in a novel deception filtering approach to eliminate negative opinions. A personalised reputation model requires a personalised risk metric in order to recognise unethical providers.

Social voting, or user voting is a simple corporate reputation tool that is frequently used to specify the popularity of reviewers and the quality of reviews. As such, this will result in a lower cognitive load of a user. However, the quality of trustworthiness of voting results can be decreased by dishonest behaviours such as swapping votes, buying votes and the circulation of fake news (Li & Kao, 2009). The impartiality and accuracy of opinions are affected by the size of opinion and the integrity of contributors (raters) who share their opinions or experiences with another user.

Various approaches can be taken to identify and to eliminate deceptive information provided by raters (Chen & Singh, 2001; Dellarocas, 2000; Wu, Li & Kuo, 2011). Generally, people assume that most raters are honest, not realising that the information provided may not be adequate (Sensoy, Zhang, Yolum & Cohen, 2009). The information given in ratings can be evaluated using a social network-based method (Golbeck, 2006). This method removes trust values from social links between users so corporate reputation tools can be improved only based on information acquired from mystery users or limited individual observations.

Based on previous studies, corporate reputation acts as a mediating role on perceptions of quality, brand name, brand information and advertising emotion as a result of e-trust and e-satisfaction (Boulding & Kirmani, 1993; Brucks, Zeithaml, & Naylor, 2000; Lee & Shavitt,

2006; Jin, Park & Kim, 2008; Miyazaki, Grewal, & Goodstein, 2005). In this study, corporate reputation is the internal response variable between trust beliefs and purchase intention.

Corporate reputation is positively related to trust and is a vital element in each company's success (Ganesan, 1994). However, the relationship between corporate reputation and trust remains unexplored (Park et al., 2014). In previous literature, trust was said to be a result of corporate reputation (Keh & Xie, 2009), while others believe that corporate reputation is a consequence of trust (Yoon et al., 2006). In the end, consumers are more inclined to choose companies with a good corporate reputation and are even willing to pay a higher price for their products (Graham & Moore, 2007). In a recent study, Liu & Guo (2017) showed a positive relationship between trust and reputation on a social commerce site.

2.12 Purchase intention as an external response (R)

In this study, purchase intention is the dependent variable. When it comes to purchase intention, there are two basic understandings: better trust results in higher purchase intention, and, additionally, better CSR awareness results in higher purchase intention. Bagozzi, Tybout, Craig & Steamthal (1979) and Ostrom (1969) defined purchase intention as an individual's inclination in terms of personal actions towards a specific brand. Intentions are not the same as attitudes. Attitudes can be seen as the overall assessment, while intentions are "the person's motivation in the sense of his or her conscious plan to exert effort to carry out a behavior" (Eagly & Chaiken 1993, p. 168). As such, a simple way to define purchase intention would be a person's practical plan to buy a brand.

Consumer purchase intention is a vast yet subjective field of consumer behaviour and is a part of the purchase decision-making. Consumer purchase intention is a conscious plan to buy a certain service or product (Spears & Singh, 2004; Peter & Olson, 2008). When the consumer trusts a company, the overall risk of making online purchases is greatly reduced. Alternatively, perceived risk can have a negative influence on online shopping. As such, this attitude may be directly influenced by trust in online stores (Jarvenpaa, Tractinsky & Vitale, 2000).

The amount of trust a consumer has in a website can stem from various factors, for instance, the company's reputation and the perceived company size (Jarvenpaa et al., 2000). This trust-oriented perspective shows the major role played by trust when identifying online purchase intention (Heijden, Verhagen & Creemers, 2003). In particular, reputation is a form of surrogate for online purchase when information is sparse and trust is newly formed in social media; hence, trust has a positive relationship to reputation (Liu & Guo, 2017). The influence of the reputation of a social commerce site is significant in establishing a transaction particularly when consumers have little social information and less experience with the social commerce site (Noh, Lee, Kim & Garrison, 2013). In another words, reputation of the social commerce site provides the information relating to a trust belief to convince consumers to change their behaviour towards the social commerce firm (Noh et Al., 2013). In a recent study. Liu & Guo (2017) showed a positive relationship between trust and reputation, and reputation and purchase intention, respectively on social commerce sites. The findings of Liu & Guo (2017) showed that consumers tend to believe a firm with a better reputation in social commerce can offer better online purchasing; therefore, reputation can influence online purchases because of trust which directly impacts on social commerce markets with purchase intention.

Hence, connecting with trust beliefs, corporate reputation and purchase intention built from the literature review, Hypotheses 8 and 9 were developed as follow:

Hypothesis (8)

H8: Trust beliefs have a positive impact on corporate reputation;

Hypothesis (9)

H9: Corporate reputation has a positive impact on purchase intention

2.13 The moderators

As mentioned earlier in Chapter 1, brand trust and brand familiarity are important, especially in social advertising with CSR. Without having trust beliefs, consumers may challenge the CSR motive from the advertising. Brand familiarity and brand trust have strong ties with informativeness and eWoM credibility. The past literature reviews will add strong moderators for these two constructs, particularly toward trust beliefs.

2.13.1 Trust Transfer Theory

The Trust Transfer Theory in this research is used to explain the moderators of brand familiarity and brand trust to transfer trust behaviour to trust beliefs. Trust Transfer Theory is defined as the trust a person has in an indefinite object/person that can stem from the trust he has in a known object/person which is related to the new and unknown object/person (Stewart, 2003; Stewart, 2006). In other words, a person/object is the source of trust transfer, while the target of trust transfer is the trustee.

Trust can be transferred from a trusted "proof source" to another person, with whom the trustor may have limited or no experience (Strub & Priest 1976; Milliman & Fugate 1988). Furthermore, Zhang & Ip (2015) were of the opinion that trust had the ability to be shifted when posted advertising information (from an unknown agent) on SNSs is trusted by the consumer as the consumer trusts the SNSs they have interacted with in the past (known targets). The known targets, or the trusted individuals are one of the ways trust transfer to an unknown target happens (Strub & Priest, 1976; Uzzi 1996).

Alternatively, trust transfer can be from an industry association (Milliman & Fugate, 1988) or a place (Henslin 1968) to the consumer. In 2003, Stewart classified transfer of trust into trust transfers between targets and trust transfer from one setting to another. Trust transfer between targets refers to the situation where the trust is transferred from a trusted entity to a new, unknown entity that is associated with the trusted entity. Trust transfer from one setting to another refers to offline to online settings or vice versa.

The relationship between a trusted source and an unknown source, such as interaction, similarity and affiliation, are said to be the stimulus of trust transfer. As such, the focus in this study is on trust transfer from moderators to trust beliefs, involving transfer from a setting to an entity. Thus, trust transfer is a cognitive process, as recognising the relationship between two targets will lead to transfer of trust.

In short, trust can be transferred from e-commerce advertisements and social media platforms (Zhang & Ip, 2015). This study adopts the findings from advertising research on information system research, to describe the trust transference that happens between the two

moderators, brand trust and brand familiarity, and how it moderates between eWoM credibility and trust beliefs and between informativeness and trust beliefs respectively.

2.13.2 Brand trust moderates eWoM credibility and trust beliefs

Brand trust allows consumers to compare the brand-supplied information especially eWoM credibility that impacts credibility perceptions, which is a result of enhancing trust (Cantalops & Salvi, 2014; Sichtmann, 2007; Sparks & Browning 2011). In marketing, branding refers to a term, name, symbol, sign, design, or a combination of everything, meant to acknowledge the services and goods from a particular firm and to differentiate them from competitors (Ying, 2005). Brand trust is a cognitive factor that increases in time, while brand effect is instant and refers to emotional response. However, their model correlates brand trust and brand effect with no specification about the direction of the relationship. Studies have shown that emotion can affect trust and even trust can be considered a social emotion (Barbalet, 1996; Chaudhuri & Holbrook, 2001; Ying, 2005; Jon, 2014).

Brand trust reflects relationship quality (Crosby, Evans & Cowles, 1990). Brand trust is seen as the principle of a brand's value to the consumer (Berry, 2000) and is essential to generate brand loyalty (Chaudhuri & Holbrook, 2001). Trust can affect the likelihood of a continued relationship (Crosby, Evans & Cowles, 1990), the long-term orientation of the trustor (Ganesan, 1994) and consumers' purchase intent (Doney & Cannon, 1997).

In line with the brand relationship theory, brands have identities and images in the minds of their consumers by acting as identity-expressing symbols, which is useful for positioning them as partners with a social relationship (Fournier, 1998). Brand trust is an

important catalyst that is required to build and sustain long-term relationships, also known as the confidence a consumer has in the brand's reliability, consistency, and honesty (Wang & Emurian, 2005).

The perception of users about social media brand identities is vital to understand in evaluating the level of brand reflection and impression toward their own identities created in these social networking sites. This can help generate unique, new, trusted and unique trusted social media brands for the purpose of marketing. Trust results in commitment to a brand and customer satisfaction (Chaudhuri & Holbrook, 2001; Morgan & Hunt, 1994), which will help in determining consumer intentions to maintain the relationship (Stewart, 2003) between eWoM credibility, brand trust and trust beliefs.

When companies establish their brands on social media platforms, they engage potential and existing customers but expose themselves to the scrutiny and viral WoM publicity that happens in social advertising. Seeing as the trust consumers have in social media influences information sharing (Dwyer, Hiltz & Passerini, 2007) and the intensity of networking (Ulusu, Durmus & Yurtkoru, 2011), those who use and trust Twitter will be more likely to interact with brands on Twitter. The mutual disclosure of information and the repeated interactions will probably assist in trust transfer from Twitter to the hosted brands (Doney & Cannon, 1997; Strub & Priest, 1976). As such, the transfer of trust is said to have an effect on the benefaction intentions towards the followed brands (intentions to make purchases, to visit their websites, and to recommend them to friends).

In summary, brand trust has been proven to improve the relationship between eWoM credibility and trust beliefs (Habibi, Laroche, & Richard, 2014; Laroche, Habibi, Richard, &

Sankaranarayanan, 2012; McAlexander, Schouten & Koenig, 2002; Moran & Gossieaux, 2001). This study intends to test if brand trust effectiveness on eWoM credibility will strengthen trust beliefs. Hypothesis 8 is therefore as follows:

Hypothesis (10)

H10: Brand trust moderates the relationship between eWoM credibility and trust beliefs

2.13.3 Brand familiarity moderates informativeness and trust beliefs

In this research, brand familiarity refers to brand familiarity on information sharing in SNS. According to Baker, Hutchinson, Moore, & Nedungadi (1986), brand familiarity is a single direction that is associated with the time a customer spends on processing information relating to a brand, regardless of the content or type of processing involved. When a consumer is familiar with a brand, there is less of a need to obtain more information and as such, less time needs to be spent shopping (Biswas, 1992; Hoch & Deighton, 1989). The word ‘familiarity’ also related to several vital constructs: prior knowledge, consumer expertise and strength of belief (Ha & Perks, 2005). When a consumer is familiar with a specific brand, he also trusts the brand strongly. However, when the consumer has a negative perception of the brand, brand familiarity is reduced. Also, a longer time spent searching for product information will lead to a better brand impression (Ha & Perks, 2005).

Brand familiarity strengthens trust beliefs because it forms a framework and an understanding of the environment and the trusted party within which the expectations of trust can be explained (Luhmann, 1979, 1988). This way, uncertainty can be decreased and relationships, specifically the ones in the social commerce environment, can be simplified.

Brand familiarity is often led by previous experience and communications resulting in an understanding and sympathy as well as learning why, what, when and where others do what they do (Luhmann, 1979). Brand familiarity and trust are clearly very diverse.

Brand familiarity is a concept used to better understand the actions of individuals while trust is the ability to believe in the future actions of others (although these beliefs may be, and often are, based on brand familiarity) (Luhmann, 1979). For example, on the Amazon website, brand familiarity with the idea of safe internet communication will allow people to trust and have faith in vendors. However, for those who are unaware of secure internet communications (lack of brand familiarity), they may not have such trust in or expectations of the vendors.

Brand familiarity can lead to trust as it creates a framework for expectations in the future and enables individuals to form ideas and thoughts of what to expect based on their prior interactions (Blau, 1964; Gulati, 1995). Often, previous experience of an individual is the main basis of trust (Blau, 1964; Zucker, 1986; Hosmer, 1995; Kumar, 1996; Kumar, Scheer & Steenkamp, 1995). Brand familiarity is regarded as a powerful tool as it can generate trust when an individual has a favourable experience or ruin trust with an unfavourable experience (Luhmann, 1979). Consumer familiarity with specific brands and the consumer's familiarity with the CSR activities of firms has a significant effect on purchase intentions (Perera & Chaminda, 2013; Prabu, Susan & Yang, 2005).

Overall, online advertising performance highly depends on brand familiarity (Dens & De Pelsmacker, 2010), particularly on how brand familiarity moderates informativeness as a result of higher trust beliefs (Campbell & Keller, 2003, Chen, Chen, & Wu, 2015; Chapman, 2013; Pham & Higgins, 2005; Soopramanien, 2011).

Hypothesis 11 is therefore as follows:

H11: Brand familiarity moderates the relationship between informativeness and trust beliefs.

2.14 CSR social advertising moderates trust beliefs and corporate reputation; CSR social advertising moderates corporate reputation and purchase intention

CSR increases the reputation of a firm due to higher customer satisfaction. This means that CSR is not only a non-financial advantage, but it also contributes to a financial benefit as an outcome of good corporate reputation (Black, Carnes, & Richardson, 2000; Brown & Perry, 1994; Flatt & Kowalczyk, 2011; Roberts & Dowling, 2002; Sabate & Puente, 2003). Hence, CSR moderates corporate reputation and a firm's performance or purchase intention (Saeidi, Sofian, Saeidi, Saeidi, & Saeidi, 2015).

CSR is another important factor that can influence purchase intention. The absence of CSR awareness could be an indicator of the customer's sensitivity to CSR and may explain why CSR might not be considered when evaluating a firm and its products (Maignan, 2001; Smith, 2000). However, for consumers who are more aware about CSR, they understand such activities better (Lee & Shin, 2010). Thus, customers who know of and are concerned about CSR initiatives will possibly be more positive towards a company and their purchase intention would also be higher (Lee & Shin, 2010).

Many researchers have studied CSR within firms so far in relation to reputation, products and services, brand equity, trust and purchase intention. A few such studies have been summarised as follows (refer to Table 2.6 Summary of CSR literature reviews). However, there are less studies in the past in the area of CSR in social advertising which is one of the main

objectives of this research to find out the result of CSR as a moderator on the social advertising environment to strengthen the relationship between trust beliefs and corporate reputation, corporate reputation and purchase intention, respectively.

Table 2.6 Summary of CSR literature reviews

Literature	Result findings	Outcome (R)	Research Context
Brammer & Pavelin (2006); Cretu & Brodie (2007); Fombrun & Shanley (1990); Godfrey (2005); Lii & Lee (2012)	CSR improves reputation	increase reputation	Firm
Hsu (2012)	CSR differentiates firm's product & service	to differentiate firm's product and service	Firm
Creel (2012); Torres, Bijmolt, Tribo & Verhoef (2012)	CSR improves brand equity	increase brand equity	Firm
Brown & Dacin (1997); Du, Bhattacharya & Sen (2010); Fatma, Rahman & Khan (2015); Hosmer (1994); Hur, Kim & Woo (2014); Kollat & Farache (2017); Xue & Waqar (2014)	CSR increases a better trust to the organization	increase trust	Firm / social media/ digital platform
Maloni & Brown (2006); Auger, Burke, Devinney & Louviere (2003); Mohr & Webb (2005); Kim (2017)	CSR programs in food industry increases purchase	increase purchase intention	Firm
Gupta (2012); Książak (2016) ; Vahdati, Mousavi, & Tajik, (2015) ; Sharma, Jeanne, Mohanta & Liza (2018)	The dimensions of CSR activities increase on consumers purchase intention	increase purchase intention	Firm

Source: Developed by the author

Lastly, CSR communication as a moderator in social advertising has not been discussed or reviewed in the past literature, and it is one of the main theoretical and practical contributions of this study. As a result, Hypotheses 12 and 13 are posited:

Hypothesis (12)

H12: CSR social advertising moderates the relationship between trust beliefs and reputation.

Hypothesis (13)

H13: CSR social advertising moderates the relationship between reputation and purchase intention.

In summary, based on the literature reviewed above and for the purposes of this research, the following hypotheses are developed for the Malaysian context:

H1: Advertising creativity has a positive impact on trust beliefs

H2: Emotional appeal has a positive impact on trust beliefs

H3: eWoM credibility has a positive impact on trust beliefs

H4: Informativeness has a positive impact on trust beliefs

H5: Trust disposition has a positive impact on trust beliefs

H6: Trust beliefs mediate the relationship between the peripheral route of the effectiveness of social advertising and corporate reputation

H7: Trust beliefs mediate the relationship between the central route of the effectiveness of social advertising and corporate reputation

H8: Trust beliefs have a positive impact on corporate reputation

H9: Corporate reputation has a positive impact on purchase intention

H10: Brand trust moderates the relationship between eWoM credibility and trust beliefs

H11: Brand familiarity moderates the relationship between informativeness and trust beliefs

Comparison between CSR and non-CSR

H12: CSR social advertising moderates the relationship between trust beliefs and corporate reputation.

H13: CSR social advertising moderates the relationship between reputation and purchase intention.

The complete theoretical framework is crafted in Figure 2.5.

Figure 2.5: The research framework – the integration theories

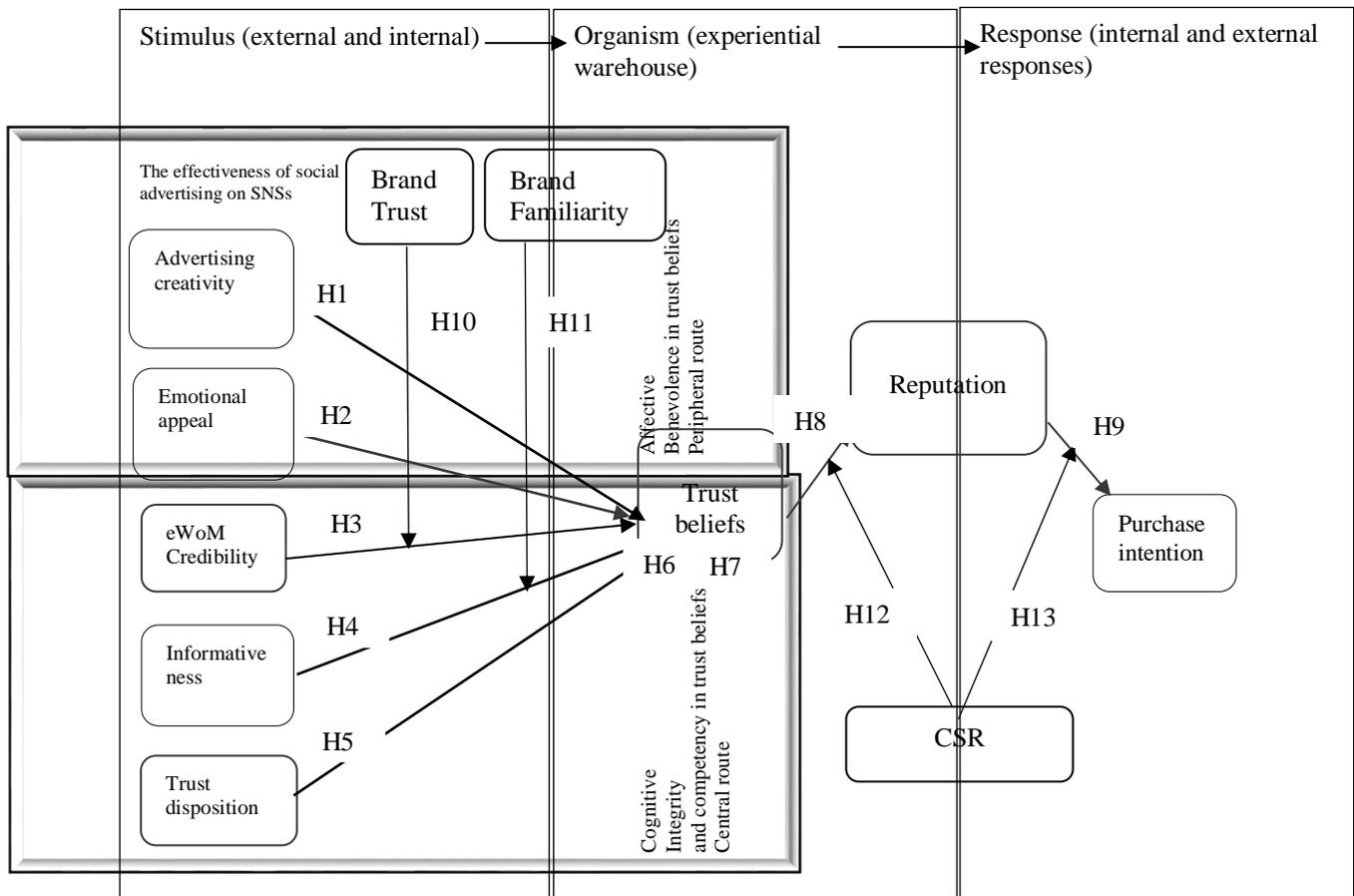


Table 2.7 below illustrates the overlapping extended S-O-R Venn diagram in table format to explain that out of seven segments, six segments were applied and were highlighted in the present study.

Table 2.7: The relationship between the original S-O-R model, the 7-sector S-O-R model and latent variables of the present study

Sector	S-O-R factor	Sector of the psychological system	Example of variable	Variable(s) to be measured in the present study
1	Stimulus	Encountered environment (external stimulus)	The effectiveness of social advertising with CSR versus non-CSR	1.The emotional appeal of the ad 2.Informativeness 3.Advertising creativity 4.eWoM credibility
2	Stimulus + Organism	Automatic processing (internal stimulus)	The advertising trust disposition for CSR versus non-CSR advertisers	Trust disposition
3	Organism	Experiential storehouse	Trust beliefs	Benevolence Integrity Competence
4	Stimulus + Organism + Response	Not applicable	-	-
5	Stimulus + Response	Not applicable stimulus-response events	-	-
6	Organism + Response	Internal responses	Corporate Reputation	Internal response of corporate reputation
7	Response	External responses	Purchase intention	External outcome of purchase intention

CHAPTER 3. RESEARCH METHODOLOGY

3.1 Chapter outline

The methodological approach used in this study is based on the framework presented in Figure 2.1. First, we followed the sequence of the research onion (Saunders, Lewis & Thornhill, 2012) to start with an overall understanding regarding the ontological and epistemological perspective of this research methodology. This chapter discusses the epistemological perspective of the research as well as the best paradigm to conduct this study in order to have a better understanding of why and how the researchers used the methodological approach in this field of research. Further explanation will be provided on the operational process of the research methods and research model of this study. Next, the measurements of endogenous and exogenous variables will be explained. Also, this chapter contains details regarding the sample size, sampling strategy, data collection, as well as the ethical considerations of this study.

3.2 Epistemological and ontological perspectives

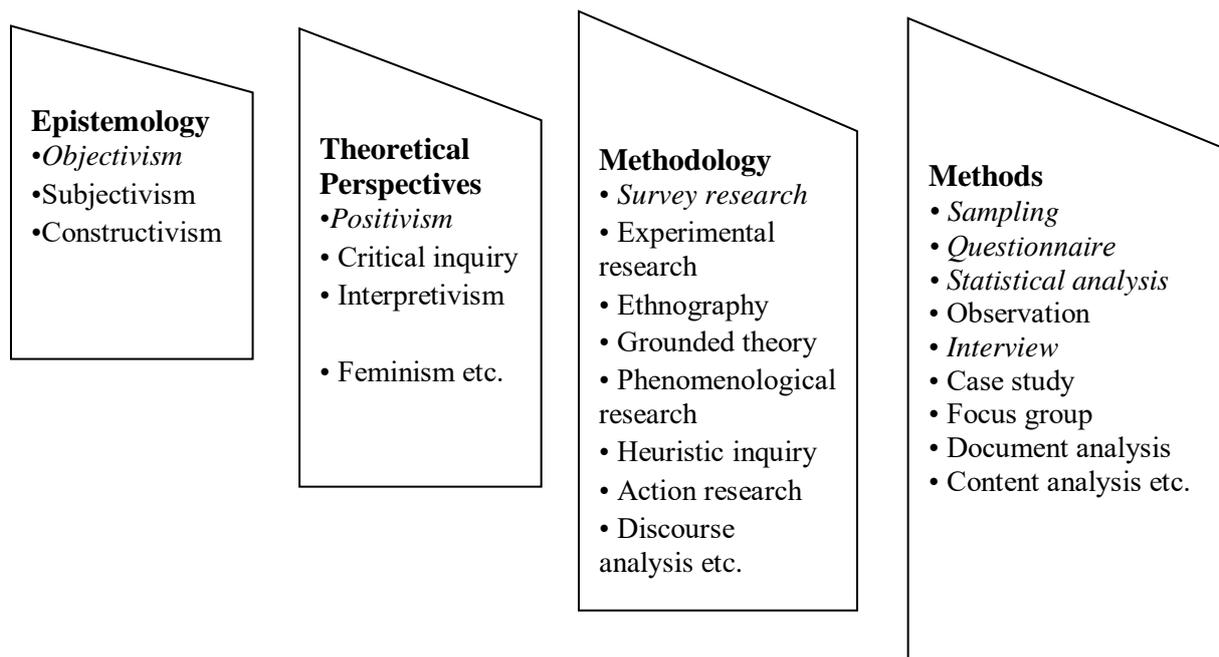
According to Hay (2006), ontology concerns things that exist or even things that can be said to exist. The root of the issue is whether there is something ‘real out there’ that we do not know about. On the other hand, epistemology mirrors a view of what the world is supposed to be, and that in fact, there is an objective truth out there (Audi, 2010). As such, it can be concluded that such research is about determining the objective truth.

Crotty (1998) established that besides the huge number of theoretical methodologies and perspectives, one of the difficulties faced is due to the contradictory and inconsistent

terminology applied to them. Crotty further suggested that there is an interrelationship between the researcher’s view of the epistemology, the theoretical stance adopted by the researcher as well as the methodology and methods used.

Figure 3.1 represents the how the researchers’ epistemological stance can influence the theoretical perspectives, which can then influence the adopted research methodology and the research methods.

Figure 3.1: Relationship between epistemology, theoretical perspectives, methodology, and research methods



Source: Adapted from Crotty (1998)

Epistemology concerns the scope and the nature of knowledge and provides a philosophical background in order to help decide which types of knowledge are adequate and legitimate by questioning what knowledge is, and how it can be acquired. Based on Figure 3.1, there are at least three major positions that have emerged, namely objectivism, constructivism,

as well as subjectivism. The doctrine of objectivism is that reality is independent of consciousness. Based on objectivism, there is an objective reality and it is the researcher's aim to discover it. The positivism paradigm refers to the theoretical perspective that is linked closely to the objectivist epistemology.

Conversely, constructivism contradicts positivism as it argues that there is no truth in the external world, and it is, in fact, humans who create knowledge based on their ideas and experiences from their interactions with the external world. Therefore, it can be said that truth is constructed, not discovered. Interpretivism is the most common approach in constructivism. Compared to constructivism, subjectivism posits that the truth is imposed on the object by the subject, rather than from the interaction between the subject and the external world. In subjectivism, the existence of an object is said to be dependent on one's subjective awareness. Postmodernism is often linked to subjectivism (Gray, 2004).

Gray (2004), by referring to Easterby-Smith, Thorpe, & Lowe (1991), agrees with the importance of the epistemological perspective in two respects: (1) the research design can help to clarify issues in determining the structure of the research; how and where the evidence is gathered and how it is interpreted; (2) knowledge of research philosophy can help the researcher to choose the design that will work. In the next section, research paradigms and the one adopted in this research will be elaborated upon.

3.3 Research paradigm

The researcher uses a research paradigm to address the approaches and perspectives of this study. Referring to Weaver & Olson (2006), the researcher identified that paradigms are outlines of practices and principles that regulate inquiry within a discipline by providing and

facilitating lenses, frames and processes. Furthermore, according to Guba & Lincoln (1994), a paradigm is the fundamental belief systems or worldview that guides the investigator. According to Rossman & Rallis (2003), a paradigm is shared understandings of reality. The research paradigm aids researchers in reflecting their primary assumptions regarding the world and the groundwork of facts as well as guiding them in identifying the best methodology that would apply in their study (Guba & Lincoln, 1994; Weaver & Olson, 2006). Generally, there are two major research paradigms in social science which are interpretivism and positivism (Rossman & Rallis, 2003).

Interpretivism is looking for culturally derived and historically situated elucidations of the social life-world (Crotty, 1998). The interpretive paradigm is applied to comprehending the world from an individual point of view, and it is related to the qualitative methodology. According to the theory of interpretivism, there is no direct relationship between the researcher and the world, and we can comprehend and interpret the world through the categorisation schemas of the mind (Williams & May, 1996). Interpretivism therefore implies that there are many truths and multiple realities and it also concentrates on the holistic view of the person and the surroundings (Weaver & Olson, 2006). Certainly, interpretivism supports the notion that there is no one natural and society reality and different types of methods are required.

On the other hand, positivism is the exact opposite of interpretivism. Positivism, which is attributed to quantitative methodology, seeks patterns and correlations in the data to generalise results and presume laws. Contrastingly, the interpretive paradigm deals with the unique and qualitative actions and behaviours of individuals (Crotty, 1998). The positivism paradigm was prevalent in the field of social science from the 1930s to the 1960s whereby it proposes that the social world persists externally to the researcher and the researcher can

directly measure its properties via observation (Gray, 2004). The positivism paradigm assumes the existence of a singular objective reality which is made up of what is available to the senses and it is based on general laws, logical and mathematical rules, truth, outright principles and prediction (Weaver & Olson, 2006). Therefore, only the magnitude of proof that can be evaluated by scientific analysis and objective experience are shown to be valid research in the assertion of positivism. In addition, human sciences share similar rational and empirical values, dealing with facts rather than values in the positivist point of view (Gray, 2004).

Since this research is mounted within a positivist paradigm, quantitation in the research data collection and evaluation is taken into consideration, the hypotheses are derived from theory and ultimately hypotheses and the link between variables are evaluated via statistical approaches (Bryman & Bell, 2007; Creswell, 2009). However, a quantitative study can be carried out by taking on two typical research methodologies, either experimental research or analytical survey, although there are several research methodologies (Gray, 2004).

This research adopts analytical survey as it is a deductive approach. The hypotheses were tested based on a representative sample from the population with control of variables. Finally, the research findings were generalised based on a sufficient sample size to depict the population.

3.4 Research methods

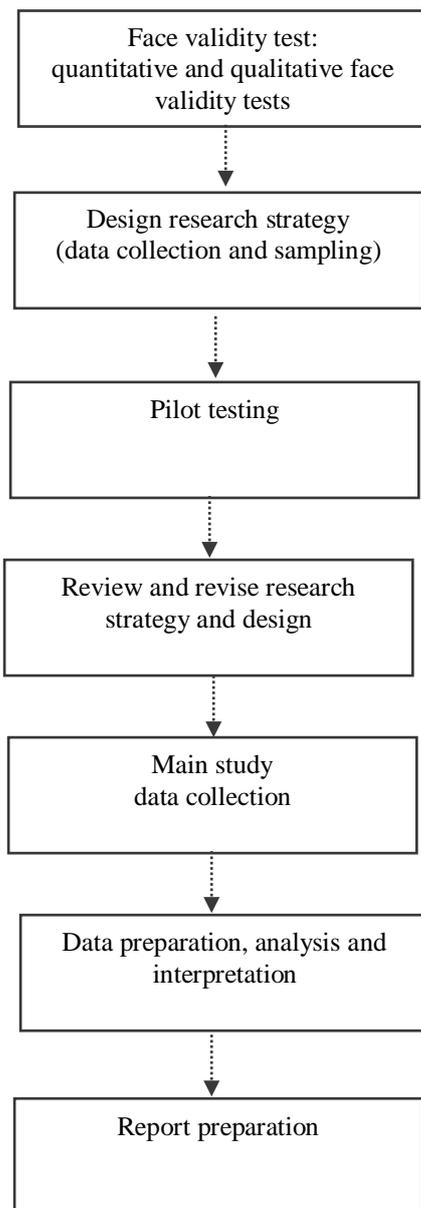
As explained previously in this chapter, this research takes on an objectivist epistemology, positivist paradigm, and analytical survey research methodology. Two aspects were tested. Firstly, whether the link with the extended S-O-R was either positive or negative was tested. The effectiveness of the social advertising environment's (stimulus) link to the

emotional response of trust beliefs (organism), link to the internal behaviour response of corporate reputation (internal response), and finally its link to the external behaviour response of purchase intention (external response) were also tested.

Secondly, a test was done on CSR social advertising versus non-CSR social advertising in terms of the moderating effect on the link between trust beliefs and corporate reputation as well as the link between corporate reputation and purchase intention. The research method was based on 2 examples of CSR social advertising x 1 group of respondents; 2 examples of non-CSR social advertising x 1 group of respondents. A separate group of respondents watched different advertisements but answered the same questions to draw a comparison between CSR and non-CSR to support the analysis of the moderating effect later on. The same group of participants answered the questions after watching the two illustrated social advertisements. The survey was conducted in Malaysia through a one-to-one survey in public places such as shopping malls via technological devices to answer online questionnaires. The questionnaires used a 7-point Likert scale with the following range: strongly disagree (1), disagree (2), disagree somewhat (3), undecided (4), agree somewhat (5), agree (6) and strongly agree (7).

The planned research procedure was developed and illustrated in Figure 3.2 below (Blumberg, Cooper, & Schindler, 2011):

Figure 3.2: Research process



A face validity test was completed before the pilot test to obtain confirmation from professionals before the main study was carried out in a more comprehensive way. Next, the author designated suitable research strategies and approaches that included modes of data collection as well as the basis on which the samples would be chosen from the population. According to earlier literature, pilot test questionnaires were developed in order to identify the appropriate use of words and suitable questions for a more comprehensible set of

questionnaires. The procedures and survey questions were likewise changed, adjusted and finalised for data collection for the research, in order to ensure that data collection was carried out in the best possible manner. Data gathered were tabulated, evaluated, and interpreted. Results of the face validity test and pilot study outcomes were provided in Chapter 4 to assist in the comprehension of the main study development.

3.5 Variables measurement

3.5.1 Independent variables: the five constructs in the effectiveness of social advertising

In this research, the five constructs in the effectiveness of social advertising were grouped into the peripheral route - affective perspective, and the central route - cognitive perspective. The outcomes of a study by Lee & Hong (2016) have demonstrated social influence theory and the theory of reasoned action. In that study, researchers anticipated the factors that affect users' positive vital responses, such as clicking 'Like' or 'Share', as a result of marketing responses such as purchase intention. Also, in the study conducted by See-To & Ho (2015), theoretical analysis of eWoM credibility and trust disposition link to trust beliefs and finally purchase intention was not tested in the empirical data. Hence, for this research, the author used the extended S-O-R model to further test the variables of the effectiveness of social advertising. The variables were peripheral route - affective perspective (ie advertising creativity and emotional appeal) and central route - cognitive perspective (ie eWoM credibility, informativeness, and trust disposition).

The five constructs of the effectiveness of social advertising were categorised into two aspects:

Affective aspect: advertising creativity and emotional appeal, which are linked to benevolent trust, represents the soft approach of trust and is also referred to as emotional trust. The development of trust is from one's instincts, intuition, or feelings which then move towards judging the advertising creativity and emotional appeal of the advertising as well as its trustworthiness (Breneman & Karimov, 2012). The determinants of benevolent trust are factors such as the presence of a third-party seal, mystery, corporate reputation, joy and fear, word-of-mouth, variety, referral and many more, especially in social advertising (Eastlick & Lotz, 2011; Johnson & Grayson, 2005; Lee & Kozar, 2010; Li et al., 2011; Kim, 2005; Kim et al. 2008).

1) Advertising creativity

To measure advertising creativity, this study modified the scale used in the study by Lee & Hong (2016) which encompasses two items (ie "The types of illustrated advertisement videos are unique" and "The types of illustrated advertisement videos are intriguing"). Feedback was taken down using a 7-point Likert scale ranging from 1 (entirely disagree) to 7 (entirely agree). The total score for advertising creativity varied from 1 to 14, with higher scores representing better advertising creativity.

2) Emotional appeal

To measure emotional appeal, this study modified the scale used in the study by Lee & Hong (2016) and Bakhtiyari, Ziegler, & Husain (2017) which encompasses three items (ie "I was emotionally attracted by the key message of the illustrated advertisement videos" and "The emotional aspect of the illustrated advertisement videos leads me to like the advertisement"). Feedback was taken down using a 7-point Likert scale ranging from 1 (entirely disagree) to 7 (entirely agree). The total score for emotional appeal varied from 1 to 21, with higher scores representing better emotional appeal.

Cognitive aspect: informativeness, eWoM credibility and trust disposition are linked to integrity and competent trusts which are developed from a set of careful and rational thinking. This reflects the consumer's confidence in an e-retailer to ensure that they are reliable and dependable in keeping their promises honestly and accurately in line with their social advertising. The determinants of integrity and competence of trust are perceived as security and privacy awareness, system reliability, information quality and coherence.

3) eWoM credibility

To measure eWoM credibility, this study modified the scale used in the study by Bataineh (2015) which encompasses three items (ie "The contacts on my social networking site will do everything within their capacity to help others" and "I believe these types of illustrated advertisement videos because my contacts on my social networking site always offer honest opinions"). Feedback was taken down using a 7-point Likert scale ranging from 1 (entirely disagree) to 7 (entirely agree). The total score for eWoM credibility varied from 1 to 21, with higher scores representing better eWoM credibility.

4) Informativeness

To measure informativeness, this study modified the scale used in the study by Lee & Hong (2016) and Kim & Han (2014) which encompasses four items (ie "The information obtained from the illustrated advertisement videos will be useful to browse my e-shopping online with my hectic lifestyle" and "The illustrated advertisement videos are a good source of up to date products or services information". Feedback was taken down using a 7-point Likert scale ranging from 1 (entirely disagree) to 7 (entirely agree). The total score for informativeness varied from 1 to 28, with higher scores representing better informativeness.

5) Trust disposition

To measure trust disposition, this study modified the scale used in the study by Gefen & Straub (2004) which encompasses four items (ie “I tend to count upon these types of illustrated advertisement videos” and “I feel that the illustrated advertisement videos are generally trustworthy”). Feedback was taken down using a 7-point Likert scale ranging from 1 (entirely disagree) to 7 (entirely agree). The total score for trust disposition varied from 1 to 28, with higher scores representing better trust disposition.

3.5.1.1 From a reflective to formative model

In a reflective model, the five latent constructs are measured independently (Borsboom, Mellenbergh, & Van Heerden, 2004; Rossiter, 2002) to trust beliefs. In the next section, trust beliefs represent the mediator between the peripheral route-affective perspective (which comprises advertising creativity and emotional appeal) and corporate reputation as well as the central route-cognitive perspective (which comprises eWoM credibility, informativeness and trust disposition) and corporate reputation. The researcher has converted the reflective model into a formative model by grouping the five independent constructs into two components. The latent constructs are dependent on each other (Borsboom, Mellenbergh, & Van Heerden, 2003).

In the next section,

Trust beliefs, corporate reputation and purchase intention are the variables which are the outcome of stimulus variables. The dependent variables can be measured by linear regression on the independent variables (stimulus), emotional behaviour (organism) and the dependent variable (response).

3.5.2 Organism and response variables: trust beliefs (O), corporate reputation (internal response) and purchase intention (external response)

Firstly, trust beliefs are an emotional behaviour variable (ie organism) of the five stimulus variables. Organism as an emotional behaviour in this research is trust beliefs, which is used to examine the relationship between the effectiveness of social advertising and trust beliefs.

To measure trust beliefs, this study modified the scale used in the study by Lu, Fan, & Zhou (2016) which encompasses eight items (ie “Promises made by the social advertisement brand are likely to be reliable” and “The illustrated advertisement brands are sincere and genuine”). Feedback was taken down using a 7-point Likert scale ranging from 1 (entirely disagree) to 7 (entirely agree).

Next, trust beliefs connect to corporate reputation in order to establish the relationship between trust beliefs and corporate reputation. To measure corporate reputation, this study modified the scale used by Pavlou (2003) and Jiyoung & Sharron (2013) which encompasses four items (ie “These illustrated advertising brands are widely known for having a good reputation” and “The illustrated advertisement brands are very popular”). Feedback was taken down using a 7-point Likert scale ranging from 1 (entirely disagree) to 7 (entirely agree). The total score for corporate reputation varied from 1 to 28, with higher scores representing better corporate reputation.

The last variable of S-O-R which is the purchase intention is dependent upon the corporate reputation variable. To measure purchase intention, this study modified the scale

used by Kim & Johnson (2016) which encompasses four items (ie “The likelihood of purchasing the product after watching the illustrated advertisement videos is high” and “My willingness to buy the illustrated products after watching the illustrated advertisement videos is high”). Feedback was taken down using a 7-point Likert scale ranging from 1 (entirely disagree) to 7 (entirely agree). The total score for purchase intention varied from 1 to 28, with higher scores representing better purchase intention. Cronbach's alpha was used in this research to compute the internal consistency, ie how closely linked a set of items are as a group. It is considered a scale of reliability.

3.5.2.1 Mediator as an organism

The mediator as an organism in this research refers to trust beliefs, which, in this research, is the factor used to test the effectiveness of social advertising with CSR on YouTube and the positive relationship it has with trust beliefs. In other words, the consumer's emotion measures the degree of effectiveness of social advertising with CSR in the YouTube environment.

Trust belief is a mediator in response to social advertising with CSR and antecedents of trust. The CSR information, CSR ad commitment and social comments will influence trust beliefs whether or not the receivers feel so. The viewers might trust the commitment of the CSR advertiser with respect to a social goal. In the past, theories argued that trust not only affects the online exchange (Yen & Gwinner, 2003) but that it is also central to online service dynamics (Harris & Goode, 2004). Furthermore, the general consensus of theorists concluded that trust is extremely important; a wide range of programs designed to build trust is demonstrated in Luo (2002). Finally, when it comes to consumers considering and evaluating

online exchange, trustworthiness is the key issue in most of the findings (Fusaro, Théoret & Charron, 2002). Thus, trust is consistently essential to the consumer when online shopping intentions occur and this will be the major construct in this study.

The three aspects of trust beliefs are benevolence, integrity and competence (Johnson & Grayson, 2005; Lu, Fan & Zhou, 2016).

1. Integrity and competence trust are developed from a set of careful rational thoughts, which reflect the consumer's confidence that an e-retailer is reliable and dependable in keeping their promises honestly and accurately. Perceived security, privacy awareness, system reliability, information quality and coherence are determinants of integrity and competence trust.
2. Meanwhile, benevolence trust is the soft approach to trust, which is also called emotional trust. Trust develops from one's instincts, intuition, or feelings towards the judgement of whether an individual, group or organisation is trustworthy (Breneman & Karimov, 2012). The determinants of benevolent trust are mystery, joy and fear, presence of a third-party seal, reputation, word-of-mouth, referral and variety, especially in e-commerce (Johnson & Grayson, 2005; Kim, 2005; Kim et al. 2008; Lee & Kozar, 2010; Eastlick & Lotz, 2011; Li et al., 2011).

3.5.3 The moderators – brand trust and brand familiarity

The moderating effects of brand trust and familiarity in terms of eWoM credibility and informativeness and eWoM credibility and trust beliefs are mentioned in Chapters 1 and 2.

3.5.3.1 Brand trust

To measure brand trust, this study modified the scale used by Habibi, Laroche, & Richard (2014) and Laroche, Habibi, Richard & Sankaranarayanan (2012) which encompasses six items (ie “The illustrated brands give me everything that I expect out of the product” and “I rely on the illustrated brands”). Feedback was taken down using a 7-point Likert scale ranging from 1 (entirely disagree) to 7 (entirely agree). The total score for brand trust varied from 1 to 42, with higher scores representing better brand trust.

3.5.3.2 Brand familiarity

To measure familiarity, this study modified the scale used in the study by Ha & Perks (2005) which encompasses three items (ie “These illustrated brands give me a feeling of goodwill” and “I am always aware of the illustrated brands on the web”). Feedback was taken down using a 7-point Likert scale ranging from 1 (entirely disagree) to 7 (entirely agree). The total score of familiarity varied from 1 to 21, with higher scores representing better familiarity.

Furthermore, we measured the moderation effect by adopting Smart PLS 3 software using the partial least squares algorithm and their significance was assessed by bootstrapping with 1,000 replications to run the moderation effect.

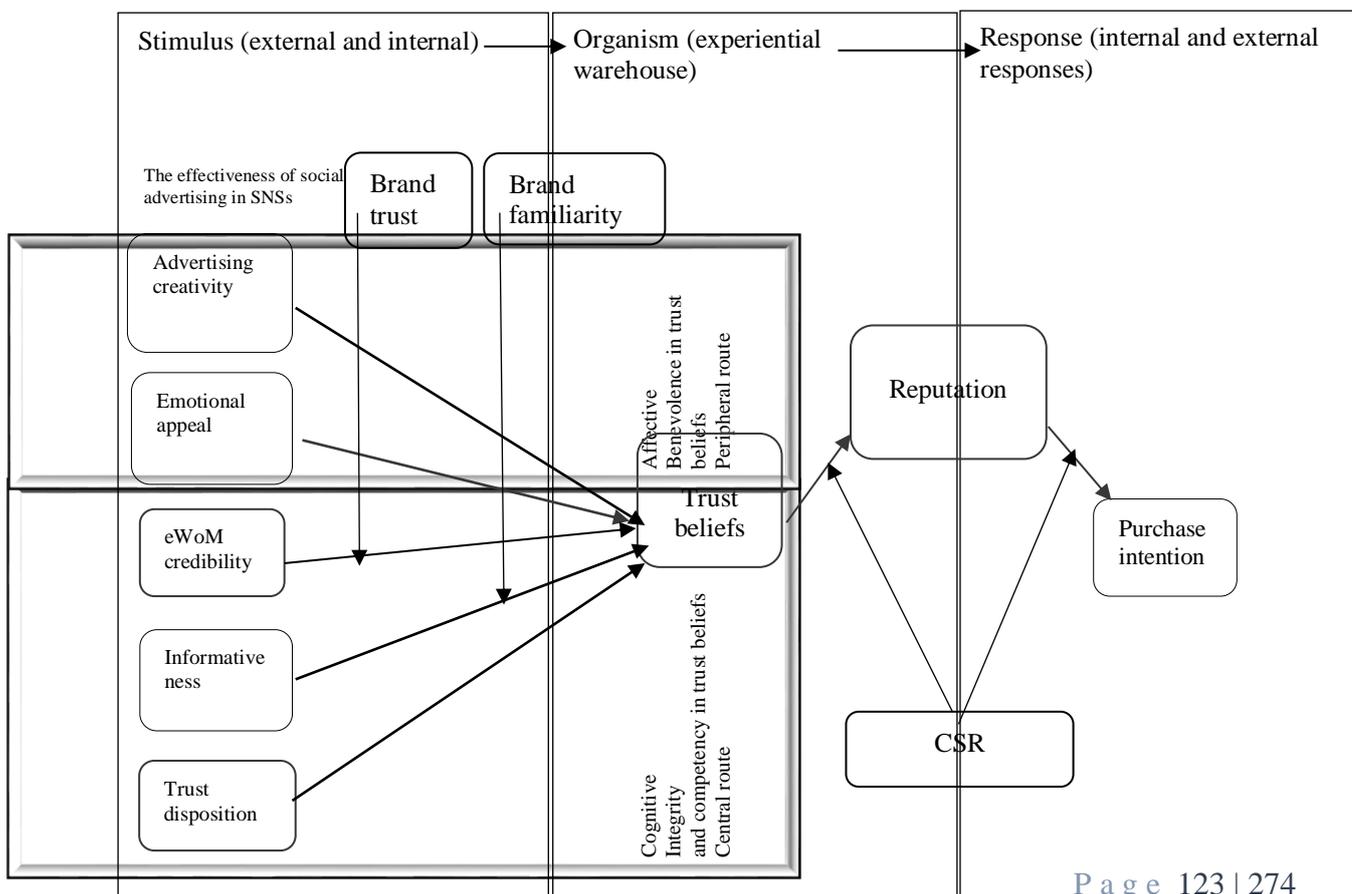
3.5.4 The comparison of CSR social advertising versus non-CSR social advertising

In general, CSR social advertising has significantly increased the firm’s profit for those who practice social marketing (Dibb, & Carrigan, 2013; Hastings & Saren, 2003). In this study,

a test was carried out to assess whether CSR social advertising helps to strengthen the relationship between trust beliefs and corporate reputation as well as corporate reputation and purchase intention. The comparison of the moderating effect of CSR versus non-CSR social advertising was measured by testing 2 groups of respondents; 1 group of respondents was tested with the examples of CSR social advertising and another group of respondents was tested with the examples of non-CSR social advertising. Software was used to run the comparison by adopting Smart PLS 3 via the partial least squares algorithm and their significance was assessed by bootstrapping with 1,000 replications to run the Welch-Satterthwait test.

The research framework with notations, illustrating the relationship between variables, which was put forward, is demonstrated in Figure 3.3 below:

Figure 3.3 The proposed research framework showing the relationship between the variables



3.6 Validity and reliability

3.6.1 Face validity

Both qualitative and quantitative validity were assessed through the face validity of the 11 variables in this research.

Qualitative assessment: for assessing the qualitative face validity of the 11 variables, 6 panellists were invited to assess and comment on the appropriateness, difficulty, relevance, and ambiguity of the items.

Quantitative assessment: the quantitative face validity was assessed by adopting the item impact technique. As a result, the same 6 panellists were asked to determine, for the variables as mentioned the above, the importance of the items on a Likert-type scale from 1 (not important) to 5 (completely important). The impact score of each item was calculated using the following formula: the mean score of the item's importance \times frequency (%) (Hajizadeh & Asghari, 2011; Maasoumi et al., 2013).

3.6.2 Content validity

Both qualitative and quantitative were assessed through the content validity of the 11 variables (Tojib & Sugianto, 2006).

Qualitative assessment: 6 panellists tested the 11 variables and they were asked to assess and comment on the wording, item allocation, and scaling of the items (Colton & Covert, 2007).

Quantitative assessment: quantitative content validity was assessed by calculating the content validity ratio (CVR) and content validity index (CVI) for the items. The 6 panellists were asked to rate the essentiality of the 11 items on a 3-point scale as follows: Not essential – 1, Useful but not essential – 2, and Essential – 3 (Cook & Beckman, 2006). The CVR was calculated using the following formula: $CVR = (ne - (N/2)) / (N/2)$ was used to calculate the CVR (Lawshe, 1975). The results of the CVR and CVI are discussed in Chapter 4.

CVI shows the relevance of the degree to which the items of the intended scale and CVI can be calculated for each individual item of a scale (Item-level or I-CVI) and also for all of the items (Scale-level or S-CVI). Thus, 6 panellists were asked to rate the relevance of the variables' items on a 4-point scale from 1 to 4, from 1= Not relevant, 2=Somewhat relevant, 3= Quite relevant and 4=Highly relevant. These results will be discussed in Chapter 4.

3.6.3 Reliability, convergent validity and discriminant validity

Reliability, convergent validity and discriminant validity were tested through Cronbach's alpha, t-value, average variance extracted (AVE), and Pearson's coefficient (Choi and La, 2013; Fornell and Larcker, 1981; Hair et al., 2010; Malhotra, 2009), especially widely used in CSR research (Berg et al., 2012; Choi & La, 2013; Martínez & Bosque, 2013) and computed using Smart PLS in this research.

Reliability refers to the study's ability to obtain consistent scores if repeated measurements were taken at different times and in different situations (Malhotra, 2009). Cronbach's alpha was used in this research to compute the internal consistency, ie how closely linked a set of items are as a group. It is considered a scale of reliability. A high value for alpha is not an indication that the computation is unidimensional. Furthermore, the internal consistency reliability test is used to test the consistency and stability in measuring what it is intended to measure. An acceptable score from the reliability coefficient test is between 0.8 and 0.7.

Convergent validity shows, when measuring similar variables, that an instrument is highly correlated with the instruments, whereas, discriminant validity indicates the degree to which different variables are measuring the same concept (Berg, Lidfors, Mostaghel & Philipson, 2012; Churchill, Brown & Suter, 2010; Malhotra, 2009).

Both convergent and discriminant validity were computed in Chapter 4. Convergent validity and discriminant validity were tested. First, convergent validity was assessed by examining factor loadings for each variable. All factor loadings were significant and exceeded the recommended 0.50 threshold (Hair, Black, Babin, Anderson, & Tatham, 2006). Convergent validity was further assessed by examining CR and average variances extracted (AVE) values. CR values were above 0.70 and AVE values were above 0.50, indicating that both CR and AVE values exceeded the corresponding cut off criteria (Hair et al., 2006).

3.7 Sampling strategy and data collection

This research used the purposive sampling method. The survey was conducted by the researcher. Based on the purposive sampling method, respondents were selected based on the criteria below.

A total of 653 responses were collected, which comprised 333 respondents from the total of 653 respondents who watched the examples of CSR social advertising and 320 respondents from the total of 653 respondents who watched the examples of non-CSR social advertising. Data collection was conducted using a method similar to the pilot study, through an electronic survey. The two examples for the effectiveness of social advertising drew a comparison between the impact of CSR and non-CSR environments on corporate reputation and purchase intention.

Participants filled in the survey questionnaire via digital tablets on their own (ie the questionnaire was programmed into the tablets and administered by interviewers, and data was then exported into an Excel file & SPSS later on).

Again, we followed the pilot test to use the same 2 examples of the effectiveness of social advertising x 2 different groups for CSR and non-CSR factors design. 333 respondents only watched 2 examples of CSR social advertising videos and 320 respondents only watched 2 examples of non-CSR illustrated social advertising videos. Both groups answered the same questions to make a comparison in this study. The questions were rated using a 7-point Likert scale (1: Entirely Disagree, 2: Mostly Disagree, 3: Somewhat Disagree, 4: Neither Agree or Disagree, 5: Somewhat Agree, 6: Mostly Agree and 7: Entirely Agree) to cater for the discriminative power within the group of responses (Hair, et al., 2006).

The survey was done in public places with high traffic within Klang Valley and Petaling Jaya, Malaysia. The places chosen were residential township areas such as Bandar Utama and TTDI, commercial areas such as MidValley and KL golden triangle, wet/morning/night markets, public parks such as Titiwangsa lake park and KLCC water fountain area, public food courts such as Nu sentral food court and Pavilion food court, transportation hubs / open buses or taxi stops/vicinity of a train station such as LRL stations, and open-space parking lots in KL areas. Strategic places to intercept respondents were determined by the researcher. The researcher then attempted to interview suitable candidates that passed by. When a survey was successfully conducted, the surveyor would skip three passers-by and attempt the survey again. This was done to ensure multiple respondents were not part of the same group. In order to achieve good results, only 10 to 60 samples were conducted per area.

The total duration of the electronic survey was 36 days. The researcher set up the project for seven days. Data collection took 22 days, while quality control and data processing took seven days to complete.

3.8 Sample size

To ensure the sample size correctly represented the population, this study utilised the method by Krejcie & Morgan (1970) which supplies a formula as well as a table to identify the sample size which is needed based on the population size. In this study, the total initial target was 524 respondents living in Malaysia.

Additionally, this study utilised power analysis by adapting Cohen, Cohen, West, & Aiken's (2003, p. 92) method to approximate the necessary sample size to attain sufficient

statistical power in evaluating the hypotheses. The formula provided by Cohen et al. (2003) is as follows.

$$n = \frac{L}{f^2} + k + 1$$

where:

n is the sample size;

L is a value achieved from the power value table for specific α , k , and power;

f^2 is the effect size for ordinary least squares regression;

K is the number of predictors in the regression model.

In G-power, the result of

Input:	Effect size f^2	=	.06
	α err prob	=	0.05
	Power (1- β err prob)	=	.8
	Number of predictors	=	9
Output:	Noncentrality parameter λ	=	16.2000000
	Critical F	=	1.9159945
	Numerator df	=	9
	Denominator df	=	260
	Total sample size	=	270
	Actual power	=	0.8011163

This research is comparable to the majority of academic studies in the area of social science which intend to attain the power of 95%, which implies that there is a greater than 95% possibility of turning down the null hypothesis correctly. Furthermore, adhering to Fisher (1925), Type I error is set at $\alpha = 0.05$, and the effect size chosen for $f^2 = 0.06$ which is a medium impact size for the regression evaluation (Cohen, 1988). By adapting Cohen et al.'s (2003) method and utilising G Power 3.1.7 software, the minimum necessary sample size was determined, and as shown in the above G-power result, the outcome indicates that 270 samples are sufficient to attain the desired statistical power.

This study takes the conservative approach and as such generalisability of findings will be increased; reference made to Krejcie & Morgan's (1970) method and a sample size of 262 is considered as the minimum required for the study to attain the best outcomes.

In selecting samples, the minimum requirement should meet the sample size of 524 (ie 262 respondents watching CSR social advertising and 262 respondents watching non-CSR social advertising); respondents were targeted and enough numbers were achieved through a direct one-to-one interview by adopting the technological devices to fill in online Google form questionnaires, meeting the criteria for both methods, ie Krejcie & Morgan (1970) and Cohen et al. (2003). However, the researcher collected more than what was the minimum required to achieve 333 respondents who watched CSR social advertising and 320 respondents who watched non-CSR social advertising; as a result, a total of 653 individuals responded.

3.9 Data analysis technique - Partial Least Square (PLS) and path analysis

According to Guide & Ketokivi (2015), research using the PLS technique would probably be desk-rejected owing to its lack of methodological justification. Despite the significant drawbacks of the technique, PLS path analysis is increasingly being promoted as a selected method for various analysis scenarios. A non-technical evaluation and empirical presentation of PLS's integral and intractable problems are provided to clarify its inappropriateness. It is shown that even though the PLS method is forwarded as a structural equation modelling (SEM) method, it is merely a regression with scale ratings and therefore has extremely restricted abilities to deal with the broad range of issues for which applied researchers utilise SEM.

PLS is the preferred method over SEM (Hahn, Johnson, Herrmann, & Huber, 2002). PLS involves integrated principal-components analysis with multiple regression and the objective of PLS is to benefit managers to have an analysis of endogenous variables in a satisfaction mode which provide the bottom-line managerial relevance such as profit, satisfaction, reputation and loyalty. Managers are able to benchmark with the results from PLS because the latent variables in PLS are simple to operate as principal components or weighted indices of the measurement variables. As such, managers are able to make use of the PLS scores from the regression estimation to make key resource allocation decisions in business, marketing and advertising budgets.

Bagozzi and Yi (1994) argued that PLS is preferred when: (1) the sample size is small, (2) improper or non-convergent results are likely (as when estimating a complex model with many variables and parameters), and (3) the data to be analysed is not multivariate normal (as

when distributions are highly skewed). Small samples are often used in satisfaction models with large negative skewness. This offers many attributes and multiple abstract benefits in the large and complex satisfaction models.

Furthermore, distinguished researchers and scholars have reviewed path analysis in SEM in various articles (Preacher, Rucker, & Hayes, 2007; Hayes, 2013; Kenny, 2014, Avsec & Kocijancic, 2016). In particular, the proposed technique is absolutely powerful to escalate the statistical evaluation. The results arising from the numerous regression analyses serve as the basis for the development of the path model "Double-headed or single-headed arrows" and squares in the path model stand for the structural correlations and their directions among the variables. The variables that followed from the regression evaluation were likewise used in the path model as endogenous (dependent), exogenous (independent), and mediating (intervening) variables.

In this study, the pilot study was designed to test the operation of the study, aiming to inform the main study and help highlight areas of improvement. It enabled the author to fine-tune the flow and simplify the instructions to make them more easily understood. A small-sample pilot study adopted the PLS technique and SmartPLS 3.0 software to run the measurements. PLS is an SEM technique used to analyse latent, unobserved concepts with multiple observed indicators, as well as confirm the validity of the constructs and assess the relationships between them; furthermore, SmartPLS 3.0 has an additional benefit in that a non-random samples test can be run (Henseler, Dijkstra, Sarstedt, Ringle, Diamantopoulos, Straub & Calantone, 2014). Convergent validity was tested to examine the correlation between the indicators to ensure strong relationships amongst indicators in the same construct. This study also followed Fornell & Larcker (1981), and Chin (1998) who suggested the measurement

scales should be evaluated in the following way: a) all indicator factor loadings ought be significant and exceed 0.5, b) composite reliability ought exceed 0.7, and c) AVE from each construct ought exceed 0.5.

3.9.1 Bootstrapping test

A bootstrapping test is a resampling strategy for hypothesis and estimation testing. In bootstrapping, the sample is presumed to be a pseudo-population, representative of the larger population that the sample was generated from. Calculating the interest in multiple resamples of the data set can produce the sampling distribution. When conducting inferential tests where no assumptions are made regarding the shape of the sampling distribution, bootstrapping can be adopted. Bootstrapping is able to calculate the estimation of the sampling distribution of an indirect effect by sampling N units with replacement from the original sample of N units. For hypothesis testing, when 0 lies outside the CI, the null hypothesis is rejected at the α level of significance. However, we can further advance such percentile-based CIs through bias-correction or bias-correction and acceleration. In bias correction methods, the ordinal positions of the $\hat{a}_1 + \hat{b}_1$ values in the sorted distribution of $\hat{a}_1 + \hat{b}_1$ that are used as the upper and lower bounds of the confidence interval need to be adjusted. Such corrections could improve CIs and inferences when used in the context of simple mediation models (MacKinnon et al., 2004).

3.9.2 Distribution normality

Before we test the hypotheses, data normality was assessed for each construct. Using SPSS 23, the univariate tests examined each continuous variable individually, to identify deviation from normality. For normally distributed data, the skewness index is zero, while the

kurtosis index is three. As such, it is recommended that the values for the kurtosis index should be between -2 and +2, and the skewness should be less than 3.0 (Harrington, 2009; Mallery & George, 2010).

3.10 Ethical considerations

Ethical considerations are one of the most important keystones when it comes to conducting a meaningful study (Field & Behrman, 2004; Trimble & Fisher, 2006). In this study, the principles of confidentiality, transparency and consent of the respondents were upheld. Respondents were asked to participate voluntarily without incentives and they were informed of the purpose of the survey and they were fully aware that they were able to quit the survey whenever they wanted to (Wilson, 2006).

Accurate reporting:

Research findings must be accurate; that is, they should be based on the original data, and the report should be written judiciously. This research also has enough references and details for future researchers to replicate this study.

Originality and plagiarism:

This study is the researcher's original work and if others' words and works were used in the study, they are quoted and cited appropriately.

Unbiased attitude:

The researcher is fully aware that the research findings, assumptions and recommendations may affect society. As such, the researcher carried out this study without any bias and did not make any assumptions with an aura of indisputability.

Data collection:

The methods of data collection as well as the sources of data used are disclosed in the research in detail.

People's rights, dignity, and diversity:

The researcher respects the dignity, rights and worth of every individual and does not discriminate based on gender; age; race; national origin; ethnicity; or religion. All individual and cultural differences were respected, and each individual was given the right to have attitudes, values, and opinions that differed from the researcher's.

Social responsibility:

In line with the researcher's scientific and professional responsibility towards the community and society, the researcher made her research findings and knowledge public.

3.11 Chapter summary

This chapter began with a chapter outline, which was followed by the research methodology. As such, the study was carried out by testing the theory and hypotheses by studying the relationship between variables in order to predict the response for purchase intention in Malaysia as moderated by social advertising with CSR, and finally aims to generalise the findings.

Next, the research model was developed, and measurements of variables will be discussed in detail in the next chapter.

CHAPTER 4

FINDINGS

Chapter 4 presents the results of the research. First, a small panel group to be tested in the face validity assessment was conducted to ensure the questionnaires were reliable and valid. Second, the researchers conducted a pilot test trial run for the questionnaires and survey methods before the main survey was conducted. The advantage of a pilot test is that it is able to identify where the main research could fail, whether the proposed methods or instruments are appropriately adopted as well as giving a pre-result before the actual main research is carried out (Van Teijlingen, & Hundley, 2001). The pilot test results are presented in the first part of this chapter.

The main research was carried out and the main tests of the proposed hypotheses as well as the results of comparison testing are presented in this chapter.

4.1 Face validity test

The face validity test was assessed both quantitatively and qualitatively. This test is a prerequisite test before the main study to affirm the quality of the main study.

4.1.1 Qualitative face validity assessment

In order to assess the qualitative face validity of the effective social advertising, 6 senior researchers were asked to assess as well as to comment on the relevance, difficulty, appropriateness, and ambiguity of the items in the questionnaire. The experts were also asked for comments on the item allocation, wording and scaling of the items. Moreover, the total amount of time needed to complete the scale was also identified in this step. Following the

comments by the experts, the final scale was approved. Below is the summary of the comments from the 6 panellists.

Appropriateness: Relevant with a degree of emphasis on certain themes

Difficulty: Easily understood

Relevant: Yes, appropriate and necessary for a full understanding

Ambiguous: No, the questions were not ambiguous

The wording allocation from general responses from 6 panellists:

The wording: Appropriate, clear, concise

Item allocation: Appropriate, clear, concise

4.1.2 Quantitative face validity assessment

The quantitative content validity of the scale was assessed by calculating the content validity index (CVI) and the content validity ratio (CVR) for each item. CVR shows how essential the items are. For this test, panellists were asked to rate how essential each of the MDS-R items were on a 3-point scale according to the following: 1: Not essential; 2: Useful but not essential; and 3: Essential. Based on Lawshe (1975), when there are at least 6 panellists, the minimum acceptable CVR is .49 (refer to Table 4.1).

Next, the item impact technique was adopted to assess the quantitative face validity of the CSR social advertisement questionnaires. For this test, the 6 senior researches had to determine how important each question was on a Likert-type scale from 1 (Not important) to 5 (Completely important). From this, the item impact score for each question was calculated using the formula: $\text{Importance} \times \text{Frequency (\%)}$. The frequency in this formula refers to the number of respondents who gave a score of 4 or 5 to the intended item. Items were considered

suitable and were maintained in the scale if the impact score of the item was more than 1.5 (Hajizadeh & Asghari, 2011; Maasoumi, Lamyian & Montazeri, 2013). In this case, the impact score for all questions was between 2 and 5. Hence, all questions were considered suitable and were then maintained in the scale.

At the same time, CVI represents the degree to which the questions in the scale are relevant, simple and clear. For each item and for the overall scale, CVI can be calculated (Item-level or I-CVI and Scale-level or S-CVI respectively). Accordingly, the same 6 panellists were asked to rate the relevance of the CSR social advertisement questionnaires on a 4-point scale ranging from 1 to 4, whereby 1 represented “Not relevant,” and 4 represented “Highly relevant”. The I-CVI of each item was calculated by dividing the number of experts who had rated an item as 3 or 4 by the total number of panellists. According to Lynn (1986), when there are at least 6 panellists, items require an I-CVI value of .79 or more to be seen as appropriate (refer to Table 4.1).

In conclusion, the qualitative and quantitative face validity test was validated and was deemed appropriate in responding to the research questions. We shall proceed with pilot data collection in next section.

Table 4.1 – Quantitative face validity relevant and essential assessment

	Relevant Validity CVI (1-4)	Essential Validity CVR (1-3)
EA1. I had an intense feeling over the illustrated advertisement videos	1.00	3.27
EA2. I was emotionally attracted by the key message of the illustrated advertisement videos	1.00	3.60

EA3. The illustrated advertisement videos energised me	0.83	3.27
IS1. The information obtained from the illustrated advertisement videos would be useful to browse my e-shopping online with my hectic lifestyle	1.00	2.60
IS2. I would learn a lot from using the illustrated advertisement videos	1.00	2.93
IS3. The illustrated advertisement videos provide timely information on products or services	1.00	2.27
IS4. The illustrated advertisement videos are a good source of up to date products or services information	1.00	2.27
AdC1. The types of illustrated advertisement videos are unique	1.00	3.60
AdC2. The types of illustrated advertisement videos are intriguing	1.00	3.27
eWoM1. I feel confident about having discussions with the contacts on my social networking site	1.00	3.93
eWoM2. The contacts on my social networking site will do everything within their capacity to help others	1.00	3.27
eWoM3. I believe these types of illustrated advertisement videos because my contacts on my social networking site always offer honest opinions	0.83	3.60
TrustD1. I tend to count upon these types of illustrated advertisement videos	1.00	2.60
TrustD2. I generally have faith in these types of illustrated advertisement videos	1.00	2.93
TrustD3. I feel that the illustrated advertisement videos are generally well-meaning	0.83	3.60
TrustD4. I feel that the illustrated advertisement videos are generally trustworthy	0.83	3.60
TrustB1. Promises made by the social advertisement brand are likely to be reliable	1.00	3.60
TrustB2. The illustrated advertisement brands are sincere and genuine	1.00	3.93
TrustB3. I expect that the illustrated advertisement brands will keep promises they make	1.00	3.93
TrustB4. The illustrated advertisement brands are competent and effective	0.83	3.27
TrustB5. The illustrated advertisement brands perform their role very well	1.00	3.27
TrustB6. The illustrated advertisement brands know about the product	1.00	3.27
TrustB7. These illustrated advertisement brands are interested in my well-being	1.00	3.27
TrustB8. I expect that these illustrated advertisement brands' intentions are benevolent	1.00	3.60
Reputation1. These illustrated advertisement brands have been known for a long time	1.00	3.27
Reputation2. These illustrated advertisement brands are widely known for having a good corporate reputation	1.00	3.60
Reputation3. The illustrated advertisement brands are very popular	1.00	3.60
Reputation4. The illustrated advertisement brands are known to be dependable	1.00	3.27

Familiarity1. These illustrated brands give me a feeling of goodwill	1.00	2.27
Familiarity2. I am always aware of the illustrated brands on the web	0.83	3.60
Familiarity3. The site has a good reputation	1.00	3.93
BrandTrust1. The illustrated brands give me everything that I expect out of the product	1.00	3.93
BrandTrust2. I rely on the illustrated brands	1.00	3.93
BrandTrust3. These illustrated brands never disappoint me	1.00	2.93
BrandTrust4. The illustrated brands are of the highest quality	1.00	3.27
BrandTrust5. I trust these illustrated brands	1.00	3.27
BrandTrust6. These illustrated brands are honest	1.00	3.93
PurchaseIntention1. The likelihood of purchasing the product after watching the illustrated advertisement videos is high	1.00	3.27
PurchaseIntention2. If I were going to buy the products after watching the illustrated advertisement videos, I would consider buying them from these illustrated brands	1.00	3.27
PurchaseIntention3. The probability that I would consider buying the illustrated products from these brands is high	1.00	2.93
PurchaseIntention4. My willingness to buy the illustrated products after watching the illustrated advertisement videos is high	1.00	3.27
Overall. Overall the illustrated advertisement videos at the social networking site do lead to your purchase intention	1.00	3.27

4.2 Pilot study

4.2.1 Procedure and design of the experiment

The pilot study was designed to test the research questionnaire to enable the main study to be carried out more smoothly. A pilot test was done using the questionnaire for 182 respondents to test the moderator effects of CSR on social advertising effectiveness. Out of the 182 respondents, 92 respondents were tested on the examples of CSR social advertising and 90 respondents were tested on the examples of non-CSR social advertising with the sample set of questionnaires respectively. The questionnaire used was designed following prior literature, in line with the constructs highlighted in the proposed research framework (refer to Appendix 1). The questionnaire contained 41 questions that explored the ten constructs, as well as two questions on demographics, one question on whether participants like or dislike the illustrated social advertising, one question on whether respondents constantly log into SNSs to update themselves on current trend knowledge and finally, an open question on why respondents like or dislike illustrated social advertising (refer to Table 4.2 - Pilot test). For each variable relating to the constructs, respondents were asked to indicate their answer for each statement using the 7-point Likert scale ranging from “1- strongly disagree” to “7-strongly agree” (Stewart, Dunn, & Cunningham, 2015). Hence, the pre-experiment test had two illustrated videos of social advertising as well as 2 different factorial designs for CSR and non-CSR respondents. Data was collected in shopping malls, using tablets to conduct the survey. Two separate questionnaires were used for 2 different groups of respondents using the purposive sampling method. The questionnaires were screened for completeness and no questionnaire was found to be incomplete. As indicated in Table 4.2 below, the questions were designed to answer the ten constructs in the research framework.

Table 4.2 Pilot study – questionnaire constructs and variables

Constructs	Indicators	Questions
Emotional Appeal	EmoAppeal1	I had an intense feeling from the illustrated advertisement videos
	EmoAppeal2	I was emotionally attracted by the key message of the illustrated advertisement videos
	EmoAppeal3	The emotional aspect of the illustrated advertisement videos leads me to like the advertisements
Informativeness	InfoStimulus1	The information obtained from the illustrated advertisement videos would be useful to browse my e-shopping online with my hectic lifestyle
	InfoStimulus2	I would learn a lot from using the illustrated advertisement videos
	InfoStimulus3	I think the information obtained from the illustrated advertisement videos would be helpful
Advertising Creativity	AdCreativity1	The types of illustrated advertisement videos are unique
	AdCreativity2	The types of illustrated advertisement videos are ordinary
	AdCreativity3	The types of illustrated advertisement videos are intriguing
eWoM credibility	eWoM1	The average rating for these types of illustrated advertisement videos are high in knowledge
	eWoM2	The online comments on these types of illustrated advertisement videos are positive
Trust Disposition	TrustDispo1	I generally trust these types of illustrated advertisement videos
	TrustDispo2	I tend to count upon these types of illustrated advertisement videos
	TrustDispo3	I generally have faith in these types of illustrated advertisement videos
	TrustDispo4	I feel that the illustrated advertisement videos are generally well-meaning
	TrustDispo5	I feel that the illustrated advertisement videos are generally trustworthy
	TrustDispo6	I feel that the illustrated advertisement videos are generally reliable
Trust Beliefs	TrustBelief1	Promises made by the social advertisement brand are likely to be reliable
	TrustBelief2	I doubt the honesty of the illustrated advertisement brands
	TrustBelief3	The illustrated advertisement brands are sincere and genuine
	TrustBelief4	I expect that the illustrated advertisement brands will keep promises they make
	TrustBelief5	The illustrated advertisement brands are competent and effective
	TrustBelief6	The illustrated advertisement brands perform their role very well
	TrustBelief7	The illustrated advertisement brands know about the product
	TrustBelief8	The illustrated advertisement brands know how to provide excellent service
	TrustBelief9	I believe that the illustrated advertisement brands would act in my best interest

	TrustBelief10	These illustrated advertisement brands are interested in my well-being
	TrustBelief11	I expect that these illustrated advertisement brands' intentions are benevolent
Corporate Reputation	Reputation1	These illustrated advertisement brands have been known for a long time
	Reputation2	These illustrated advertisement brands are widely known for having a good corporate reputation
	Reputation3	The illustrated advertisement brands are very popular
	Reputation4	The illustrated advertisement brands are known to be dependable
Brand Familiarity	Familiarity1	These illustrated brands give me a feeling of goodwill
	Familiarity2	I am always aware of the illustrated brands on the web
	Familiarity3	The site has a good reputation
	Familiarity4	Navigation at the site makes me feel uncomfortable
Brand Trust	BrandTrust1	The illustrated brands give me everything that I expect out of the product
	BrandTrust2	I rely on the illustrated brands
	BrandTrust3	These illustrated brands never disappoint me
Purchase Intention	Purchase1	The likelihood of purchasing the product after watching the illustrated advertisement videos is high
	Purchase2	If I were going to buy the products after watching the illustrated advertisement videos, I would consider buying them from these illustrated brands
	Purchase3	I would not consider buying the products after watching the illustrated advertisement videos
	Purchase4	The probability that I would consider buying the illustrated products from this brand is high
	Purchase5	My willingness to buy the illustrated products after watching the illustrated advertisement videos is high

4.2.2 Profile of respondents and descriptive statistics

The important findings and items learned from the pilot study were used to improve the main study. Data collected were then analysed using SPSS 20. Both the sample demographics as well as the descriptive statistics were then calculated and tabulated in Table 4.3 below.

Out of the 182 valid responses, 130 (71%) were female while 52 (29%) were male in the illustrated effectiveness of social advertising.

The total sample analysed was slightly skewed towards young adults, as 106 (58%) respondents were 21-25 years old, while 23% were aged 26-30, 7% were aged 31-35, 4% were 36-40, 7% were 41-45, 1% were 51-55 while the remaining 1% were aged 56 and above. Most respondents liked the illustrated effectiveness of social advertising (77%), while 21% disliked it and 2% had no response.

Table 4.3 Pilot study - sample demographics and interests

		Total respondents	
		N	Valid Percent
Like Dislike Ad	Like	140	77%
	Dislike	38	21%
	Missing no response	4	2%
Gender	Male	52	29%
	Female	130	71%
Age	21-25 years old	106	58%
	26-30 years old	41	23%
	31-35 years old	12	7%
	36-40 years old	8	4%
	41-45 years old	12	7%
	51-55 years old	2	1%
	56 years old and above	1	1%

Pilot test sample demographic: total N=182

4.2.3 Pilot study measurement model

The measurements of the pilot study are validated and verified in Table 4.4 below. Convergent validity was tested to examine the correlation between the indicators to ensure strong relationships amongst indicators in the same construct. The Cronbach's alpha scores ranged from 0.93 to 0.99, which was greater than the recommended minimum level of 0.7, indicating strong internal reliability. The composite reliabilities of constructs ranged from 0.97

to 0.98, with all values above the recommended level of 0.7. The AVE values, ranging from 0.88 to 0.93, were greater than the recommended 0.5 level. Consequently, the pilot study met all three conditions for convergent validity.

Table 4.4 Pilot study - measurement model

Constructs	Indicators	Loading factors	t-value	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
AdCreativity	AdCreativity1	0.95	87.76	0.95	0.95	0.97	0.92
	AdCreativity2	0.96	134.41				
	AdCreativity3	0.95	97.88				
eWoM credibility	EWOM1	0.96	131.44	0.93	0.93	0.97	0.93
	EWOM2	0.97	171.92				
EmoAppeal	EmoAppeal1	0.95	78.66	0.95	0.95	0.97	0.92
	EmoAppeal2	0.97	126.97				
	EmoAppeal3	0.96	126.95				
Informativeness	Informative1	0.95	95.70	0.95	0.96	0.97	0.92
	Informative2	0.96	144.91				
	Informative3	0.96	88.47				
TrustDisposition	TrustDispo1	0.93	71.01	0.97	0.97	0.98	0.88
	TrustDispo2	0.93	56.93				
	TrustDispo3	0.95	113.21				
	TrustDispo4	0.93	72.62				
	TrustDispo5	0.95	98.60				
	TrustDispo6	0.95	71.87				
TrustBeliefs	TrustBelief1	0.91	37.88	0.99	0.99	0.99	0.88
	TrustBelief10	0.94	77.19				
	TrustBelief11	0.95	88.51				
	TrustBelief2	0.91	43.17				
	TrustBelief3	0.94	61.61				
	TrustBelief4	0.93	45.69				
	TrustBelief5	0.96	114.50				
	TrustBelief6	0.94	56.40				
	TrustBelief7	0.94	84.52				
	TrustBelief8	0.96	139.61				
PurchaseIntention	Purchase1	0.93	72.18	0.97	0.97	0.98	0.90
	Purchase2	0.96	130.63				
	Purchase3	0.96	125.54				
	Purchase4	0.95	95.71				
	Purchase5	0.94	60.71				

4.2.4 Pilot study correlation matrix, discriminant validity, and regression analysis

Table 4.5 below shows the relationships between the constructs in the theoretical model. It shows that correlations amongst all the constructs are significant at the 0.01 and 0.05 levels.

Table 4.5 Pilot study – correlation matrix

CSR	Emotional Appeal	InfoStimulus	Ad Creativity	EWOM C.	Trust Disposition	Trust Beliefs	Corp Reputation	Brand familiarity	Branding	Purchase	
emotional appeal	1										
Informativeness	.917**	1									
AdCreativity	.949**	.921**	1								
EWOM C.	.924**	.916**	.937**	1							
TrustDisposition	.861**	.881**	.869**	.891**	1						
TrustBeliefs	.914**	.901**	.923**	.928**	.882**	1					
Corp Reputation	.862**	.851**	.891**	.870**	.813**	.930**	1				
Familiarity	.866**	.865**	.873**	.898**	.862**	.937**	.940**	1			
BrandTrust	.841**	.829**	.837**	.877**	.883**	.895**	.865**	.904**	1		
Purchase	.859**	.857**	.883**	.903**	.885**	.908**	.842**	.896**	.917**	1	
Non-CSR	EmotionalAppeal	1									
	Informativeness	.666**	1								
	AdCreativity	.838**	.714**	1							
	EWOM C.	.795**	.851**	.832**	1						
	TrustDisposition	.748**	.872**	.766**	.864**	1					
	TrustBeliefs	.692**	.883**	.694**	.846**	.870**	1				
	Corp Reputation	.565**	.801**	.568**	.744**	.740**	.852**	1			
	Brand familiarity	.582**	.791**	.608**	.726**	.771**	.801**	.866**	1		
	BrandTrust	.713**	.746**	.664**	.762**	.754**	.812**	.811**	.820**	1	
	Purchase	.690**	.723**	.619**	.737**	.776**	.805**	.767**	.763**	.841**	1

** . Correlation is significant at the 0.01 level (2-tailed), *.05 level (2 tailed)

Table 4.6 below shows the relationships between the constructs in the theoretical model. It shows that correlations amongst all the constructs have a lower value than each construct. Therefore, the pilot study construct is valid.

Table 4.6 Pilot test – discriminant validity

	AdCreativity	EWOM C.	EmoApp	InfoStimulus	Purchase Intention	Trust Belief
AdCreativity	0.959					
EWOM Credibility	0.895	0.968				
EmoApp	0.908	0.878	0.957			
Informativeness	0.826	0.885	0.803	0.959		
PurchaseIntention	0.791	0.855	0.818	0.818	0.949	
TrustBelief	0.827	0.898	0.830	0.899	0.891	0.946

Table 4.7 below summarises the hypothesised paths in the proposed research framework and the corresponding regression test results, including the path coefficients and their significance whereby t value > 1.96 and p-value < 0.05 as a guide. Due to the sample size being small, there are insignificant paths. H1 was not supported: the relationship of advertising creativity to trust beliefs was insignificant at p=0.789. H2 was not supported: the relationship of emotional appeal to trust beliefs was insignificant at p=0.438. H3 was supported: the relationship of eWoM credibility to trust beliefs was significant at p=0.035. H4 was supported: the relationship of informativeness to trust beliefs was significant at p=0.004. H5 was not supported: the relationship of trust disposition to trust beliefs was insignificant at p=0.225. H6 was supported: the relationship of trust beliefs to corporate reputation was significant at p=0.000. H7 was supported: the relationship of corporate reputation to purchase intention was significant at p=0.000. H8 was supported: the extent to which brand trust moderated eWoM credibility and trust beliefs was significant at p=0.020. H9 was supported: the extent to which brand familiarity moderated informativeness and trust beliefs was significant at p=0.007.

The path coefficient may not be shown to be significant to support all hypotheses but this could be due to the sample size being small. The next step was to test the model again in the main study with a greater sample size.

Table 4.7 Pilot study – path coefficient

Path Coefficient - in overall	Path direction	Standardized path coefficient	Standard Deviation	t-value	P Values	Significant
H1 AdCreativity --> Trust Beliefs	S-O	-0.029	0.108	0.269	0.789	No
H2 EmoApp --> Trust Beliefs	S-O	0.077	0.099	0.776	0.438	No
H3 EWOM Credibility --> Trust Beliefs	S-O	0.182	0.086	2.121	0.035	Yes
H4 Informativeness --> Trust Beliefs	S-O	0.244	0.083	2.952	0.004	Yes
H5 Trust disposition --> Trust Beliefs	S-O	0.119	0.098	1.218	0.225	No
H6 TrustBeliefs -->Corporate Reputation	O-Internal R	0.896	0.021	43.145	0	Yes
H7 Corporate Reputation --> Purchase Intention	Internal R-External R	0.808	0.036	22.231	0	No
H8 EWOMxBrandtrust --> TrustBeliefs	Moderation	0.166	0.071	2.345	0.02	Yes
H9 InformativenessxBrand familiarity --> TrustBeliefs	Moderation	-0.201	0.074	2.732	0.007	Yes

Note: Bold and Italics for significant hypotheses

4.2.5 Pilot study learning

The pilot study results showed strong and positive correlations of the five constructs in the proposed framework. They also helped verify the validity of each construct. However, the regression analysis results indicated a few areas in which the hypotheses were not very well supported with regard to the effectiveness of social advertising. Firstly, it may necessitate looking into the questionnaires of each construct in the main study. Secondly, it could be due to the pilot study having a smaller sample size, and hence with the adjustment of the questionnaires and a bigger sample size in the main study, hopefully the results will improve to support the hypotheses. In addition, the main study would hopefully help to determine if the impact is indeed not strong, which may provide researchers with an alternative view of previous empirical results (Choi & La, 2013).

Regarding the sample size, though it was sufficient to collect responses from 182 respondents for the pilot study, it was expected that the main study would require much more time and effort, due to its larger sample size and requirements and screening criteria for the stratified samples. The physical data collection with tablets method was found to be relatively convenient to administer and time-saving for respondents, making them more willing to answer the survey questions; additionally, data collected would be direct transferred to an Excel sheet for easy data analysis. Based on the face validity test and pilot test results, the revised questions are listed below in Table 4.8.

Table 4.8 – Revised questions for the main study

Constructs	Indicators	Questions
Emotional Appeal	EmoAppeal1	I had an intense feeling from the illustrated advertisement videos
	EmoAppeal2	I was emotionally attracted by the key message of the illustrated advertisement videos
	<i>EmoAppeal3</i>	<i>The illustrated advertisement videos energised me</i>
Informativeness	Informative1	The information obtained from the illustrated advertisement videos would be useful to browse my e-shopping online with my hectic lifestyle.
	Informatives2	I would learn a lot from using the illustrated advertisement videos
	<i>Informative3</i>	<i>The illustrated advertisement videos provide timely information on products or services</i>
	<i>Informative4</i>	<i>The illustrated advertisement videos are a good source of up to date products or services information</i>
Advertising Creativity	AdCreativity1	The types of illustrated advertisement videos are unique
	AdCreativity2	The types of illustrated advertisement videos are intriguing
eWoM Credibility	<i>eWoM1</i>	<i>I feel confident about having discussions with the contacts on my social networking site</i>
	<i>eWoM2</i>	<i>The contacts on my social networking site will do everything within their capacity to help others</i>
	<i>eWoM3</i>	<i>I believe these types of illustrated advertisement videos because my contacts on my social networking site always offer honest opinions</i>
Trust Disposition	TrustDispo1	I tend to count upon these types of illustrated advertisement videos
	TrustDispo2	I generally have faith in these types of illustrated advertisement videos
	TrustDispo3	I feel that the illustrated advertisement videos are generally well-meaning
	TrustDispo4	I feel that the illustrated advertisement videos are generally trustworthy
Trust Beliefs	TrustBelief1	Promises made by the social advertisement brand are likely to be reliable
	TrustBelief2	The illustrated advertisement brands are sincere and genuine

	TrustBelief3	I expect that the illustrated advertisement brands will keep promises they make
	TrustBelief4	The illustrated advertisement brands are competent and effective
	TrustBelief5	The illustrated advertisement brands perform their role very well
	TrustBelief6	The illustrated advertisement brands know about the product
	TrustBelief7	These illustrated advertisement brands are interested in my well-being
	TrustBelief8	I expect that these illustrated advertisement brands' intentions are benevolent
Corporate Reputation	Reputation1	These illustrated advertisement brands have been known for a long time
	Reputation2	These illustrated advertisement brands are widely known for having a good corporate reputation
	Reputation3	The illustrated advertisement brands are very popular
	Reputation4	The illustrated advertisement brands are known to be dependable
Brand familiarity	Familiarity1	These illustrated brands give me a feeling of goodwill
	Familiarity2	I am always aware of the illustrated brands on the web
	Familiarity3	The site has a good reputation
Brand Trust	BrandTrust1	The illustrated brands give me everything that I expect out of the product
	BrandTrust2	I rely on the illustrated brands
	BrandTrust3	These illustrated brands never disappoint me
	BrandTrust4	<i>The illustrated brands are of the highest quality</i>
	BrandTrust5	<i>I trust these illustrated brands</i>
	BrandTrust6	<i>These illustrated brands are honest</i>
Purchase Intention	Purchase1	The likelihood of purchasing the product after watching the illustrated advertisement videos is high
	Purchase2	If I were going to buy the products after watching the illustrated advertisement videos, I would consider buying them from these illustrated brands
	Purchase3	The probability that I would consider buying the illustrated products from these brands is high
	Purchase4	My willingness to buy the illustrated products after watching the illustrated advertisement videos is high

Note: Questions in bold and italics are the new questions added for the main study

4.3 Main study

4.3.1 Main study and demographic summary

This portion of Chapter 4 contains reports on data preparation and analysis. First of all, data cleaning, coding and screening were done, and the respondent profiles were then introduced. Then, the main analysis was done following the measurement model, structural model and the theoretical framework. Also, the hypotheses were tested and presented using a path diagram while the significance of the rating differences by demographics was also analysed and presented.

An overview of the demographics from SPSS will be introduced here to understand the respondent's gender split, age groups, ethnicity and occupations. Data were collected within the boundary of Kuala Lumpur and Petaling Jaya and all respondents were Malaysian (refer to Table 4.9 Main study – demographics).

Gender was well spread from the data collected. There were 322 (49%) males and 331 (51%) females from the total collection (refer to Table 4.9– gender, age, ethnicity and occupation in the main study).

As for the distribution of age for the effectiveness of social advertising survey, 22% were 21-25 years old, 15% were 26-30 years old, 21% were 31-35 years old, 15% were 36-40 years old, 11% were 41-45 years old, 8% were 46-50 years old, 5% were 51-55 years old, and 3% were 56 years old and above.

The ethnic groups consisted of 55% Malay, 26% Chinese and 20% Indian from the entire effectiveness of social advertising survey.

The respondents' occupations were mostly management/executives (15%), other white collar jobs (17%), skilled/semi-skilled jobs (20%) and self-employed/businessmen (22%). The rest were professionals (7%), government officers/civil servants (6%) and uniform personnel (3%).

Table 4.9 Main study - gender, age, ethnicity, occupation

		Frequency	Percent
Gender	Male	322	49%
	Female	331	51%
Age	21-25 years old	143	22%
	26-30 years old	99	15%
	31-35 years old	134	21%
	36-40 years old	96	15%
	41-45 years old	72	11%
	46-50 years old	52	8%
	51-55 years old	35	5%
	56 years old and above	22	3%
Ethnic	Malay	356	55%
	Chinese	167	26%
	Indian	130	20%
Occupation	Professional	44	7%
	Government Officers / Civil servant	41	6%
	Management / Executive	100	15%
	Other white collars	114	17%
	Skilled / semi-skilled jobs	128	20%
	Other blue collars	64	10%
	Uniform personnel	17	3%
	Self-employed / Businessman	145	22%

Main study - gender, age, ethnicity, occupation: total N = 653

4.3.2 2-step approach to theory testing and development

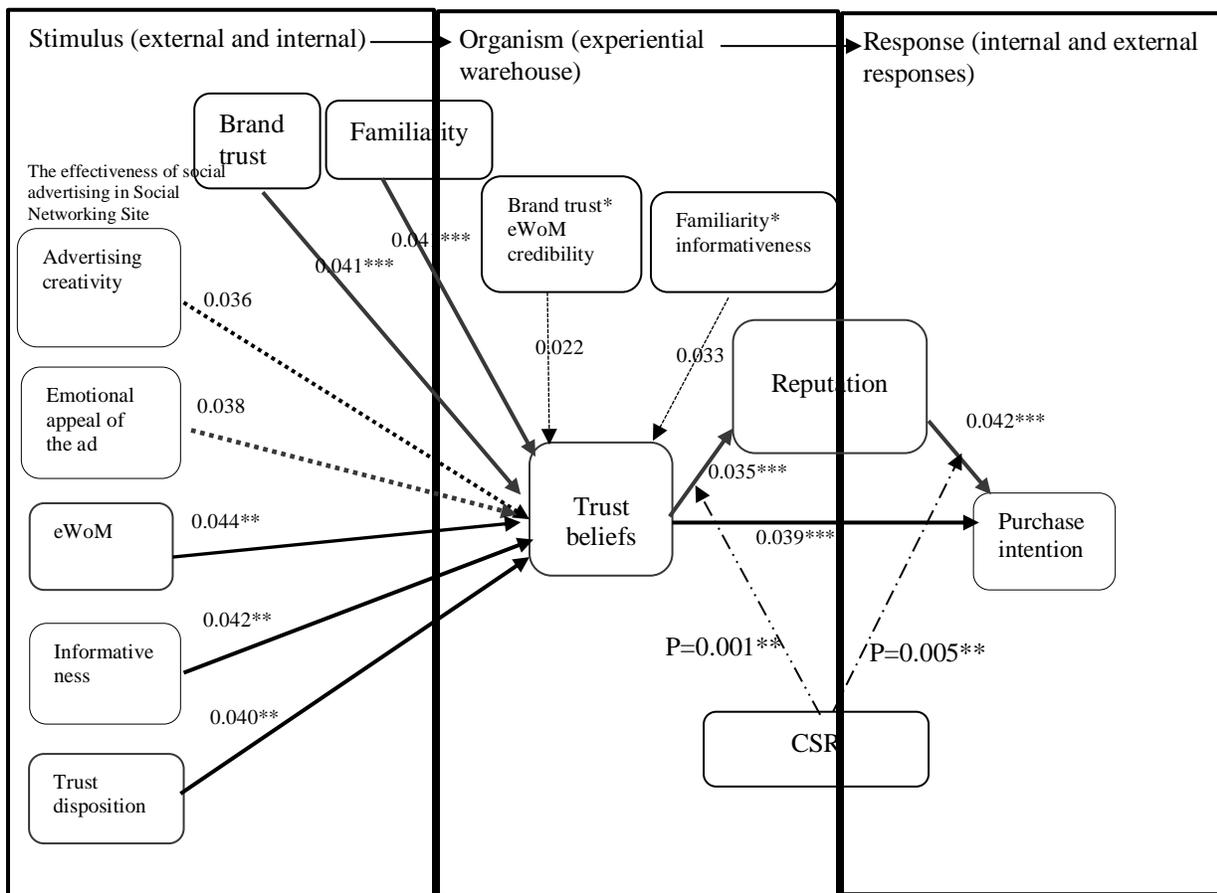
The main study analysis performed 2-step modelling approach by using SMART PLS 3 software (Anderson & Gerbing, 1988). The measurement model and the structural model enable a comprehensive, confirmatory assessment of structure validity (Bentler, 1978). The generalised least square (GLS) exploratory program allows the testing to complete with hypothesised number of underlying factors can be specified and the goodness of fit of the result solution can be tested. This 2-step approach (Munir, 2018; Munir, Shafi, Khan, & Ahmed, 2018; Pahlevan Sharif, Mostafiz, & Guptan, 2018; Vijayabanu, Therasa, & Daisy, 2019) is deemed fit in this study which the results were presented in the next sections. First the author tested the model fit then followed by convergent validity, discriminant validity and reliability results, subsequently, distribution normality of the model was tested. Lastly, structural model and hypotheses testing to confirm the model development was established.

4.3.3 Model fit summary

The structural model in Figure 4.1 shows the constructs of the research model as well as their correlation as computed by Smart PLS. In the model, the effectiveness of social advertising had exogenous and endogenous constructs as the results of the endogenous variables were caused by the exogenous variables that were represented in the model. To establish the model fit, fit indexes were calculated using SMART PLS 3 and the fit measures are presented in Table 4.10. The fit indexes in Table 4.10 indicate that the model fits well with the survey data. The overall goodness-of-fit statistics were within an acceptable fit level: the Chi-Square (X^2) for the model was 2,029.508; d_G1 and d_G2 are 0.608 and 0.516 respectively, which are both greater than 0.05.

Also, the RMS 0.118 was less than 0.12, indicating that the model was appropriate. Furthermore, the NFI was 0.840, which is more than 0.80, indicating that the model fit was at an acceptable level. The SRMR 0.05 was less than 0.08, which suggests that the model as well as the hypotheses were a good fit. Thus, the fit indexes of the structural model indicate that the research model and hypotheses could be regarded as adequate. Detailed data about the fitness measure are presented in Table 4.11 below.

Figure 4.1 Results of the main study – overall result for social advertising with CSR moderation (reflective model)



Note: * p<0.05, ** p<0.01, *** p<0.001 Significant Path Insignificant Path

→ Significant → Non-significant - - - - -→ Stronger in strengthening as compared to non-CSR moderator

Table 4.10 Main study – definition of model fit

Name	Abbreviation	Type	Acceptable level
Standardised Root Mean Square Residual (SRMR)	SRMR	Good fit	A value less than 0.10 or of 0.08
d-ULS	d-ULS	Good fit	between 95% - 99% point
Chi Square	X ²	Model Fit	p value > 0.05
d_G1	d_G1	Model Fit	p value > 0.05
d_G2	d_G2	Model Fit	p value > 0.05
Root Means Square Value	RMS	Absolut fit	RMR <0.12
Normed Fit Index	NFI	Acceptable fit	between 0 – 1

Table 4.11 Main study – summary of model fit

Model fit	Saturated Model	Estimated Model	Acceptability
SRMR	0.050	0.058	Acceptable
d_ULS	0.999	1.361	Acceptable
Chi-Square	2,029.508	2,068.127	Acceptable
d_G1	0.608	0.624	Acceptable
d_G2	0.516	0.528	Acceptable
NFI	0.840	0.837	Acceptable
RMS Theta	0.118		Acceptable

4.3.4 Convergent validity, discriminant validity and reliability results

The CR values of the constructs ranged from 0.881 to 0.952, while the values of AVE ranged from 0.613 to 0.832, which demonstrates fair convergent validity (Table 4.12). Moreover, the square root of AVE for every construct was larger than the correlation of the construct with each of the remaining constructs (Table 4.12), which confirms discriminant validity (Fornell & Larcker, 1981). Therefore, both the convergent and discriminant validity, as well as the reliability were proven adequate for the measurement model.

Table 4.12 Main study –convergent, discriminant and reliability validity

Constructs	Indicators	Factor Loadings	t-value	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Advertising Creativity	Advertising Creativity 1	0.885	68.921	0.731	0.731	0.881	0.7880
	Advertising Creativity 2	0.890	66.480				
Emotional Appeal	Emotional Appeal 1	0.826	44.725	0.765	0.767	0.865	0.680
	Emotional Appeal 2	0.849	48.095				
	Emotional Appeal 3	0.798	36.412				
eWoM Credibility	EWOM 1	0.855	65.104	0.746	0.752	0.856	0.666
	EWOM 2	0.853	49.124				
	EWOM 3	0.734	29.159				
Informativeness	Informative Stimulus 1	0.839	51.403	0.832	0.837	0.888	0.665
	Informative Stimulus 2	0.771	31.274				
	Informative Stimulus 3	0.822	43.986				
	Informative Stimulus 4	0.829	48.846				
Trust Disposition	Trust Disposition 1	0.781	30.947	0.870	0.880	0.911	0.719
	Trust Disposition 2	0.870	65.361				
	Trust Disposition 3	0.856	67.668				
	Trust Disposition 4	0.880	53.750				
Trust Beliefs	Trust Beliefs 1	0.722	44.262	0.909	0.910	0.927	0.613
	Trust Beliefs 2	0.803	35.946				
	Trust Beliefs 3	0.773	32.579				
	Trust Beliefs 4	0.801	56.903				
	Trust Beliefs 5	0.845	38.409				
	Trust Beliefs 6	0.796	36.715				
	Trust Beliefs 7	0.760	29.355				
	Trust Beliefs 8	0.756	28.208				
Purchase Intention	Purchase Intention 1	0.902	87.569	0.933	0.934	0.952	0.832
	Purchase Intention 2	0.899	73.993				
	Purchase Intention 3	0.916	108.896				
	Purchase Intention 4	0.932	137.072				

In order to evaluate the discriminant validity, the square root of the AVE must be more than the correlations between the construct and any other construct in the model (Chin, 1998). In

Table 4.13 below, the diagonal entries (in bold) are the square root of the AVE for each construct, while the other entries refer to the corresponding correlation coefficients among the constructs. As such, all constructs have adequate discriminant validity as the minimum requirements for discriminant validity have been met (Fornell & Lacker, 1981). Thus, convergent validity, discriminant validity and reliability are adequate for the measurement model.

Table 4.13 Main study - convergent and discriminant validity

	AdCreativity	EWOM C.	EmoApp	InfoStimulus	Purchase Intention	Trust Beliefs	Trust Disposition
AdCreativity	0.888						
EWOM Credibility	0.681	0.816					
EmoApp	0.654	0.640	0.825				
Informativeness	0.650	0.688	0.703	0.816			
PurchaseIntention	0.542	0.550	0.548	0.540	0.912		
TrustBeliefs	0.615	0.684	0.594	0.678	0.688	0.783	
TrustDisposition	0.636	0.688	0.630	0.657	0.614	0.768	0.848

Note:

1. **Correlation is significant at the 0.01 level (2-tailed).
2. Diagonal entries (in bold) represent the square root of the AVE values.
3. All the other entries represent the correlation coefficients.

4.3.5 Distribution normality

In this study, both the kurtosis index as well as the skewness index were within the acceptable range. The detailed distribution normality data are presented in Table 4.14 below.

Table 4.14 Main study – kurtosis index and skewness

Constructs/Indicators	Min	Max	Skew	Kurtosis
<u>Emotional Appeal</u>				
Emotional Appeal 1	1.00	7.00	-.656	.485
Emotional Appeal 2	1.00	7.00	-.846	.555
Emotional Appeal 3	1.00	7.00	-.577	.467

<u>Informativeness</u>				
Informative Stimulus 1	1.00	7.00	-.824	.563
Informative Stimulus 2	1.00	7.00	-.826	.713
Informative Stimulus 3	1.00	7.00	-.632	.806
Informative Stimulus 4	1.00	7.00	-.825	1.186
<u>Advertising Creativity</u>				
Advertising Creativity 1	1.00	7.00	-.703	.508
Advertising Creativity 2	1.00	7.00	-.556	.377
<u>eWoM Credibility</u>				
EWOM 1	1.00	7.00	-.597	.516
EWOM 2	1.00	7.00	-.828	1.051
EWOM 3	1.00	7.00	-.365	.089
<u>Trust Disposition</u>				
Trust Disposition 1	1.00	7.00	-.486	.458
Trust Disposition 2	1.00	7.00	-.481	.613
Trust Disposition 3	1.00	7.00	-.567	.608
Trust Disposition 4	1.00	7.00	-.481	.413
<u>Trust Beliefs</u>				
Trust Beliefs 1	1.00	7.00	-.535	.263
Trust Beliefs 1	1.00	7.00	-.515	.467
Trust Beliefs 2	1.00	7.00	-.497	.254
Trust Beliefs 3	1.00	7.00	-.670	.971
Trust Beliefs 4	1.00	7.00	-.504	.774
Trust Beliefs 5	1.00	7.00	-.632	.729
Trust Beliefs 6	1.00	7.00	-.473	.266
Trust Beliefs 7	1.00	7.00	-.627	.705
<u>Corp Reputation</u>				
Repu1	1.00	7.00	-.845	.742
Repu2	1.00	7.00	-.741	.778
Repu3	1.00	7.00	-.960	1.190
Repu4	1.00	7.00	-.763	1.054
<u>Brand familiarity</u>				
Familiar1	1.00	7.00	-.477	.703
Familiar2	1.00	7.00	-.693	.467
Familiar3	1.00	7.00	-.637	.810
<u>BrandTrust</u>				
Brand1	1.00	7.00	-.480	.402
Brand2	1.00	7.00	-.489	-.041

Brand3	1.00	7.00	-.338	.132
Brand4	1.00	7.00	-.529	.388
Brand5	1.00	7.00	-.578	.654
Brand6	1.00	7.00	-.495	.397
<u>Purchase Intention</u>				
Purchase Intention 1	1.00	7.00	-.598	.467
Purchase Intention 2	1.00	7.00	-.489	.422
Purchase Intention 3	1.00	7.00	-.432	.163
Purchase Intention 4	1.00	7.00	-.461	.223

4.3.6 Structural model and hypotheses testing

Advertising creativity does not have a significant relationship with trust beliefs in overall advertising creativity for social advertising ($t = 0.713$ and $p = 0.476$). As a result, Hypothesis 1 is rejected. However, this does not support previous studies where it was demonstrated that advertising creativity fosters consumer trust, especially CSR advertising creativity (Bachnik, & Nowacki, 2018). Li & Miniard (2006) emphasised that advertising creativity could improve a product's perceived trustworthiness. A firm has to be aware that breaking a consumer's trust will seriously threaten the consumer-company relationship (Alcaniz, Caceres & Perez, 2010), which makes maintaining trust in social advertising important. According to Alcaniz et al. (2010), a company's motives in their CSR efforts, including ethical advertising, are linked to trustworthiness in influencing consumers' opinions about purchase decisions.

Emotional appeal does not have a positive effect on trust beliefs ($t = 1.192$ and $p = 0.233$). This result is also not in line with previous studies, where it was concluded that advertising emotional appeal, relevance, and attitudes will increase trust (Austin, Miller, Silva, Guerra, Geisler, Gamboa, Phakakavai & Kuechle, 2002; Ball & Mackert, 2013; Okazaki, Katsukura & Nishiyama, 2007),

after which, attention and processing of advertising increases when trust is in place (Soh, Reid & King, 2009).

As a result, we reject the hypothesis stating that overall emotional appeal in social advertising leads to increased trust beliefs (refer to Table 4.15).

eWoM credibility in social advertising has a significant effect on trust beliefs ($t = 2.583$ and $p = 0.010$). Therefore, in the overall social advertising context, eWoM credibility does support the theory. As a result, we accept the hypothesis (refer to Table 4.15).

This supports previous studies where eWoM credibility through comments and ratings on social media offers valuable information regarding a company's corporate reputation, which, in turn, increases the trust a buyer has in the seller (Pavlour & Dimoka, 2006). Ratings and comments that are positive encourage consumers to have positive beliefs about sellers, which control the effect on trust in the seller. eWoM credibility has a positive influence on both business performance as well as customer purchase behavior (Awad & Ragowsky, 2008; Duan, Gu & Whinston, 2008).

Informativeness has a significant effect on trust beliefs ($t = 3.878$ and $p = 0.000$). Therefore, in the social advertising context, informativeness does support the theory. As a result, we accept the hypothesis (refer to Table 4.15).

This positive result echoes the emphasis given by previous studies that online ratings and reviews can produce effective information through positive ratings and feedback from customers, which will result in more trust (Ba & Pavlou, 2002; Hajli, 2015; Ono, Nishiyama, Kim, Paulson, Cutkosky & Petrie, 2003).

Trust disposition has a significant effect on trust beliefs ($t = 7.887$ and $p = 0.000$). Therefore, in the social advertising context, trust disposition does support the theory. As a result, we accept the hypothesis (refer to Table 4.15). This supports previous research findings about the positive relationship that exists between trust disposition and trust beliefs (Gefen, Karahanna & Straub, 2003; Ponte, Carvajal-Trujillo & Escobar-Rodriguez, 2015; Ray, Ow & Kim, 2011; Wang, Ngamsiriudom & Hsieh, 2015).

Trust beliefs have no significant mediation effect between the peripheral route of social advertising effectiveness and corporate reputation with $t=0.474$ and $p=0.636$. In light of the above, we reject Hypothesis 6. However, trust beliefs have a significant mediation effect between the central route of social advertising effectiveness and corporate reputation with $t = 12.073$ and $p = 0.000$. Therefore, in the integration of extended S-O-R and ELM of Persuasion theory, mediation of trust beliefs supports the theory of the central route. In light of the above, we accept Hypothesis 7 (refer to Table 4.15).

Trust beliefs have a significant effect on corporate reputation with results of $t = 16.879$ and $p = 0.000$. Therefore, in the social advertising context, trust beliefs support the theory. As a result, we accept the hypothesis (refer to Table 4.15).

According to Pavlou (2003), trust is important to reduce the doubt that may influence the consumers' intention to make a purchase from e-vendor websites, which makes trust powerful in online transactions. This power allows buyers to interact and to make purchases without hesitation. Previous research has shown that trust beliefs have a positive influence on customers' purchase intention (Gefen & Straub, 2004; Pavlou, 2003). Trust possesses the link effect between the online market and purchase intention (Ba & Pavlou, 2002). It is mainly because trust is one of the vital influences on the success of e-commerce (Ming-Hsien, Chandlrees, Binshan & Hung-Yi, 2009) and similarly, it influences social commerce.

According to Ganesan (1994), trust has a substantial role in enhancing corporate reputation. However, certain researchers have testified that it is a good corporate reputation that results in trust (Yoon et.al, 2006). With trust, consumers have confidence and less perceived risk when searching for new items or services in an online environment (Hassanein & Head, 2007; Shin, 2010). In a nutshell, this research has confirmed previous studies.

The relationship between corporate reputation and purchase intention is significant in social advertising ($t = 9.953$ and $p = 0.000$). Therefore, in the social advertising context, good corporate reputation as an internal response of trust intention leads to higher purchase intention. As a result, we accept the hypothesis.

Previous studies suggest that corporate reputation can be used to predict future purchases (Loureiro & Kastenholtz, 2011). Furthermore, they suggest that corporate reputation helps to improve purchase intentions and helps to eliminate risk before purchase (Greenwood, Li, Prakash

& Deephouse, 2005; Zhu, Sun & Leong, 2014, Gatti, Caruana & Snehota, 2012; Loureiro & Kastenholtz, 2011).

Brand trust path to moderate eWoM credibility and trust beliefs is not significant in overall social advertising ($t = 0.124$ and $p = 0.901$). Therefore, in the social advertising context, brand trust is not a moderator in this theory. As a result, we reject the hypothesis.

The result of the study is not in line with previous studies which concluded that brand trust moderates eWoM credibility and trust beliefs (Habibi, Laroche, & Richard, 2014; Laroche, Habibi, Richard, & Sankaranarayanan, 2012; McAlexander, Schouten & Koenig, 2002; Moran & Gossieaux, 2010).

Brand familiarity does not significantly moderate the informative stimulus and trust beliefs in social advertising ($t = 0.503$ and $p = 0.615$). Therefore, in the social advertising context, brand familiarity does not moderate this theory. As a result, we reject the hypothesis. The result of this study does not support previous research which showed that brand familiarity moderates information and increases trust beliefs (Ha & Perks, 2005).

The results showed that CSR has a significant moderation effect between trust beliefs and corporate reputation when compared to non-CSR social advertising ($t = 3.268$ and $p = 0.001$). Therefore, in CSR social advertising, CSR does moderate trust beliefs and corporate reputation in this theory. As a result, we accept the hypothesis (refer to the result of the Welch-Satterthwait test in Table 4.15).

According to Brammer & Pavelin (2006), a company's reputation can be influenced by CSR activities. Also, CSR improves trust beliefs and corporate reputation (Cretu & Brodie, 2007). Hence, CSR activities can lead to good corporate reputation (Lange, Lee & Dai, 2011).

The result shows that CSR has a significant moderation effect between corporate reputation and purchase intention when compared to non-CSR ($t = 2.856$ and $p = 0.005$). Therefore, in CSR social advertising, CSR does moderate corporate reputation and purchase intention in this theory. As a result, we accept the hypothesis (refer to the result of the Welch-Satterthwait test in Table 4.15).

This result supports the research framework as well as previous research which concluded that CSR improves corporate reputation (Lange Lee & Dai, 2011, Maignan, 2001) as a result of increased purchase intention (Story & Neves, 2015; Tullberg, 2005). Refer to table 4.15, the main study of path coefficient.

Table 4.15 Main study – path coefficient overall

path coefficients and mediation	link direction	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDE)	P Values	Hypothesis Supported	
H1	AdCreativity --> Trust Beliefs	S-O	0.025	0.027	0.036	0.713	0.476	No
H2	EmoApp --> TrustBeliefs	S-O	-0.046	-0.043	0.038	1.192	0.233	No
H3	<i>EWOM credibility--> TrustBeliefs</i>	<i>S-O</i>	<i>0.171</i>	<i>0.170</i>	<i>0.044</i>	<i>3.878</i>	<i>0.000</i>	<i>Yes</i>
H4	<i>Informativeness --> TrustBeliefs</i>	<i>S-O</i>	<i>0.109</i>	<i>0.108</i>	<i>0.042</i>	<i>7.887</i>	<i>0.000</i>	<i>Yes</i>
H5	<i>TrustDisposition --> TrustBeliefs</i>	<i>S-O</i>	<i>0.314</i>	<i>0.315</i>	<i>0.040</i>	<i>7.887</i>	<i>0.000</i>	<i>Yes</i>
H6	Peripheral route -> TrustBeliefs -> Corporate reputation	Mediation	0.014	0.014	0.030	0.474	0.636	No
H7	<i>Central route -> TrustBeliefs -> Corporate reputation</i>	<i>Mediation</i>	<i>0.466</i>	<i>0.467</i>	<i>0.039</i>	<i>12.073</i>	<i>0.000</i>	<i>Yes</i>
	Peripheral route -> TrustBeliefs -> Corporate reputation -> PurchaseIntention	Mediation	0.01	0.01	0.01	0.47	0.64	No
	<i>Central route -> TrustBeliefs -> Corporate reputation -> PurchaseIntention</i>	<i>Mediation</i>	<i>0.20</i>	<i>0.20</i>	<i>0.03</i>	<i>6.20</i>	<i>0.00</i>	<i>Yes</i>
H8	<i>TrustBeliefs --> Reputation</i>	<i>O-internal R</i>	<i>0.591</i>	<i>0.592</i>	<i>0.035</i>	<i>16.879</i>	<i>0.000</i>	<i>Yes</i>
H9	<i>Reputation --> PurchaseIntention</i>	<i>Internal R - External R</i>	<i>0.423</i>	<i>0.425</i>	<i>0.042</i>	<i>9.953</i>	<i>0.000</i>	<i>Yes</i>
H10	EWOMcredibility x BrandTrust --> TrustBeliefs	Moderator	0.004	0.008	0.032	0.124	0.901	No
H11	Informativenessx x familiarity-->TrustBeliefs	Moderator	-0.017	-0.020	0.033	0.503	0.615	No

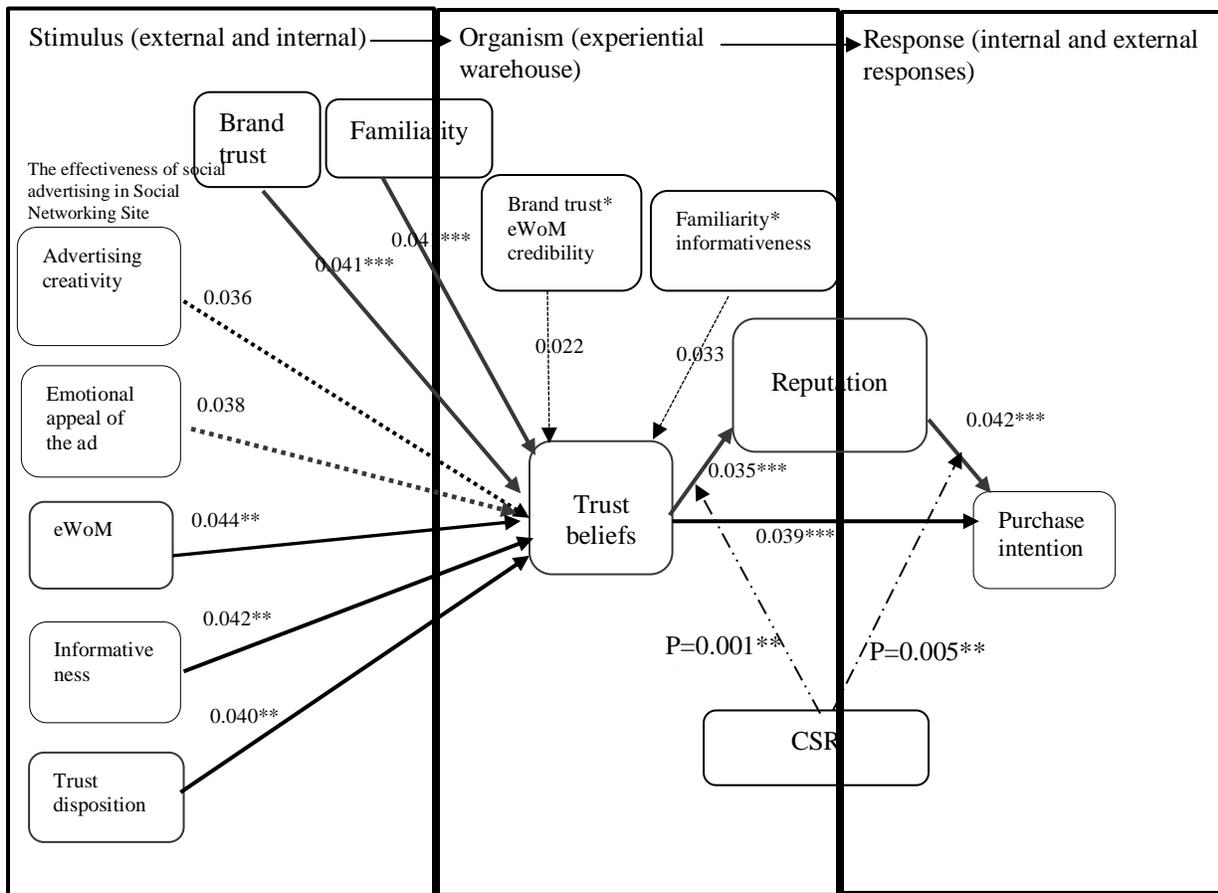
Welch-Satterthwait test	t-value (CSR VS non CSR)	p value (CSR VS non CSR)	Significant
<i>H10 Trust Beliefs--> Reputation</i>	<i>3.268</i>	<i>0.001</i>	<i>Yes</i>
<i>H11 Reputation--> Purchase Intention</i>	<i>2.856</i>	<i>0.005</i>	<i>Yes</i>

Note: Bold and Italics for P value <0.05, significant; t > 1.96; P < 0.05 (Hair et al., 2006)

In summary, the final results of the model after the experiment have proven that only the central route in the integration theories of extended S-O-R and ELM theory fit the research framework but not the peripheral route (refer to Figure 4.1).

The results of the main study are presented in Figure 4.1 which repeated shown as below.

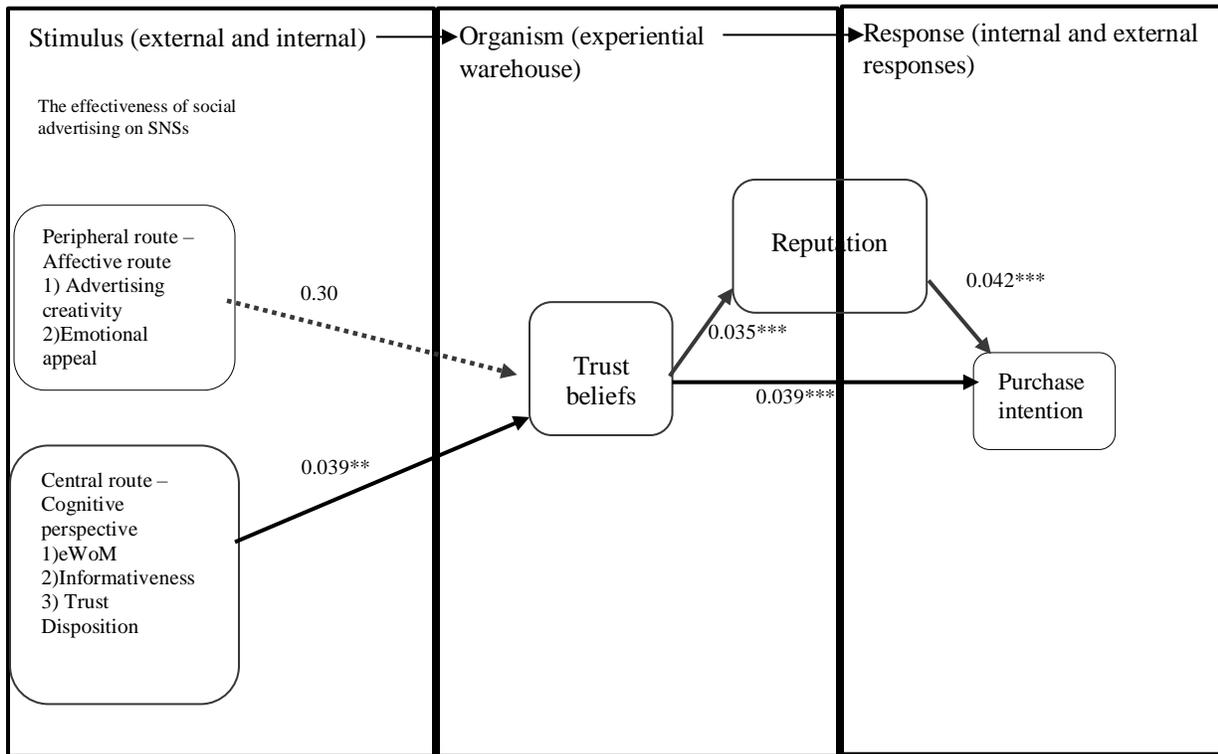
Figure 4.1 Results of the main study – overall result for social advertising with CSR moderation (reflective model)



Note: * p<0.05, ** p<0.01, *** p<0.001 Significant Path Insignificant Path

→ Significant → Non-significant - - - - -→ Stronger in strengthening as compared to non-CSR moderator

Figure 4.2 Results of the main study – mediation effect central route significant (formative model)



Note: * p<0.05, ** p<0.01, *** p<0.001 Significant Path Insignificant Path

→ Significant → Non-significant - - - - -→ Stronger in strengthening as compared to non-CSR moderator
 Mediation effect: Peripheral route → trust beliefs → reputation Std Dev 0.30
 Central route → trust beliefs → reputation Std Dev 0.039

4.4 Further insights into the study

Some information from the main study data collection, which was not part of the research framework, is presented here for the reader to understand further.

The questionnaires began with a question to understand if respondents were active on social networking sites or not. Overall, 86.5% of CSR social advertising respondents were constantly logged into social networking sites for updates on product knowledge and 82.8% of non-CSR social advertising respondents were constantly logged into social networking sites for updates on product knowledge.

CHAPTER 5. DISCUSSION

Chapter 5 discusses the results from the analyses done in Chapter 4 and highlights the conclusion based on the aims and objectives of the research. The aims of this study were to determine how social advertising (S) links to trust beliefs (O), corporate reputation (R), as well as purchase intention (R). Further, it also determines how trust beliefs mediate between peripheral route-affective perspective social advertising and corporate reputation as well as central route-cognitive perspective social advertising and corporate reputation. Besides that, the difference between the contribution of CSR and non-CSR social advertisements on trust beliefs, corporate reputation and purchase intention were assessed.

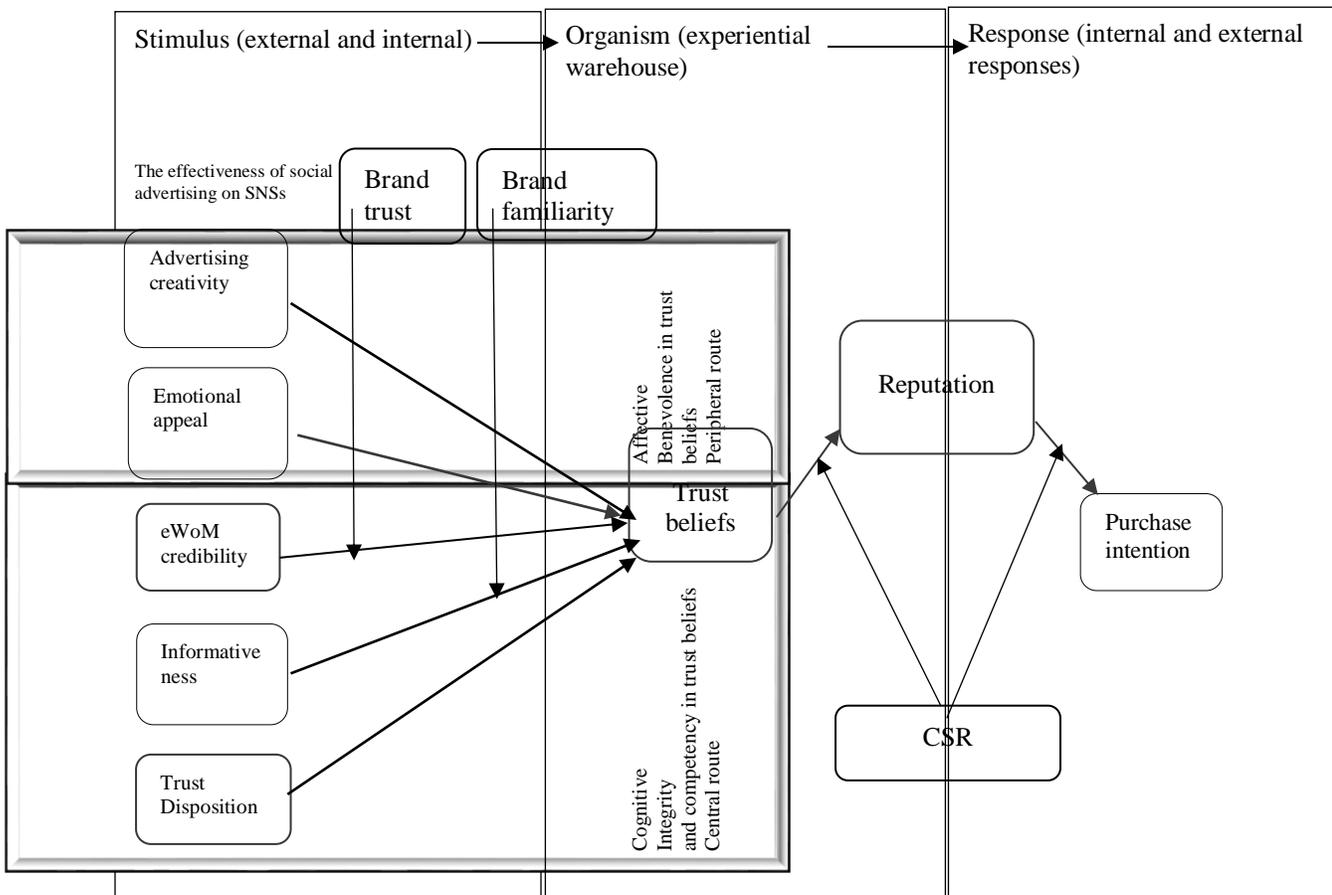
The primary research was designed to operationalise the aims of the research by studying the ability of the 5 independent variables to stimulate trust beliefs based on the illustrated effectiveness of social advertising in Malaysia. Two different groups of respondents were surveyed in different environments (CSR illustrated social advertising and non-CSR illustrated social advertising) to test against the moderation effect on corporate reputation and purchase intention. The mediation effect of trust beliefs between the peripheral route-affective perspective and corporate reputation as well as the central route – cognitive perspective and corporate reputation – were also tested. Furthermore, this study investigated the link between trust beliefs and corporate reputation (as a variable of internal response of trust intention) and how it leads to purchase intention (the dependent variable). This will summarise the integrated theories of extended S-O-R and ELM of Persuasion that have been established. The research focused on determining the relationship between these constructs in the models designed for the study as well as making

recommendations to marketers and companies regarding CSR products including social advertising.

A research framework was established based on the research questions, aims and objectives and is shown in Figure 5.1 below:

Figure 5.1 Research framework

Linear regression and moderator's equation indicators



The following 13 hypotheses were developed:

Path analyses

H1: Advertising creativity has a positive relationship with trust beliefs

H2: Emotional appeal has a positive relationship with trust beliefs

H3: eWoM credibility has a positive relationship with trust beliefs

H4: Informativeness has a positive relationship with trust beliefs

H5: Trust disposition has a positive relationship with trust beliefs

H6: Trust beliefs mediate the relationship between the peripheral route – affective perspective of the effectiveness of social advertising and corporate reputation

H7: Trust beliefs mediate the relationship between the central route – cognitive perspective of the effectiveness of social advertising and corporate reputation

H8: Trust beliefs have a positive relationship with corporate reputation

H9: Corporate reputation has a positive relationship with purchase intention

H10: Brand trust strengthens the relationship between eWoM credibility and trust beliefs

H11: Brand familiarity strengthens the relationship between informativeness and trust beliefs

Comparison between CSR and non-CSR

H12: CSR social advertising strengthens the relationship between trust beliefs and corporate reputation more than non-CSR.

H13: CSR social advertising strengthens the relationship between reputation and purchase intention more than non-CSR.

Firstly, a pilot study was conducted for the SEM model with a total of 182 respondents. Based on the feedback received from the pilot study, minor changes were made to the

questionnaire. The proposed research framework was then applied to a consumers' survey study, with the demographics of respondents representing the multiracial Malaysian population. A total of 653 valid responses were received and the data were analysed using SMARTPLS3 and SPSS.

5.1 Hypotheses with significant relationships

There were 13 hypotheses in this study. Analysis of the main data revealed that the hypotheses of independent variables 3, 4, 5, 7, 8 and 9 were supported by the data, while Hypotheses 1 and 2 were not supported. Both the moderators from Hypotheses 10 and 11 were also not supported.

As for the comparison hypotheses between CSR and non-CSR social advertising, Hypotheses 12 and 13 were supported. Table 5.1 summarises the path designed for the model as well as the research results.

Table 5.1 Main study – summaries of a path designed for the model and results

path coefficients and mediation	link direction	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDE)	P Values	Hypothesis Supported	
H1	AdCreativity --> Trust Beliefs	S-O	0.025	0.027	0.036	0.713	0.476	No
H2	EmoApp --> TrustBeliefs	S-O	-0.046	-0.043	0.038	1.192	0.233	No
H3	EWOM credibility--> TrustBeliefs	S-O	0.171	0.170	0.044	3.878	0.000	Yes
H4	Informativeness --> TrustBeliefs	S-O	0.109	0.108	0.042	7.887	0.000	Yes
H5	TrustDisposition --> TrustBeliefs	S-O	0.314	0.315	0.040	7.887	0.000	Yes
H6	Peripheral route -> TrustBeliefs -> Corporate reputation	Mediation	0.014	0.014	0.030	0.474	0.636	No
H7	Central route -> TrustBeliefs -> Corporate reputation	Mediation	0.466	0.467	0.039	12.073	0.000	Yes
	Peripheral route -> TrustBeliefs -> Corporate reputation -> PurchaseIntention	Mediation	0.01	0.01	0.01	0.47	0.64	No
	Central route -> TrustBeliefs -> Corporate reputation -> PurchaseIntention	Mediation	0.20	0.20	0.03	6.20	0.00	Yes
H8	TrustBeliefs --> Reputation	O-internal R	0.591	0.592	0.035	16.879	0.000	Yes
H9	Reputation --> PurchaseIntention	Internal R - External R	0.423	0.425	0.042	9.953	0.000	Yes
H10	EWOMcredibility x BrandTrust --> TrustBeliefs	Moderator	0.004	0.008	0.032	0.124	0.901	No
H11	Informativenessx x familiarity-->TrustBeliefs	Moderator	-0.017	-0.020	0.033	0.503	0.615	No

	t-value	P-value	Hypothesis
Welch-Satterthwait test	CSR	CSR	Supported
	versus non-CSR	versus non-CSR	
H12 Trust Beliefs --> Reputation	3.268	0.001	Yes
Reputation --> Purchase Intention	2.856	0.005	Yes

Note: highlighted in red P value < 0.05, significant

5.1.1 The stimulus of the effectiveness of social advertising (advertising creativity, emotional appeals, eWoM credibility, informativeness, trust disposition) as it links to the organism of trust beliefs

H1: Advertising creativity has a positive relationship with trust beliefs

The findings of this study show that advertising creativity in social advertising does not lead to trust beliefs within the Malaysian context, which does not support the hypothesis. This does not reinforce findings from previous study which suggest that trust is affected by advertising creativity (Gozukara & Yildirim, 2015; Mowen & Minor, 2001).

The reason why advertising creativity is insignificant to trust beliefs could be due to the demand for advertising creativity, a trend which has been evolving as more and more brands are developing interactive advertising creativity to engage customers in co-creation ads, customisation ads, brand communities, crowdsourcing and user innovation to gain a higher trust in social advertising; this is called customer empowerment advertising (Fuchs, Prandelli, & Schreier, 2010; Ramani & Kumar, 2008).

This kind of interactive advertising creativity has been transformed in this era of advanced digital technologies which was not the focus of this research from the beginning. In the previous research, it was found that customers no longer accept a passive role as recipients of marketing communications (Acar & Puntoni, 2016), and customers trust advertising creativity when they have an opportunity to engage with other individual customers openly, quickly and uninterruptedly because they need more cognitive perspective and facts from the advertising. This could be why the researcher did not find out another area about current consumers having changed their behaviour over advertising creativity preferences on social media; at the same time, customer empowerment advertising has been increasingly gaining trust information from other customers especially on the digital platform, whether be it within their social circle, through family and friends or an unfamiliar person on the internet (Nielsen, 2015; Wasserman, 2013). Customers perceived the social advertising creativity created by other customers as more likely to be trustable, credible and persuasive (Lawrence, Fournier, & Brunel, 2013).

H2: Emotional appeal has a positive relationship with trust beliefs

In this research, the relationship between emotional appeal and trust beliefs was not significant. In this study, emotional appeal does not support trust beliefs in social advertising in Malaysia. The previous research argued that emotions go along with cognitive judgement which is based on a rational component to satisfy customers, as emotions are directly and jointly related to cognitive stimuli (ie eWoM credibility and information all based on cognitive stimuli) that influence affection (Bagozzi, Gopinath, & Nyer, 1999; Frijda, 1986; Pérez & Del Bosque, 2015).

In fact, the result of emotional appeal has a negative relationship with trust beliefs in this research and a similar context was found in Lee, Lee & Tan (2012). In the study of Lee, Lee & Tan (2012), it is mentioned that an affectively activated construct (ie emotional appeal) is negative for trust and it has an insignificant relationship with trust because an affective activated construct emerges which does not need to go through higher order cognitive processes (Zajonc, 1980) as affective feelings such as emotional appeal often occurs with fewer cognitive aspects (Hoch & Loewenstein, 1991).

Another possibility for why the result is insignificant could be due to the fact that emotional appeal in advertising might lead to scepticism and disbelief (Forehand & Grier, 2003; Joireman, Liu, & Kareklas, 2018; Obermiller, Spangenberg, & MacLachlan, 2005) and such disbelief in the emotional appeal of advertising has led to an inverse effect in consumer belief whereby individuals resist advertising's emotional appeals (Knowles and Linn 2004). Additionally, previous studies mentioned that a high in consumers disbeliefs towards emotional appeal advertisements (Obermiller, Spangenberg, & MacLachlan 2005) that may be the reason why overall emotional appeal has a negative relationship with trust beliefs in this study.

H3: eWoM credibility has a positive relationship with trust beliefs

eWoM credibility reinforces the previous empirical research findings that the degree of eWoM credibility can establish trust between online viewers and advertiser (Awad & Ragowsky, 2008; Dellarocas, 2003; Duan, Gu & Whinston, 2008; Pavlou & Dimoka, 2006). A positive relationship between eWoM credibility and trust beliefs is consistent with the previous study by Madjid, Ma'ruf, Ibrahim, & Havizatun (2018), which stated that eWoM credibility influences positive trust beliefs in online shopping. In relationship marketing, success highly depends on trust beliefs (Morgan & Hunt, 1994). The online purchases are very much dependent on the promises about products and services that were made by the advertiser to build eWoM credibility with a positive relationship to trust (McKnight, Choudhury & Kacmar, 2002; Shamhuyenhazva, van Tonder, Roberts-Lombard, & Hemsworth, 2016).

Consumers will establish positive trust beliefs (ie competency, integrity and benevolence) about the online provider when consumers perceive the providers' website as trustworthy (Lu, Zhao & Wang, 2010; McKnight et al., 2002); at the same time, in this study, the findings clearly indicate that consumers trust that social advertising eWoM credibility will form a positive relationship to trust beliefs. Again, some previous studies, such as Ayeh, Au & Law (2013), Casalo, Flavian & Guinaliu (2011), Ladhari, & Michaud (2015), Fan & Miao (2012), Fan, Miao, Fang, & Lin (2013), Martin & Lueg (2011), and Olapiriyakul & Kangsirikul (2012) have shown a positive relationship between eWoM credibility and trust and the intention to follow it. A similar result was found in Casalo et al.'s (2011) research to emphasise the importance of trust beliefs in determining intention to follow eWoM credibility. In this study, the result reinforces the result

achieved by Olapiriyakul & Kangsirikul (2012) in Thailand that eWoM credibility has a positive relationship to trust beliefs with 3 dimensions, cognitive (ie competence and integrity) and affective (ie benevolence).

H4: Informativeness has a positive relationship with trust beliefs

In this study, in the context of social advertising, informativeness had a positive relationship with trust beliefs, which is in line with numerous other empirical studies (Joines, Scherer & Scheufele, 2003; Joint & Waterhouse, 2003; Kim & Lennon 2008; Nitse, Parker, Krumwiede & Ottaway, 2004). This also reinstated the information from advertisements are positive to trust beliefs (Kim & Sunder, 2016; Koh & Sundar, 2010).

Informativeness plays an important role in helping customers to make better decisions based on the information in advertisements about products and services (Wang & Sun, 2010). Ducoffe's (1996) study mentions that an advertiser should provide sufficient information about the product through the advertising to achieve a more effective and efficient way of promoting the product. Nowadays, with savvy technology, online advertising should be informative and beneficial to distinguish the product differences in order for customers to make a better purchase decision more easily (Brackett, & Carr, 2001). Furthermore, advertising information must be accessed easily and match consumers' interests and needs in online advertising (Kaasinen, 2003; Robins, 2003).

As a result, the information in online advertising goes in tandem with trust, or to the extent that because of trust, consumers accept the information provided by the advertiser (Metzger &

Flanagin, 2013; Kiouisis, 2001). Ducoffe (1996) mentions that an advertisement should provide sufficient information about the product in a more effective and efficient way. It has been further discussed by Kaasinen (2003) and Robins (2003) that consumers nowadays require easily accessible information and, at the same time, a match with their interests and needs. Brackett & Carr (2001) suggested that online advertising should be informative and useful so that consumers can identify the product differences and make purchase decisions more accessibly. Studies have found that informativeness plays a positive and significant role in influencing attitude towards online advertising (Yang, Huang, Yang & Yang, 2017; Saadeghvaziri, Dehdashti & Reza, 2013; Schlosser, Sjayitt & Kanfer, 1999; Ducoffe, 1996; Shu-Chuan, Che-Hui & Yang, 2018).

Trust is a form of expression that consumers accept the information in online advertising as a result of establishing confidence in the advertisement (Metzger & Flanagin, 2013; Kiouisis, 2001). The reliability and integrity of the information builds confidence in the firm according to Moorman, Deshpande & Zaltman (1993) and Morgan & Hunt (1994).

H5: Trust disposition has a positive relationship with trust beliefs

Consistent with previous empirical studies, trust disposition exerts a positive trust to influence consumer behaviour towards social advertising (Mikalef, Pappas, & Giannakos, 2017). In this study, trust disposition positively supported the hypothesis; where people tend to have positive trust disposition that leads to trust.

In the research of Hallikainen & Laukkanen (2018), trust disposition is associated with a collective effect to affect trust beliefs. Trust disposition is the foundation of trust beliefs about particular information in terms of whether it is reliable and trustworthy coming from the provider especially in an online and social media platform (Glanville & Paxton, 2007). Trust disposition is a form of WoM social influence through trust building of a consumers' propensity relies on the trust value co-creation (Storbacka, Brodie, Böhmman, Maglio, & Nenonen, 2016) especially as an important source for advertisements (Shareef, Mukerji, Dwivedi, Rana, & Islam, 2019).

H6: Trust beliefs mediate the relationship between the peripheral route - affective perspective of the effectiveness of social advertising and corporate reputation

H7: Trust beliefs mediate the relationship between the central route - cognitive perspective of the effectiveness of social advertising and corporate reputation

The result for trust beliefs shows no mediation effect between the peripheral route – affective perspective of the effectiveness of social advertising and corporate reputation, possibly due to the reason that consumers require more information and high involvement when it comes to social advertising. This corresponds with the results of a previous study that was carried out by Yang, Hung, Sung & Farn (2006). Trust towards an e-tailer is significant for the central route when products are 'high involvement' and 'low anxiety', as established in the study by Yang, Hung, Sung & Farn (2006).

Another possible reason why the peripheral route - affective perspective of social advertising effectiveness is not mediated by trust beliefs in relation to corporate reputation on SNSs may be due to the length of time (Ha, John, John & Chung, 2016). In the study by Ha, John,

John & Chung (2016), the findings showed that affective trust between SNS information perceptions and trust behavioural intention was significant over a longer period of time but it was initially insignificant. In the aforementioned research, it was found that cognitive trust is more crucial when it comes to the first time receiving information from an SNS and the mediation of cognitive trust is stronger than affective trust (Ha, John, John & Chung, 2016). The unanticipated result of this study gave similar results, establishing that trust beliefs are insignificant in mediating affective perspective social advertising and corporate reputation, perhaps because this was the initial test. The study by Ha, John, John & Chung (2016) similarly establishes that the mediating role of affective trust between SNS information perceptions and behavioural intentions was insignificant at the point of time of the study.

The unforeseen result of this study has demonstrated the importance of the mediating effect of trust beliefs in bridging the central route – cognitive perspective social advertising and corporate reputation, thereby enlightening marketers to reengineer their information in social advertising to be resourceful in order to compete with their rivals.

In a previous study by Wang, Qiu, Kim & Benbasat (2016), it was explained that affect-based trust is significant only for those who rate the avatar as highly professional and affect-based trust mainly contributes to hedonic value (perceived enjoyment). Meanwhile, cognition-based trust mainly delivers utilisation value (perceived usefulness) (Wang, Qiu, Kim & Benbasat, 2016); similarly, the findings of this research establish that consumers prefer a more informative kind of advertising, whereby only the central route - cognitive perspective has a positive trust mediation effect between the effectiveness of social advertising and corporate reputation.

In conclusion, Hypothesis 6 is rejected and Hypothesis 7 is accepted in this study.

H8: Trust beliefs have a positive relationship with corporate reputation

In this study, trust beliefs were shown to have a positive relationship with corporate reputation which is consistent with many different empirical research studies (Ganesan, 1994, Fatma, Rahman & Khan, 2015, Yoon et al., 2006). Consumers evaluate the company's image based on their beliefs and familiarity about the company (Park, Lee & Kim, 2014) as a result of reputation being the outcome of trust (Yoon et al., 2006).

A recent study from Fombrun, Ponzi, & Newburry (2015) undertakes research on the RepTrak® (a short form of 'corporate reputation') system and realises that corporate reputation is registered in the perceptions of stakeholders (Newburry, 2010). Reputation will be strongly built in the context of stakeholders' admiration, liking and trust toward a firm when information inputs influence stakeholder perceptions of a firm (Fombrun, Ponzi, & Newburry, 2015). Hence, social advertising can't build a strong reputation without trust; therefore, trust and reputation are strongly connected and related which has been proven in this research.

An analysis of consumer behaviour towards advertising concludes that the effect of trust on reputation is significant (Gozukara & Yildirim, 2015). The process by which consumers' trust develops is a significant construct for building confidence in corporate reputation (Doney & Cannon, 1997). Esen (2012) confirmed that corporate reputation is built through trust; in particular, advertising trust has a significant effect on corporate reputation (Gozukara & Yildirim, 2015). In

conclusion, the significant result of a positive trust relationship with corporate reputation in this study has the same result as previous empirical studies.

H9: Corporate reputation has a positive relationship with purchase intention

In this study, corporate reputation was shown to have positive relationship with purchase intention which is consistent with many different empirical research studies (Liu & Guo,2017; Noh et al, 2013).

In recapitulation from the literature reviews earlier on, the amount of trust a consumer has on a website can stem from various factors, for instance, the company's reputation and the perceived company size (Jarvenpaa et al., 2000). This trust-oriented perspective shows the major role played by trust when identifying online purchase intention (Heijden, Verhagen & Creemers, 2003). In particular, reputation is a form of surrogate for online purchases when information is sparse and trust is newly formed on social media; hence, trust has a positive relationship with reputation (Liu & Guo, 2017). The influence of the reputation of a social commerce site is significant in establishing a transaction, particularly when consumers have little social information and less experience with the social commerce site (Noh, Lee, Kim & Garrison, 2013). In another words, the reputation of a social commerce site provides the information to convince consumers to change their behaviour towards the social commerce firm (Noh et al, 2013). In a recent study (Liu & Guo, 2017) a positive relationship between reputation and purchase intention on social commerce sites was shown. The findings of Liu & Guo (2017) show that consumers tend to believe a firm with a better reputation in terms of their social commerce site can offer better online purchase; therefore, reputation can influence online purchases which directly impact on social commerce markets with purchase intention.

5.1.2 Moderators: brand trust strengthens the relationship between eWoM credibility and trust beliefs; brand familiarity strengthens the relationship between informativeness and trust beliefs.

H10: Brand trust strengthens the relationship between eWoM credibility and trust beliefs

H11: Brand familiarity strengthens the relationship between informativeness and trust beliefs

It was surprising to note from the research findings that all moderators were not supported by the hypotheses. All moderators were not significant in moderating the stimulus variables for trust beliefs. Brand trust did not work well in moderating eWoM credibility and trust beliefs in this study. Thus, the hypothesis that brand trust strengthens eWoM credibility and trust beliefs was rejected. The result of the study was different from previous empirical studies that found brand trust is responsible for moderating WoM on social media and trust (Habibi, Laroche, & Richard, 2014; Laroche, Habibi, Richard, & Sankaranarayanan, 2012; McAlexander, Schouten & Koenig, 2002; Moran & Gossieaux, 2010). The research findings were also different from the previous study that reported online advertising performance highly depends on brand familiarity (Dens & De Pelsmacker, 2010). The research findings contradicted the previous empirical studies on brand familiarity as a factor in moderating informativeness and trust beliefs (Chen & Chang, 2016).

Brand trust is insignificant in strengthening eWoM credibility and trust beliefs

Probably brand trust will not result in positive or negative eWoM credibility and it may have no significant impact on eWoM credibility's impact on trust nowadays (Bhandari & Rodgers, 2018). This could be because, today, powerful of eWoM credibility, whether negative or positive,

will draw attention to customers and more often negative cues are more persuasive than positive eWoM credibility (eg Lee, Rodgers, & Kim 2009; Lee & Youn 2009; Park & Lee 2009). This may lead to why the trust perception has already built into eWoM credibility as a result of that brand trust is insignificant to strengthen eWoM credibility and trust beliefs.

Social networking site customer engagement has for a positive eWoM credibility (Dewnarain, Ramkissoon, & Mavondo, 2019) that could be the reason that there is no effect on brand trust in any seasons. An interesting finding from previous research by Riegelsberger, Sasse, & McCarthy (2005) shows that online trust emerged from a firm's eWoM credibility and eWoM credibility itself builds trust (Mistilis, Buhalis, & Gretzel, 2014; Sparks & Browning, 2011). From previous research, eWoM credibility does not fluctuate in trust beliefs because of brand trust; therefore, this could explain why brand trust is insignificant in moderating eWoM credibility and trust beliefs in this study.

Brand familiarity is insignificant in strengthening informativeness and trust beliefs

Informativeness is perceived as the predictor of an advertisement with greater trust to influence consumers (Hayes & King, 2014; Logan, Bright, & Gangadharbatla, 2012; Pietro & Pantano, 2012). Constantly the same informativeness has a positive significance for trust beliefs, so in whatever level of brand familiarity it takes no moderation effect to informativeness positively to trust beliefs.

In a previous study, it was mentioned that when consumers are familiar with a brand, they would expect more informal information in the advertisement rather than formal information;

whereas, when they come to a new brand consumers would generally expect more formal information in the advertisement (Kaitz et al., 2004). In this study, brand familiarity is insignificant in moderating informativeness and trust beliefs, maybe because the brands are not new to consumers; hence, brand familiarity will not moderate this at any level.

5.1.3 The comparison between the effectiveness of CSR social advertising and non-CSR social advertising

H12: CSR social advertising strengthens the relationship between trust beliefs and corporate reputation more than non-CSR.

H13: CSR social advertising strengthens the relationship between reputation and purchase intention more than non-CSR

The results showed that CSR product initiative social advertising strengthened the trust beliefs and corporate reputation over non-CSR social advertising. Furthermore, CSR product initiative social advertising strengthens corporate reputation and purchase intention over non-CSR social advertising. Hence, the results in this study showed that CSR product initiative social advertising improves the corporate reputation of a firm as well as purchase intention as compared to non-CSR social advertising.

The role of CSR is important in moderating trust beliefs and reputation as well as reputation and purchase intention as shown in the results of this research. CSR moderation demonstrates a “halo” effect as demonstrated by other research like that on CSR activities influencing a company’s reputation (Brammer & Pavelin, 2006). the role of trust in the context of CSR initiatives is crucial

(Park, Lee & Kim, 2014) because trust has significant consequences for marketing outcomes (Xue & Waqar, 2014), and consumer trust is essential in CSR product initiative to build a strong corporate reputation and higher purchase intention (Tong & Su, 2018). Also, CSR initiative builds a positive brand image which helps the company's products and services to stand out (Hsu, 2012). In this study, the result confirms that CSR product initiative through social advertising has significant distinguish itself to strengthen trust beliefs, corporate reputation and purchase intention in the Malaysian context.

In conclusion, the results demonstrated and reinforced the previous empirical studies, where CSR advertisements improve consumers' trust (Hsu 2011; Martínez, & del Bosque, 2013; Wang 2010), social advertising on SNSs improves consumers' trust (Lee & Hong, 2016), particularly, in the test in the study of See-To & Ho, 2014, where the effect of eWoM credibility and trust disposition on trust beliefs were not tested. As customers are more exposed to a firm's CSR initiatives, through marketing initiatives like advertising, they are more predisposed to buying the services and products of the company, which then positively affects the company's reputation (Fagerstrøm, Stratton, & Foxall, 2015; Fatma, Rahman, & Khan, 2015; Godfrey, 2005; Rahman, Rodríguez-Serrano, & Lambkin, 2017; Servaes & Tamayo, 2013).

The data that were analysed from the main study were discussed in this chapter, with reference to the 13 hypotheses in the proposed research framework. The supported hypotheses as well as the hypotheses that had no significant relationships were explained. In Chapter 6, the theoretical and practical contributions of this study, recommendations, research limitations and opportunities will be discussed.

CHAPTER 6. CONCLUSION AND RECOMMENDATION

Chapter 6 summarises and concludes the thesis and the research study. This chapter highlights the contributions of this research in terms of both practical and theoretical information from the framework and findings of this study. The future recommendations for the model, research limitations as well as opportunities for future research are also elaborated in this final chapter.

6.1 Summary

The findings support the research theory that the effectiveness of CSR social advertising can provide a significant contribution to trust beliefs, corporate reputation and purchase intention in Malaysia. The study intended to determine the importance of social advertising, and how different stimuli can result in developing a sustainable competitive advantage, a positive corporate reputation, better trust beliefs, and higher purchase intention in highly competitive markets. The survey concluded that business practices with product specific CSR initiatives can significantly contribute to better customer trust in a firm's reputation and increased purchase intention through corporate reputation. Together with the confirmation of an extended S-O-R linked relationship between the effectiveness of social advertising, trust beliefs, corporate reputation and purchase intention, the research has confirmed the positive contribution of informativeness, eWoM credibility and trust disposition towards the illustrated social advertising. This builds stronger trust beliefs, which results in a better corporate reputation and a higher purchase intention, according to the extended S-O-R model. However, based on the survey results, advertising creativity and

emotional appeal did not improve trust beliefs. Furthermore, the results showed that the moderators (brand trust and brand familiarity) did not strengthen the relationship between eWoM credibility and trust beliefs as well as between informativeness and trust beliefs in Malaysia respectively.

The findings support the literature in Chapter 2 as most consumers appreciate the efforts taken by companies to behave ethically and to protect the environment as their purchase decisions are based on these factors (Fatma & Rahman, 2016; Lee & Shin, 2010; Lee & Lee, 2015; Mulaessa & Wang, 2017; Parsa, Lord, Putrevu & Kreeger, 2015).

It is important for marketers to understand that Malaysian consumers expect CSR initiatives from firms. Malaysian consumers were found to have medium to high levels of CSR expectation from firms, which result in higher trust beliefs, corporate reputation and purchase intention.

In summary, this study filled most of the theoretical and practical gaps that were previously mentioned in Chapter 1.

6.2 Practical recommendations and contributions

6.2.1 Integrating the extended S-O-R and ELM of Persuasion theories

The theoretical research framework was developed from Jacoby (2002) to intercept the linear S-O-R theory into seven sectors for a study of the relationship between the effectiveness of social advertising (by segregating the factors into peripheral route - affective perspective and

central route - cognitive perspective) and trust beliefs, in relation to the internal response of corporate reputation and external response of purchase intention. The pilot test and main study have consistently shown that the integration of theories only fits the framework in the central route - cognitive perspective (ie eWoM and informativeness (external stimulus) → trust disposition (internal stimulus) → trust beliefs (organism) → corporate reputation (internal response) → purchase intention (external response)). This theoretical contribution of integrating the extended S-O-R and ELM of Persuasion contributed a foundation to identify the following: the central route - cognitive perspective has a positive relationship with trust beliefs; trust beliefs have a positive relationship with corporate reputation; corporate reputation has a positive relationship with purchase intention. It established that the central route - cognitive perspective of social advertising stimulated trust beliefs as a result of positive relationships with corporate reputation and purchase intention, which were researched in previous studies.

6.2.2 Adapting the Elaboration Likelihood Model (ELM) of Persuasion theory to the mediation effect of trust beliefs in the extended S-O-R theory

The mediating role of trust beliefs was tested via two separate routes (ie The peripheral route - affective perspective of social advertising stimuli and the central route - cognitive perspective of social advertising stimuli). It is concluded in this study that the role of trust beliefs is significant only in mediating between the central route - cognitive perspective of social advertising and corporate reputation, but not between the peripheral route - affective perspective of social advertising and corporate reputation. These findings close the gap and establish that the central route - cognitive perspective of social advertising is far more important than the peripheral

route - affective perspective of social advertising. This also explains contemporary consumers' trust beliefs in advertisements, especially in social advertising in which there should be less focus on emotional aspects and more on information and facts in order to encourage consumers to trust the advertising on SNSs, which is a result of higher value in corporate reputation.

6.2.3 Adapting the Elaboration Likelihood Model (ELM) of Persuasion theory to the moderation effect of CSR social advertising

The theory of the ELM of Persuasion is further enhanced by the finding that only the central route established a significant effect in the extended S-O-R social advertising, whereby the persuasiveness of CSR social advertising is significant to moderate trust beliefs and corporate reputation as well as corporate reputation and purchase intention respectively. The ELM of CSR Persuasion suggests that only central cues (cognitive perspective of the stimulus: eWoM credibility, informativeness and trust disposition; trust beliefs: integrity and competency) successfully moderate consumers' decision making.

From the research findings, the author has discovered that the ELM of Persuasion has established the significance of the cognitive perspective in the extended S-O-R whereby communicating CSR Persuasion messages in social advertising has strengthened trust beliefs and corporate reputation as well as corporate reputation and purchase intention in the central route (cognitive perspective). The finding that the ELM of Persuasion has strengthened the extended S-O-R only in the central route is a major contribution that addresses a gap in previous research/studies.

6.2.4 Positive relationship of the central route - cognitive perspective in the effectiveness of social advertising and trust beliefs; positive mediation of trust beliefs between the central route - cognitive perspective between the effectiveness of social advertising and corporate reputation

eWoM credibility, informativeness and trust disposition are grouped into the cognitive perspective in terms of the effectiveness of social advertising which has a positive relationship to trust beliefs in this study. Furthermore, the mediation effect of trust beliefs is only positive in the central route - cognitive perspective. Marketers can leverage the credibility information that will favour consumers' trust in social advertising to invest more in the cognitive perspective in social advertising. Marketers are encouraged to design social advertising based on the research findings to express a cognitive perspective especially in the Malaysian context to ensure a higher revenue in return. Hence, SNS social advertising with its capability to convey cognitive information to target audiences (Choi & Rifon 2002) will be the direction for marketers to take in terms of how to design their social advertising based on the findings in this study.

6.2.4.1 eWoM credibility

The competition is fierce and marketers need to stay relevant, competitive and resilient to social advertising through eWoM (Tajuddin, Hashim, & Zainol, 2017) especially where credibility is concerned. In this study, empirical data showed that eWoM increases social media influencers with credibility to reach out to followers that influence trust beliefs. The result suggests that marketers should leverage eWoM credibility to expand CSR social advertising in different environments like Instagram, Facebook or Twitter to gain wider trust beliefs.

6.2.4.2 Informativeness

The informative message in social advertising has greatly influenced and is persuasive for consumers as a result of positive trust beliefs, a finding which has been established in this empirical study. The information message is important to translate into social advertising to build trust beliefs in consumers. Hence, marketers can learn from this empirical study to provide a more informative message about the products or services in social advertising to build higher trust among customers.

6.2.4.3 Trust disposition

The disposition of trust has been found to have a significant relationship to trust beliefs in the effectiveness social advertising in this empirical study. Consumers' trust in the YouTube environment is perceived as safe and secure. Therefore, it builds positive trust beliefs on the effectiveness of social advertising in the Malaysian context. Knowing trust disposition is important to consumers to build trust beliefs, marketers should develop social advertising with the attributes of the trustor to gain confidence from consumers, whether through YouTube, Facebook, Instagram or Twitter.

6.2.5 Enhance government policy in supporting Sustainable Development Goals (SDG), SME and shareholders

The research results have confirmed the CSR product initiative in supporting the Malaysian government's 2030 development agenda and its Sustainable Development Goals (SDG) in terms of responsible consumption and production (Sustainable Development Goals, 2017). The

government policy in the Modified Environmental, Social and Governance Disclosure index (MESGi) announced that all Malaysian public listed companies must disclose holistic ESG information in their annual report (Ramba, Joseph, & Said, 2018). Social advertising with CSR product initiative through the central route will enhance each firm's awareness of the ESG initiative and feedback on this in the annual report, as part of sustainability responsibility, could also be part of the MESGi checklist.

Apart from the ESG agenda, the Malaysian government encourages local SMEs to adapt to a more environmentally sustainable approach in producing their products in a more socially responsible manner that will accommodate sustainable development (Nordin & Hassan, 2019).

SME is a crucial segment of Malaysia's economy and the opportunities for green entrepreneurship are vital in order to develop a more sustainable economic and commercial system (Nordin & Hassan, 2019). The contribution of this study's findings encourages SMEs in various sectors, such as services, manufacturing, agriculture, construction, mining and quarrying, to promote green initiatives through social advertising to create a high level of awareness among the consumers beside communication undertaken through the media, professional organisations, public and government channels (Nordin & Hassan, 2019). The effectiveness of social advertising in CSR product initiatives is certainly able to provide avenues for SME entrepreneurs in Malaysia to promote green entrepreneurship and green practice in their own field.

Besides this, the effectiveness of social advertising in CSR product initiatives will enhance awareness among shareholders to observe the board's CSR involvement in order to maximise profits (Yusof, Nordin, Jais, & Sahari, 2019).

6.2.6 Investing and communicating CSR effectiveness for customer benefits through social advertising

Malaysians have improved awareness of CSR through CSR social advertising and respond positively to CSR social advertising with greater trust beliefs and purchase intention. This has bridged the gap between government direction versus actual CSR initiatives in Malaysia, which in reality, is relatively slow as customers are not as aware of CSR in Malaysia compared to other countries (Hassan, Nareeman & Paulin, 2013). This result is useful for Malaysian marketers to enhance CSR communication in social advertising in order to differentiate their products and services from competitors. Malaysia marketers can take both central and peripheral routes to angle CSR social advertising and blend in the affective and cognitive persuasive kind of information, design and emotional appeal to stand out from their competitors.

6.2.7 Advertising and promotion of resources allocation for CSR

Based on the results of this study, companies should continue reinforcing their CSR initiatives in social advertising, as this will lead to an increase in consumers' referral decisions, purchasing decisions and will result in an emotional preference towards the brand. Companies should place more emphasis on fulfilling the needs of end users when allocating promotional and

advertising CSR resources to increase purchase intention. Malaysian marketers are encouraged to develop responsible business practices to generate better-quality persuasive CSR advertising, which leads to higher trust and profitability.

6.3 Research limitations

Firstly, in terms of the study contexts, this research was carried out within the Klang Valley, which may not represent Malaysian culture in general; different major states and rural areas were not accounted for in this study.

Another limitation of this study is that the researcher may not have discovered other relevant types of stimuli in the study, but may have focused on most evident ones related to the effectiveness of social advertising. More dimensions can be gathered from social advertising literature to form a deeper understanding in stimuli and a wider organism process to enrich the extended S-O-R model.

Furthermore, this study is limited to testing one time zone only. A longitudinal study with multiple testing in different time zones (T, T+1) may establish different insights and gaps in knowledge on the peripheral route - affective perspective of social advertising and central route - cognitive perspective of social advertising, according to Ha, John, John, & Chung, (2016).

6.4 Future research opportunities

The limitations of the study, as mentioned above, may encourage future researchers to explore more dimensions, which could be adapted from various studies on social advertising, such as interactive social advertising to offer a deeper understanding of stimuli and a wider organism process such as brand engagement in relation to interactive and personalised social advertising to enrich the extended S-O-R model.

This research is limited to one-time testing of the integrated theories of the ELM of Persuasion and extended S-O-R. For future studies, the results could be tested through a longitudinal approach and with a comparison effect over multiple times (ie T and T+1), as suggested by Ha, John, John, & Chung (2016) to test the results over time and see if the mediating role of trust beliefs is consistent between the peripheral route - affective perspective of social advertising and corporate reputation as well as between the central route - cognitive perspective of social advertising and corporate reputation.

Product specific CSR is effective in this study. However, there are many dimensions of CSR that future studies can explore. Other aspects that can be studied include the effective dimensions of the CSR environment, CSR economics, CSR business practices, the legal aspects of CSR, and philanthropic CSR activities, all of which are worth considering when developing a CSR social advertising campaign (Carroll, 1991; Homburg, Stierl, & Bornemann, 2013; Park et al., 2014).

This research is limited to a quantitative study, and future researchers are encouraged to explore qualitative studies such as a study with a realist paradigm to deepen the understanding of the marketplace in reality and to investigate the complexity of CSR social advertising (Hewege, 2013). The aforementioned suggestion would involve closer personal interviews by adopting an interactive sampling approach with practitioners such as advertisers, marketers and advertising and media agencies (Harms, Bijmolt, & Hoekstra, 2017) to understand consumers' perspectives which, in turn, would help to improve the model further.

Further, a similar research framework could be applied in cross-cultural studies to make a comparison between Malaysia and other Asian countries. Different cultures within Asian countries would allow for comparisons and explorations to be made to study the cultural differences that may exist in relation to trust beliefs for CSR social advertising. Future studies could be done to compare the responses of consumers in China, Hong Kong, Indonesia, Thailand, Australia and more to give a different view of trust beliefs towards CSR social advertising. As far as possible, future pilot study procedures and samples should ideally replicate the main study and similar criteria to select samples should be used in future research.

Furthermore, future studies could be carried out in various industries in order to obtain more data to compare, for example, services versus high technology related products, as this could lead to a better understanding of how the theoretical research framework could be applied. Further adjustments to the research framework may help to complete the framework with constructs that can contribute more significantly to trust beliefs, corporate reputation and purchase intention.

6.5 Conclusion and remarks

The final chapter presents the overall outcome of the thesis and draws a meaningful conclusion about the realistic findings in relation to the research objectives. This chapter started with the theoretical contribution findings and practical contribution findings. Thereafter, it highlighted the limitations of the study and the ways in which future research has an opportunity to deepen the current research findings.

The integrated theory of ELM of Persuasion and extended S-O-R is a major contribution that fills a theoretical gap to establish a very unique finding. The current study has identified that the central route of the effectiveness of social advertising has a positive effect on trust beliefs, corporate reputation and purchase intention. Mediation of trust beliefs is only significant on the path of the central route of the effectiveness of social advertising. The CSR social advertising moderation effect is only significant for the central route of the effectiveness of social advertising. eWoM credibility, informativeness and trust disposition from reflective to formative presented a new finding that consumers are more cognitively inclined when it comes to CSR social advertising. These new findings will certainly create a good foundation for practitioners in marketing and advertising to be able to direct their resources and creativity towards the CSR cognitive perspective as well as for researchers to allow them to conduct further research based on the limitations and recommendations explained in this chapter.

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Appendix 1. Main study questionnaires references

After seeing the illustrated advertisement videos, we would like to have your general opinion on the following questions. Please circle the possible choice of your own judgment on the 7-point scale.

The main research questions of this study are as follows:

The emotional appeal of the ad

Modified from Lee & Hong, 2016; Bakhtiyari, Ziegler, & Husain, 2017

1. I had an intense feeling from the illustrated advertisement videos
2. I was emotionally attracted by the key message of the illustrated advertisement videos
3. The illustrated advertisement videos energised me

Informative stimulus

Modified from Lee & Hong, 2016; Kim, & Han, 2014

4. The information obtained from the illustrated advertisement videos would be useful to browse my e-shopping online with my hectic lifestyle

5. I would learn a lot from using the illustrated advertisement videos
6. The illustrated advertisement videos provide timely information on products or services
7. The illustrated advertisement videos are a good source of up to date products or services information

Advertising creativity

Modified from Lee & Hong, 2016

8. The types of illustrated advertisement videos are unique
9. The types of illustrated advertisement videos are intriguing

eWoM

Modified from Bataineh, 2015

10. I feel confident about having discussions with the contacts on my social networking site
11. The contacts on my social networking site will do everything within their capacity to help others
12. I believe this type of illustrated advertisement video because my contacts on my social networking site always offer honest opinions

Trust disposition

Modified from Gefen & Straub, 2004

13. I tend to count upon these types of illustrated advertisement videos
14. I generally have faith in these types of illustrated advertisement videos
15. I feel that the illustrated advertisement videos are generally well-meaning
16. I feel that the illustrated advertisement videos are generally trustworthy

Trust beliefs

Modified from Lu, Fan, & Zhou, 2016

17. Promises made by the social advertisement brand are likely to be reliable
18. The illustrated advertisement brands are sincere and genuine
19. I expect that the illustrated advertisement brands will keep promises they make
20. The illustrated advertisement brands are competent and effective
21. The illustrated advertisement brands perform their role very well
22. The illustrated advertisement brands know about the product
23. These illustrated advertisement brands are interested in my well-being
24. I expect that these illustrated advertisement brands intentions are benevolent

Moderators

1) Familiarity

Modified from Ha, & Perks, 2005

25. These illustrated brands give me a feeling of goodwill
26. I am always aware of the illustrated brands on the web
27. The site has a good reputation

2) Brand trust

Modified from Habibi, Laroche, & Richard, 2014; Laroche, Habibi, Richard & Sankaranarayanan, 2012

28. The illustrated brands give me everything that I expect out of the product
29. I rely on the illustrated brands
30. These illustrated brands never disappoint me
31. The illustrated brands are of the highest quality
32. I trust these illustrated brands
33. These illustrated brands are honest

Internal Response

1) Reputation

Modified from Pavlou, 2003; Jiyoun, & Sharron, 2013

34. These illustrated advertisement brands have been known for a long time
35. These illustrated advertisement brands are widely known for having a good reputation
36. The illustrated advertisement brands are very popular
40. The illustrated advertisement brands are known to be dependable

External Response

Purchase Intention

Modified from Johnson, and Kin, 2016

37. The likelihood of purchasing the product after watching the illustrated advertisement videos is high
38. If I were going to buy the products after watching the illustrated advertisement videos, I would consider buying them from these illustrated brands
39. The probability that I would consider buying the illustrated products from these brands is high
40. My willingness to buy the illustrated products after watching the illustrated advertisement videos is high

Overall

41. Overall the illustrated advertisement videos at a social networking site do lead to your purchase intention

Appendix (3) Main study test questionnaires in CSR social advertising

TAYLOR'S UNIVERSITY

Questionnaire – Thesis CSR versus non-CSR

Consumers' trust beliefs and purchase intention on social advertising in Malaysia

COMPULSORY						
Name						
Address*						
Telephone/Mobile No.	(COMPULSORY)					
Name of Interviewer (full name)					Interviewer code	
Date of Interview					Language	
Length of Interview	From		To		Total Time	mins

RECORD OF VALIDATION / SUPERVISION

Name of Validator/Supervisor					No	
Date					Time	
Remarks						

INTRODUCTION

Greetings, my name is Shana Yong and I am currently pursuing a Ph.D. in Business at Taylor's University. I am conducting research about consumers' trust and purchase intention to social advertising in Malaysia. The information collected from this survey is confidential and will be used for academic purposes only. Your participation is purely voluntary. Your valuable time is greatly appreciated. Should you have any queries you may contact me at shanashien@gmail.com or +6017 2682277. For any further clarification, you may verify with my supervisor Dr. Goh at SeeKwong.Goh@taylors.edu.my and co-supervisor Dr. Saeed at samsharif6@gmail.com. Thank you very much.

SCREENER

C1 What is your gender? (SA)

Male	1
Female	2

**INTERVIEWER NOTE: MUST BE 21 YEARS OLD AND ABOVE ONLY,
20 YEARS OLD AND BELOW TERMINATE**

C2 What is your age? (SA)

21-25 years old	1
26-30 years old	2
31-35 years old	3
36-40 years old	4
41-45 years old	5
46-50 years old	6
51-55 years old	7
56 years old and above	8

C4 What ethnicity are you? (SA)

Malay	1
Chinese	2
Indian	3
Others Please specify	4

C5 What is your nationality? (SA)

Malaysian	1	CONTINUE
Non-Malaysian	2	TERMINATE

C8 May I know what is your occupation? (SA)

Employed Full Time		
Professional (eg doctor, architect, accountant, teacher, etc.)	1	CONTINUE
Government officer / civil servant	2	

Management / executive	3	
Other white collar job (eg clerk, salesman, typist, etc.)	4	
Skilled / semi-skilled job (eg technician, craftsman, etc.)	5	
Other blue collar job (eg factory worker, waiter, sales assistant, etc.)	6	
Uniform personnel (eg police, army, fireman, etc.)	7	
Self-employed / businessman	8	
Others, please specify	9	
Employed Part Time / Bekerja Sambilan		
Part-time jobs, please specify:	10	TERMINATE
Unemployed / Tidak Bekerja		
Unemployed eg housewife, retired, student	11	TERMINATE

PART A- Consumer perception

A1 Do you constantly log in to social networking sites for updates on current fashion trend knowledge? **(SA)**

Yes	1
No	2

Kindly watch the 2 illustrated advertisement videos before answering the questions
(for those who answered illustrated CSR social advertising)

H&M – Recycled

1st video

<http://youtube.com/watch?v=N3QYJuu2vy0>

Clorox – Green technology

2nd Video

<http://youtube.com/watch?v=o8NbiVo-07g>

Kindly watch the 2 illustrated advertisement videos before answering the questions
(for those who answered illustrated non-CSR social advertising)

H&M Love Coachella

1st video

<http://youtube.com/watch?v=SFSGnLlKXYs>

Clorox Bleach

2nd Video

<http://youtube.com/watch?v=Ohr03cgeZFQ>

After seeing the illustrated advertisement videos, we would like to have your general opinion on the following questions. Please answer the open questions in Part A and circle the possible choice of your own judgment on the 7-point scale in Part B.

A2 A2.Do you like these types of illustrated advertisement videos? (SA)

Like	1
Dislike	2

A3 Why do you like or dislike this advertisement? (OE)

Part B - The effectiveness of social advertising

Kindly rate the statements below on a scale from 1= Entirely Disagree, 2= Mostly Disagree, 3=Somewhat Disagree, 4= Neither Agree nor Disagree, 5= Somewhat Agree, 6=Mostly Agree, to 7= Entirely Agree or reverse order depending on the questions. The questions are referring to the illustrated advertisement videos above.

SHOWCARD FOR ALL QUESTION IN PART B

Entirely Disagree	1
Mostly Disagree	2
Somewhat Disagree	3
Neither Agree nor Disagree	4
Somewhat Agree	5
Mostly Agree	6
Entirely Agree	7

1. <u>Emotional appeal of social advertising</u>	Entirely Disagree	Mostly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Mostly Agree	Entirely Agree
B1. I had an intense feeling from the illustrated advertisement videos	1	2	3	4	5	6	7
B2. I was emotionally attracted by the key message of the illustrated advertisement videos	1	2	3	4	5	6	7
B3. The illustrated advertisement videos energised me	1	2	3	4	5	6	7

2. <u>Informativeness</u>	Entirely Agree	Mostly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Mostly Disagree	Entirely Disagree
B4. The information obtained from the illustrated advertisement videos would be useful to browse my e-shopping online with my hectic lifestyle.	1	2	3	4	5	6	7
B5. I would learn a lot from using the illustrated advertisement videos	1	2	3	4	5	6	7
B6. The illustrated advertisement videos provide timely information on products or services	1	2	3	4	5	6	7
B7. The illustrated advertisement videos are a good source of up to date products or services information	1	2	3	4	5	6	7

3. <u>Advertising creativity</u>	Entirely Agree	Mostly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Mostly Disagree	Entirely Disagree
B8. The types of illustrated advertisement videos are unique	1	2	3	4	5	6	7
B9. The types of illustrated advertisement videos are intriguing	1	2	3	4	5	6	7

4. <u>E-Word of Mouth (eWoM) credibility</u>	Entirely Disagree	Mostly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Mostly Agree	Entirely Agree
B10.I feel confident about having discussions with the contacts on my social networking site	1	2	3	4	5	6	7
B11.The contacts on my social networking site will do everything within their capacity to help others	1	2	3	4	5	6	7
B12. I believe these types of illustrated advertisement videos because my contacts on my social networking site always offer honest opinions	1	2	3	4	5	6	7

5. <u>Trust disposition</u>	Entirely Disagree	Mostly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Mostly Agree	Entirely Agree
Note: social media advertisement/ social advertisement is referring to YouTube advertisement/ Facebook advertisement							
B13.I tend to count upon these types of illustrated advertisement videos	1	2	3	4	5	6	7
B14.I generally have faith in these types of illustrated advertisement videos	1	2	3	4	5	6	7
B15.I feel that the illustrated advertisement videos are generally well-meaning	1	2	3	4	5	6	7
B16.I feel that the illustrated advertisement videos are generally trustworthy	1	2	3	4	5	6	7

6. Trust beliefs

	Entirely Disagree	Mostly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Mostly Agree	Entirely Agree
B17.Promises made by the social advertisement brand are likely to be reliable	1	2	3	4	5	6	7
B18.The illustrated advertisement brands are sincere and genuine	1	2	3	4	5	6	7
B19.I expect that the illustrated advertisement brands will keep promises they make	1	2	3	4	5	6	7
B20.The illustrated advertisement brands are competent and effective	1	2	3	4	5	6	7
B21.The illustrated advertisement brands perform their role very well	1	2	3	4	5	6	7
B22. The illustrated advertisement brands know about the product	1	2	3	4	5	6	7
B23.These illustrated advertisement brands are interested in my well-being	1	2	3	4	5	6	7
B24. I expect that these illustrated advertisement brands intentions are benevolent	1	2	3	4	5	6	7

• 7a. Brand familiarity	Entirely Agree	Mostly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Mostly Disagree	Entirely Disagree
B25. These illustrated brands give me a feeling of goodwill	1	2	3	4	5	6	7
B26. I am always aware of the illustrated brands on the web	1	2	3	4	5	6	7
B27. The site has a good reputation	1	2	3	4	5	6	7

• 7b. Brand trust	Entirely Agree	Mostly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Mostly Disagree	Entirely Disagree
B29. The illustrated brands give me everything that I expect out of the product	1	2	3	4	5	6	7
B29. I rely on the illustrated brands	1	2	3	4	5	6	7
B30. These illustrated brands never disappoint me	1	2	3	4	5	6	7
B31. The illustrated brands are of the highest quality	1	2	3	4	5	6	7
B32. I trust these illustrated brands	1	2	3	4	5	6	7
B33. These illustrated brands are honest	1	2	3	4	5	6	7

<u>8. Corporate reputation</u>	Entirely Agree	Mostly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Mostly Disagree	Entirely Disagree
B34. These illustrated advertisement brands have been known for a long time	1	2	3	4	5	6	7
B35. These illustrated advertisement brands are widely known for having a good reputation	1	2	3	4	5	6	7
B36. The illustrated advertisement brands are very popular	1	2	3	4	5	6	7
B37. The illustrated advertisement brands are known to be dependable	1	2	3	4	5	6	7
<u>9. Purchase intention</u>	Entirely Agree	Mostly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Mostly Disagree	Entirely Disagree
B38. The likelihood of purchasing the product after watching the illustrated advertisement videos is high	1	2	3	4	5	6	7
B39. If I were going to buy the products after watching the illustrated advertisement videos, I would consider buying them from these illustrated brands	1	2	3	4	5	6	7
B40. The probability that I would consider buying the illustrated products from these brands is high	1	2	3	4	5	6	7
B41. My willingness to buy the illustrated products after watching the illustrated advertisement videos is high	1	2	3	4	5	6	7

7. <u>Overall</u>	Entirely Disagree	Mostly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Mostly Agree	Entirely Agree
B42. Overall the illustrated advertisement videos at social networking sites do lead to your purchase intention	1	2	3	4	5	6	7

General comments from the CSR social advertising open questions

96% respondents out of 333 respondents liked the CSR illustrated social advertisement videos. Some of the catchy comments are captured in the report; in summary, the comments are:

Recycle awareness

Recycle

Gives us awareness of nature with daily life

No waste

The ways to recycle are interesting

Reuse Clorox, recycled fabrics

Because it's about recycling items

The importance of recycling

Recycle, nature and awareness

Unused stuff in recycling - go green

Cost saving through recycling

Global climax warning, go green

Makes us clear and teaches about pollution, knowing that unmanaged garbage will contaminate and garbage can make clothes

Advertising concept

H&M visual is clear

Good presentation

Unique

Creative and easy to remember

Interesting

It shows substantial for fashion and household

The first advertisement is attractive in terms of delivery; the second advertisement is more for the family

The process of recycled shirts is very attractive for other items

It does not take too much time; there is a story in the ad

It discloses the other side of the products

Modern and contemporary concept

Eye opening about the recycling world

The advertising videos are powered by the pictures

The videos are powerful

The videos are unique with bright images

Interesting array of graphics

Type of dress looks soft

<p>Displaying the manufacturing process Elegant and up-to-date fashion</p>
<p>Education Very educating Educate people on no waste, go recycle, protect the environment</p>
<p>Colour Colour is interesting</p>
<p>Message Informative Easy to understand Simple Nice explanation, simple, easy to understand Environmentally friendly Meaningful messages Technology makes recycling happened The messages tell how the fabric is produced; another Clorox advertisement tell us about the natural ingredients that make sense for users to use Trash can make clothes Promote towards greener urban environment</p>
<p>Trustable Quality and truth Because of the credibility Frank manufacturer and use of goods that can be recycled</p>
<p>Music Special music</p>
<p>Emotion Amazing</p>

