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Influence of Social Media Advertising Experience on Affect, Intrusiveness and Recall: Moderating Role of Platform

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ABSTRACT

Social media advertising is now regarded as a necessary tool for brands to reach their consumers. Recent global reports disclose that companies are allotting billions of US Dollars for social media advertising on platforms such as Facebook, Youtube and Instagram. It is commonly thought that all social media platforms are experienced similarly, however new studies have shown that each platform is uniquely consumed and that affects how advertisements are perceived. This study examined the significant relationships among advertising experience, affect, intrusiveness and recall to determine their interrelation in the context of social media. It also examined the moderating effect of social media platform on these relationships. Findings reveal that advertising experience has a direct and an indirect influence through affect on advertisement recall. Social media platform was also found to significantly moderate this link. Intrusiveness was not found to be relevant. Findings of this study are crucial for companies to know that advertising across social media platforms does not yield the same, or even successful, outcomes in terms of advertisement recall. Some platforms are more likely to yield better advertisement recall because of how they are experienced by users and that affects the way they view and think about advertisements.

Keywords: Social Media Advertising, Advertising Experience, Affect, Intrusiveness, Recall

INTRODUCTION

A company's presence on social media is no longer regarded as an option but a crucial marketing strategy, with platforms like Facebook, Twitter and YouTube aiding advertisers in promoting information and influence over consumers (Hanna, Rohm and Crittenden, 2011). It has been established that the type of content advertisers post on social media and consequently the audience's attitude toward the advertisement can determine consumer's behavioral response (Moore and Hutchinson, 1983; De Vries, Gensler and Leeflang, 2012; Van-Tien Dao et al., 2014; Boateng and Okoe, 2015; Dehghani and Tumer, 2015; Knoll, 2016; Jung, 2017). Advertisers curate their social media content to ensure relevance, informativeness and enhance audience interest since many posts do not necessarily translate to increased advertising effectiveness or online purchase intention (Saxena and Khanna, 2013; Van-Tien Dao et al., 2014; Lee and Hong, 2016).

A vital aspect of social media advertising is engagement. This refers to how consumers experience and interact on a social media platform. Advertising effectiveness depends on the social media platform because engagement differs from one platform to another. Social media engagement can directly impact attitude toward a platform, attitude toward a brand, purchase intention, intention to spread electronic word of mouth, company revenue and even search engine advertising effectiveness (Leung, Bai and Stahura, 2013; Yang et al., 2016; Oh et al., 2017).

Advertising experience is closely related to social media engagement in that it is shaped by the medium through which content is communicated. As engagement varies with platform, so does advertising experience. An advertiser can expect a single advertisement to be differently experienced across multiple media, including television, print and cinema (Bronner and Neijens, 2006). Furthermore, advertising experience frames advertisement evaluation. This may explain why some advertisements are appreciated on certain platforms and avoided on others (Kelly, Kerr and Drennan, 2013). To illustrate, advertisements on Facebook and Twitter may be viewed negatively than advertisements on Instagram and Pinterest, which are respectively viewed as entertaining and stimulating (Voorveld et al., 2018). Advertisements seen on timelines are viewed invasive to audience privacy and distracting to social media use (Voorveld et al., 2018). Similarly, perceived vividness and interactivity relate to affective and cognitive involvement, which ultimately affect attitude toward content, content sharing intention, brand and purchase intention (Lou and Koh, 2018).

Brands aim for advertisement recall as one indicator of advertising effectiveness. A link can be drawn from advertising experience to recall, yet few studies have explored this link in the context of social media advertising. Attitude toward the advertisement, especially when favorable, can enhance recall (Guido et al., 2015; Kong et al., 2018; Zhang and Yuan, 2018). Clutter on the other hand can lead to avoidance and undesirable behavioral response. Intrusiveness can prompt consumers to skip advertisements, diminish recall, contribute to negative attitude toward brand and ultimately weaken purchase intention (Rejon-Guardia and Martinez-Lopez, 2013). There is also evidence of intrusiveness negatively affecting consumer's attitude toward the medium, such as a host website (Goodrich, Schiller and Galleta, 2015).

Social media advertising is expected to dominate platforms in the coming years. Recent statistics show that companies are allotting billions of US Dollars for social media advertising globally and this trend will continue. The massive potential and impact of social media advertising only demands that companies pay closer attention to how it currently operates and how it will change in the future. The literature review presents extensive research on social media advertising experience but few on other aspects. Research on social media advertising is rare and there is room to concentrate on exploring advertising influences on consumer cognition, affect and behavior (Knoll, 2016). Few studies have explored the advertising experience link to other important variables of advertising effectiveness such as affect, intrusiveness and recall in the context of social media. There are also only a handful of studies that have sought to compare these constructs across social media platforms.

Current thinking of most advertisers is that consumers engage on social media platforms the same manner. But this has proven to be wrong (Bronner and Neijens, 2006; Voorveld et al., 2018). Each platform offers its unique advertising experience that will in turn influence perceived affect, invasiveness and ultimately recall. It implies that advertisers need to be deliberate in which content is posted where and how much each social media platform will be allocated from the overall advertising budget. A clearer understanding of how social media advertising is perceived and its effectiveness will lead to more efficient spending. For this reason, the aim of the study is to address the following objectives:

1. Test for significant relationships between advertising experience, affect, intrusiveness and recall across selected top social media platforms; and
2. Test for the moderating influence of social media platform on the advertising experience, affect, intrusiveness and recall relationships.

LITERATURE REVIEW

Social Media Advertising: Engagement and Experience

Social media advertising focuses on utilizing the persuasive power of social media to build brand image, catch attention and spur purchase intentions (Khang, Ki and Ye, 2012). A company's presence on social media is no longer regarded as an option but a crucial marketing strategy, with platforms like Facebook, Twitter and YouTube aiding advertisers in promoting information and influence over consumers (Hanna, Rohm and Crittenden, 2011). Research reveals that networking capability, image transferability and personal extensibility are key components that can help advertisers better understand social media (Okazaki and Taylor, 2013).

It has been established that the type of content advertisers post on social media and consequently the audience's attitude toward the advertisement can determine the consumer's behavioral response (Moore and Hutchinson, 1983; De Vries, Gensler and Leeflang, 2012; Van-Tien Dao et al., 2014; Boateng and Okoe, 2015; Dehghani and Tumer, 2015; Knoll, 2016; Jung, 2017). Advertisers curate their social media content to ensure relevance, informativeness and enhance audience interest since many posts do not necessarily translate to increased advertising effectiveness or online purchase intention (Saxena and Khanna, 2013; Van-Tien Dao et al., 2014; Lee and Hong, 2016). For instance, posting questions or entertaining yet unrelated content may elicit fewer number of likes while positive comments boost post attractiveness (De Vries, Gensler and Leeflang, 2012). Brand pages are instrumental in reaching out to a company's most loyal customers and capitalizing on their "sharing" power. Advertisements are more likely to be shared by an individual who strongly identifies with the brand, and the receiver is less likely to be skeptical of the advertisement if receiver identifies closely with the sharer. This ripple effect can eventually transform such electronic word of mouth to actual word of mouth (Knoll, 2016).

A vital aspect of social media advertising is engagement. This refers to how consumers experience and interact on a social media platform. Research identifies two types of online media engagement that are positively related to advertising effectiveness: personal and social-interactive (Calder, Malthouse and Schaedel, 2009). Moreover, advertising effectiveness depends on the social media platform because engagement differs from one platform to another. For advertisers with specific content to share, they may opt for content community sites over general social networking sites for more effective interactions (Van-Tien Dao et al., 2014). Online brand communities allow consumers with existing favorable brand attitude to interact with each other, thereby enhancing the likelihood of purchase intentions (Chi, 2011; Goh, Heng and Lin, 2013). Community users in general have more favorable attitude toward social media advertising and can assist in viral advertising campaigns (Chu, 2011). In addition, social media engagement can directly impact attitude toward a platform, attitude toward a brand, purchase intention, intention to spread electronic word of mouth, company revenue and even search engine advertising effectiveness (Leung, Bai and Stahura, 2013; Yang et al., 2016; Oh et al., 2017).

Advertising experience is closely related to social media engagement in that it is shaped by the medium through which content is communicated. As engagement varies with platform, so does advertising experience. An advertiser can expect a single advertisement to be differently experienced across multiple media, including television, print and cinema (Bronner and Neijens, 2006). Furthermore, advertising experience frames advertisement evaluation. This may explain why some advertisements are

appreciated on certain platforms and avoided on others (Kelly, Kerr and Drennan, 2013). To illustrate, advertisements on Facebook and Twitter may be viewed negatively than advertisements on Instagram and Pinterest, which are respectively viewed as entertaining and stimulating (Voorveld et al., 2018). Characteristics of the social medium can also influence advertisement evaluation. For example, presence of stronger peer influence on a site affects attitude toward advertisement and behavioral intention while perceived invasiveness and privacy concerns lead to unfavorable attitude and decreased behavioral intention (Jung et al., 2015). Advertisements seen on timelines are viewed invasive to audience privacy and distracting to social media use (Voorveld et al., 2018). Similarly, perceived vividness and interactivity relate to affective and cognitive involvement, which ultimately affect attitude toward content, content sharing intention, brand and purchase intention (Lou and Koh, 2018).

Advertisement Attitude, Intrusiveness and Recall

Brands aim for advertisement recall as one indicator of advertising effectiveness. Consumers should remember details of the brand and the product from advertisements in order to purchase them at a later time. Over the years, many strategies have been studied for their effects on advertisement recall among audiences. Some of these include repetition (McCoy et al., 2017), competitive advertising (Kent and Allen, 1994), celebrity endorsement (Kelting and Rice, 2013), cobranding (Nguyen et al., 2017), use of background music (Guido et al., 2015) and use of text, image and price (Kong et al., 2018).

Most studies reviewed have put more emphasis on social media engagement, attitude toward advertisement and purchase intention. A link can be drawn however from advertising experience to recall, yet few studies have explored this link in the context of social media advertising. One study reported that when a user is in surfing mode and is exposed to an advertisement for a minimum of 40 seconds, recall is maximized. Users with a specific goal are more likely to forget advertisements hence developing “sticky” advertisements that can command a minimum exposure of 40 seconds is a must (Danaher and Mullarkey, 2003). This was confirmed in the study of Zhang & Yuan (2018) where they concluded that advertisement recall, attitude toward brand and purchase intention are positively correlated to average gaze duration. Another study reported high advertisement recall among users deeply involved in a program due to the heightened level of attention (Moorman et al., 2012). Surprisingly, not all multitasking online users will have difficult memory retrieval. Accordingly, when secondary tasks require social accountability advertisement recall and recognition is enhanced. This is owing to the fact that users are cautious to share information they are unsure of with others and thus will pay more attention to advertisement details (Angell et al., 2016).

Attitude toward the advertisement, especially when favorable, can enhance recall (Guido et al., 2015; Kong et al., 2018; Zhang and Yuan, 2018). Clutter on the other hand can lead to avoidance and undesirable behavioral response. Intrusiveness can prompt consumers to skip advertisements, diminish recall, contribute to negative attitude toward brand and ultimately weaken purchase intention (Rejon-Guardia and Martinez-Lopez, 2013). There is also evidence of intrusiveness negatively affecting consumer’s attitude toward the medium, such as a host website (Goodrich, Schiller and Galleta, 2015).

RESEARCH METHOD

This study was conducted at a local university on a student sample. Student respondents were specifically chosen because teens and young adults dominate social media use across major platforms and thus, are likely to have frequently encountered social media advertising. Statistics show that the largest age group of social media users falls between

13 to 29 (Smith and Anderson, 2018). Convenience sampling was employed and identified students were invited to participate in an online survey. The survey ran from March 1 to 20, 2019.

The survey contained 10 questions on advertising experience, 5 questions on affect, 4 questions on intrusiveness and 3 questions on recall. Only Facebook and Instagram were selected on the basis of their global popularity in terms of active accounts (Statista, 2019). Respondents were asked to identify reasons why they use each social media platform, with an option for 'No account'. All questions were adopted from previously published studies (Li, Edwards and Lee, 2002; Pham and Avnet, 2004; Bronner and Neijens, 2006; Rajagopal and Montgomery, 2011; Voorveld et al., 2018) and measured on 5-point Likert scale.

Data was cleaned and analyzed through descriptive and inferential statistics. Descriptive statistics used were frequency, percentage and mean while inferential statistics include Partial Least Squares - Structural Equation Modeling (PLS-SEM) and paired sample t-test. Compared to Covariance-Based SEM, PLS-SEM relaxes the criteria for data and relationship specification. It also maximizes endogenous latent variables' explained variance by estimating partial model relationship in an iterative sequence of OLS regression (Hair et al., 2017).

RESULTS

The results section is divided into descriptive statistics, which provide overview of respondents' use of Facebook and Instagram, and inferential statistics, which discuss relationships between variables.

Descriptive Statistics

A total of 170 respondents participated in the survey. There were 161 and 95 respondents with Facebook and Instagram accounts respectively. Many of them had accounts on both Facebook and Instagram. Their reasons for using each platform differed. For Facebook, respondents mostly use the platform to interact with others (80%), post updates (57%), get information (57%) and be entertained (57%). For Instagram, respondents use it mainly to post updates (52%), be entertained (39%) and interact with others (35%).

Figure 1. Reasons For Using Social Media

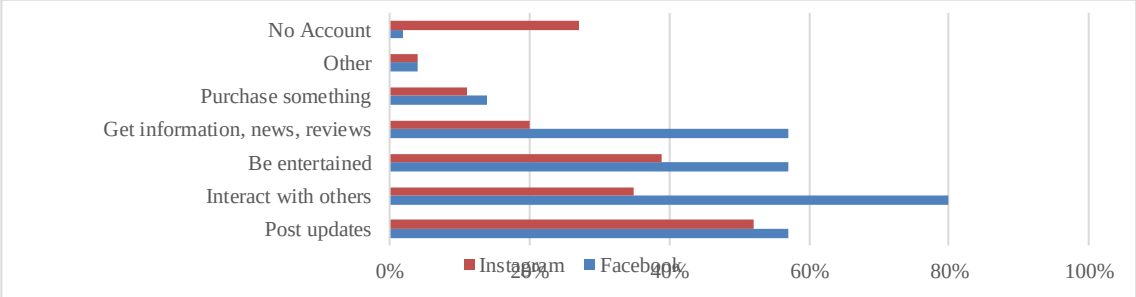
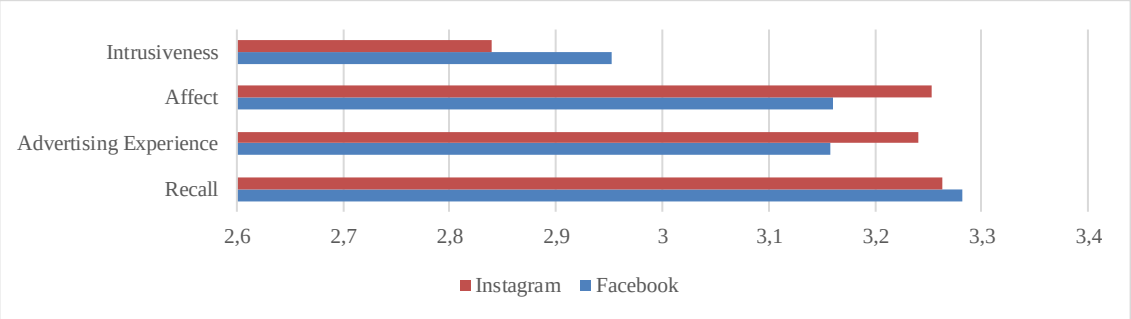


Figure 2. Average Responses Per Variable



Of the 170 respondents, 161 were able to recall an advertisement on Facebook while 95 recalled an advertisement on Instagram. On the average, respondents from both Facebook and Instagram agreed that their recall, advertising experience and affect of the recalled advertisements were generally good and positive. For intrusiveness, they agreed that they found advertisements on both platforms to be distracting.

Inferential Statistics
Facebook

For Facebook, results from tables 1 and 2 reveal that Cronbach's alpha, AVE and VIF values are all within the acceptable range requirements for PLS-SEM. Cronbach's alpha shows strong reliability for each reflective construct (α>.60). Likewise, all AVE values exceed the 0.50 minimum requirement for establishing the validity of reflective constructs (Hair et al., 2013; Lowry and Gaskin, 2014). Table 2 further displays the result for the test of collinearity among indicators and constructs. It reveals no inter-collinearity among constructs since all values are below the minimum requirement of 10. Indicators that violated the assumptions were dropped.

Table 1. Reliability and Validity of Reflective Constructs (Facebook)

	Cronbach's Alpha	**rho _A**	**Composite Reliability**	**Average Variance Extracted (AVE)**
Affect	0.894	0.895	0.927	0.760
Advertising Experience	0.908	0.910	0.929	0.686
Intrusiveness	0.911	0.963	0.943	0.846
Recall	0.900	0.902	0.937	0.833

Table 2. Reliability and Validity of Formative Constructs (Facebook)

Constructs		**Outer VIF**	**Inner VIF**	**Constructs**
Affect	A1	2.472	1.004	**Recall**
	A3	2.761		
	A4	2.153		
	A5	2.932		
Advertising Experience	AE4	2.874	1.000	**Affect**
	AE5	3.259	1.000	**Intrusiveness**
	AE6	1.981		
	AE7	2.870		
	AE8	2.857		
	AE9	2.566		

Intrusiveness	I1	2.893	1.004	**Recall**
	I3	4.064		
	I4	2.941		
Recall	R1	2.599		
	R2	2.812		
	R3	3.080		

Table 3 shows that cross-loadings of the indicators are highest for their own constructs than others. This establishes discriminant validity among variables and ensures lack of multicollinearity. Moreover, the following Fornell-Larcker criterion table confirms that the discriminant validity among constructs is satisfied.

Table 3. Cross Loadings (Facebook)

	Affect	**Advertising Experience**	**Intrusiveness**	**Recall**
A1	***0.868***	0.720	0.101	0.571
A2	***0.887***	0.708	0.032	0.552
A3	***0.833***	0.673	0.055	0.507
A4	***0.896***	0.700	0.036	0.541
AE1	0.691	***0.823***	0.032	0.455
AE2	0.680	***0.860***	0.127	0.497
AE3	0.623	***0.783***	0.071	0.510
AE4	0.718	***0.870***	0.081	0.515
AE5	0.632	***0.837***	0.113	0.426
AE6	0.642	***0.792***	0.161	0.411
I1	0.069	0.139	***0.898***	0.069
I2	0.012	0.075	***0.929***	0.094
I3	0.082	0.104	***0.932***	0.167
R1	0.569	0.475	0.128	***0.905***
R2	0.540	0.541	0.091	***0.907***
R3	0.595	0.536	0.128	***0.926***

Table 4. Fornell-Larcker Criterion (Facebook)

	Affect	**Advertising Experience**	**Intrusiveness**	**Recall**
Affect	***0.872***			
Advertising Experience	0.804	***0.828***		
Intrusiveness	0.065	0.117	***0.920***	
Recall	0.623	0.567	0.127	***0.913***

Table 5 presents the path estimates and corresponding p-values produced after performing the PLS algorithm and bootstrapping (J=5,000). The paths of affect-recall, advertising experience-affect, advertising experience-recall, advertising experience-affect-recall tested highly significant (p<.01). No significance relationships were detected in the advertising experience-intrusiveness-recall path.

Table 5. Summary of PLS Algorithm and Bootstrapping (Facebook)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Affect -> Recall	0.618	0.617	0.059	10.413	***0.000***
Advertising Experience -> Affect	0.804	0.805	0.038	21.067	***0.000***
Advertising Experience -> Intrusiveness	0.117	0.118	0.102	1.146	0.252
Advertising Experience -> Recall	0.507	0.508	0.063	8.071	***0.000***
Intrusiveness -> Recall	0.087	0.085	0.087	0.999	0.318
Advertising Experience -> Affect -> Recall	0.497	0.498	0.060	8.263	***0.000***
Advertising Experience -> Intrusiveness -> Recall	0.010	0.010	0.015	0.668	0.504

*significant at p<.05

The findings indicate that, for Facebook, advertising experience can directly influence a consumer's ad recall ability. This means that, as a social medium, it is generally effective in building a consumer's memory of a particular brand or product. Ad recall is also influenced through affect, indicating that positive attitude towards an advertisement will likely cause a consumer to remember it at a later point. Furthermore, advertising experience can indirectly influence ad recall through affect. This implies that, on Facebook, a positively experienced advertisement will develop a favorable attitude towards it and aid the user to recall.

Alternatively, intrusiveness does not play a significant role in affecting ad recall nor does advertising experience on Facebook relate to users feeling distracted by advertisements they see while browsing. This is an important finding for advertisers who may be concerned about ad nuisance. While users may feel annoyed by advertisements they see on their timelines, this does not necessarily affect their recall of a particular advertisement.

Table 6. R-Squared values (Facebook)

	R Square	R Square Adjusted
Affect	0.646	0.644
Intrusiveness	0.014	0.008
Recall	0.396	0.388

R-squared values reveal that 6.4% of the variance in affect, 0.8% of the variance in intrusiveness and 39% of the variance in recall was explained by the model. Additionally, f-squared values were calculated to examine the effect size of the endogenous variables. Based on the criteria of Lowry and Gaskin (2014) which sets 0.10 as the minimum value for significant effect size, the results show that affect had the most significant effect on recall and advertising experience had a more significant effect on affect.

Table 7. f-Squared Values (Facebook)

	Affect	Advertising Experience	Intrusiveness	Recall
Affect				***0.629***
Advertising Experience	***1.828***		0.014	
Intrusiveness				0.013
Recall				

Standardized Root Mean Square Residual (SRMR) (<.10), Normed Fit Index (NFI) (>.90) and Root Mean Squared Residual Covariance Matrix of the Outer Model Residuals (RMS Theta) (<.12) were analyzed to check the model fit. The resulting values suggest that the model fit could be improved: SRMR=.06, NFI=.816 and RMS Theta=.218.

Instagram

For Instagram, Cronbach's alpha, AVE and VIF values also appear to be within the suitable range for PLS-SEM. Cronbach's alpha values indicate that there is high reliability for each reflective construct (α>.60), AVE values all exceed 0.50 and no inter-collinearity was detected (VIF<10). Some indicators from the previous Facebook model were retained while others were dropped to satisfy assumptions.

Table 8. Reliability and Validity of Reflective Constructs (Instagram)

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Affect	0.923	0.924	0.942	0.764
Advertising Experience	0.945	0.946	0.953	0.669
Intrusiveness	0.942	0.945	0.963	0.897
Recall	0.927	0.929	0.954	0.873

Table 9. Reliability and Validity of Formative Constructs (Instagram)

Constructs		Outer VIF	Inner VIF	Constructs
Affect	A1	2.948	1.051	**Recall**
	A2	2.817		
	A3	2.640		
	A4	2.547		
	A5	3.605		
Advertising Experience	AE1	4.452	1.000	**Affect**
	AE10	3.554	1.000	**Intrusiveness**
	AE2	2.483		
	AE3	3.948		
	AE4	3.215		
	AE5	2.984		
	AE6	2.901		
	AE7	4.657		
	AE8	4.128		
	AE9	3.183		
	I2	5.034	1.051	**Recall**

Intrusiveness	I3	4.405		
	I4	4.075		
Recall	R1	3.662		
	R2	3.269		
	R3	4.312		

Lack of multicollinearity and discriminant validity is established by the cross-loadings in table 10. The Fornell-Larcker values further confirm the discriminant validity among constructs, except for advertising experience where the value under affect is slightly higher than advertising experience.

Table 10. Cross Loadings (Instagram)

	Affect	Advertising Experience	Intrusiveness	Recall
A1	***0.876***	0.685	-0.136	0.481
A2	***0.871***	0.721	-0.138	0.444
A3	***0.866***	0.744	-0.219	0.490
A4	***0.854***	0.701	-0.172	0.422
A5	***0.903***	0.752	-0.291	0.482
AE1	0.755	***0.844***	-0.206	0.534
AE10	0.673	***0.794***	-0.067	0.423
AE2	0.616	***0.762***	-0.228	0.663
AE3	0.733	***0.843***	-0.183	0.571
AE4	0.689	***0.829***	-0.187	0.505
AE5	0.689	***0.810***	-0.162	0.466
AE6	0.603	***0.790***	-0.354	0.437
AE7	0.692	***0.846***	-0.117	0.440
AE8	0.620	***0.826***	-0.259	0.374
AE9	0.659	***0.831***	-0.186	0.559
I2	-0.223	-0.215	***0.952***	-0.042
I3	-0.205	-0.241	***0.949***	-0.030
I4	-0.198	-0.218	***0.940***	-0.055
R1	0.479	0.599	-0.031	***0.930***
R2	0.496	0.547	-0.064	***0.924***
R3	0.513	0.562	-0.029	***0.948***

Table 11. Fornell-Larcker Criterion (Instagram)

	Affect	Advertising Experience	Intrusiveness	Recall
Affect	***0.874***			
Advertising Experience	***0.825***	0.818		
Intrusiveness	-0.220	-0.238	***0.947***	
Recall	0.531	0.609	-0.044	***0.934***

Similar to Facebook, the paths of advertising experience, affect and recall are all reported to be significant. The PLS algorithm and bootstrapping (J=5,000) exhibit that advertising experience has a direct and indirect positive influence on recall. This implies that, like Facebook, a positive advertising experience on Instagram can be used to enhance advertisement recall. Moreover, a positive advertising experience on Instagram will likely lead to a favorable attitude to the advertisement and which will in turn enhance recall. Intrusiveness did not test significant in any of the paths.

The results from the Facebook and Instagram models do not provide enough evidence to reject hypotheses 3 and 7, which respectively hold that advertising experience significantly influences affect and affect significantly influences recall. The results also do not provide enough evidence to accept hypotheses 4 and 8, which hold that advertising experience significantly influences intrusiveness and that intrusiveness significantly influences recall.

Table 12. Summary of PLS Algorithm and Bootstrapping (Instagram)

	Original Sample (O)	**Sample Mean (M)**	**Standard Deviation (STDEV)**	**T Statistics (|O/STDEV|)**	**P Values**
Affect -> Recall	0.548	0.549	0.089	6.149	***0.000***
Advertising Experience -> Affect	0.825	0.828	0.039	21.189	***0.000***
Advertising Experience -> Intrusiveness	-0.238	-0.247	0.127	1.876	0.061
Advertising Experience -> Recall	0.434	0.439	0.091	4.770	***0.000***
Intrusiveness -> Recall	0.076	0.075	0.095	0.804	0.421
Advertising Experience -> Affect -> Recall	0.452	0.456	0.083	5.422	**0.000**
Advertising Experience -> Intrusiveness -> Recall	-0.018	-0.017	0.028	0.648	*0.517*

R-squared values demonstrate that 68% of the variance in affect, 4.6% of the variance in intrusiveness and 27.2% of the variance in recall are explained by the model. F-squared values show that the most significant effect on recall is affect, and the most significant effect on affect is advertising experience. Furthermore, values of the saturated model are SRMR=.065, NFI=.771 and RMS Theta=.195 suggesting that the model fit could be improved.

Table 13. R-Squared values (Instagram)

	R Square	**R Square Adjusted**
Affect	0.681	0.677
Intrusiveness	0.057	0.046
Recall	0.287	0.272

Table 14. f-Squared Values (Instagram)

	Affect	**Advertising Experience**	**Intrusiveness**	**Recall**
Affect				***0.400***
Advertising Experience	***2.133***		0.060	
Intrusiveness				0.008
Recall				

Finally, a paired sample t-test was performed to test for the moderating effect of social media platform on the relationships. It was found to significantly moderate all paths ($p<.05$). However, since the affect-recall and advertising experience-affect paths were found to be significant in previous results, only moderating effect of social media platform on these paths will be considered for this paper. The findings imply that influences of advertising experience on affect and affect on recall significantly differ between Facebook and Instagram.

Table 15. Paired sample t-test

							95% Confidence Interval	
INSTAGRAM	**FACEBOOK**	**statistic**	**df**	**p**	**Mean difference**	**SE difference**	**Lower**	**Upper**
Affect → Recall	Affect → Recall	-44.74	4999	***<.001***	-0.0674	0.00151	-0.0704	-0.06449
Advertising Experience →Affect	Advertising Experience →Affect	28.71	4999	***<.001***	0.0223	7.76e-4	0.0208	0.02381
Advertising Experience → Intrusiveness	Advertising Experience → Intrusiveness	-159.57	4999	< .001	-0.3653	0.00229	-0.3698	-0.36080
Intrusiveness → Recall	Intrusiveness → Recall	-5.58	4999	< .001	-0.0102	0.00182	-0.0138	-0.00660

DISCUSSION

This confirms the findings of previous studies which claim that the way a user experiences advertising depends on the social media platform (Bronner and Neijens, 2006; Voorveld et al., 2018) and hence it is logical that social media platform would have an extended effect on affect and recall. With these findings, it can be concluded that

there is not enough evidence to reject hypotheses 1 and 5 which hold that social media platform moderates the advertising experience-affect-recall path. There is also not enough evidence to accept hypotheses 2 and 6 which hold that social media platform moderates the advertising experience-intrusiveness-recall path.

CONCLUSION

Advertising experience, affect, intrusiveness and recall are all variables of great interest to advertisers and brands. They are not only essential to the production of advertisements but they can also determine the effectiveness of an advertisement to catch attention, build positive attitude and remember a product or brand. The interplay of these variables becomes more complex when advertisements are experienced on social media because the user has the option to skip them or finds them annoying because of their abundance and intrusion. Nonetheless, social media advertising is expected to drastically grow over the coming decades, with almost all major brands and companies capitalizing on digital interactivity to reach maximum number of consumers.

This study sought to test for significant relationships among advertising experience, affect, intrusiveness and recall in order to examine how they interrelate in the context of social media. It also sought to test for the moderating effect of social media platform on these relationships to see if they vary from one platform to another. Findings reveal that advertising experience does have a direct influence and an indirect influence through affect on advertisement recall. Social media platform was also found to significantly moderate this link. Intrusiveness on the other hand was not found to be relevant. It is neither affected by advertising experience nor does it lead to enhanced advertisement recall.

The results of this study confirm that social media is consumed differently depending on the platform. Each platform will have its unique experience that will in turn affect how advertisements on that platform are experienced, perceived and recalled. Advertisers and brands should understand that advertising across different social media platforms will not necessarily yield the same, or even successful, outcomes in terms of advertisement recall. It could be that some platforms are more likely to aid in better advertisement recall because of how they are experienced by users that affects the way users view and think about advertisements. Possessing favorable attitude towards the advertisement remains to be a primary determinant of advertisement recall on social media.

Future researchers can explore other platforms to produce a comprehensive comparison that demonstrates how advertisements perform in terms of affect, intrusiveness and recall across various platforms so companies can strategically broadcast their advertisements on social media. Additionally, it would be ideal if data is gathered from independent samples so more suitable statistical tests can be applied.

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