Factors influencing consumer engagement in social advertising: Integrating self-disclosure theory with the consumer socialization framework

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Social advertising could enhance advertising effectiveness for two reasons: peer relationships reveal unobserved consumer characteristics; and the inclusion of social cues within advertising content affects responses through social influence processes. Successful social advertising requires consumer engagement, but little is known about consumers’ motivations to engage with social advertising. This limits our understanding of how advertising campaigns could be managed to increase consumer engagement. Accordingly, this research develops and tests a conceptual framework of consumer motivations to engage in social advertising based on two theories: consumer socialization theory and online self-disclosure theory. An online survey of consumers who have engaged with social advertising will be conducted to test the proposed cause and effect relationships. This research extends the theory of consumer engagement by explaining consumer-based motivations to engage in advertising and its influence in attitude, behavior, and purchase intention. This research will provide assistance for marketers to develop social advertising strategies by providing an understanding of consumers’ motives to engage and disclose social profile information for advertising.