

DETERMINANTS OF PARTICIPANTS' RESPONSES TO MARKETING COMMUNICATIONS ON SOCIAL NETWORKING SITES

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ABSTRACT

To date, evidence regarding the effectiveness of marketing communications on social networking sites (SNS) has been primarily anecdotal. This research fills an identified gap in the literature by examining participants' general perceptions of or beliefs in marketing communications on SNS and exploring the link between such beliefs and participants' reactions to marketing communications in the form of behavioral intentions. Findings indicate that consumers' attention to SNS ads is positively related to their beliefs in locating product information from SNS and the legitimacy of marketers using SNS as a platform to deliver product information. Consumers' likelihood to use information generated by different sources on social networking sites differs among the participants categorized into search, experience, credence segments. Consumers who are in search segments are likely to use information generated by other members, marketers, and third party neutral sources, and consumers in experience segments are prone to using information from marketers and third parties. However, consumers in credence segments seem to confine themselves more to seeking information from third parties. Managerial implications from these findings are discussed.

Keywords: *Online Advertising, E-commerce, Internet Marketing, Marketing Communication, Market Segmentation, Social Networking Sites*