The impact of social media advertising on purchase intention: the mediation role of consumer brand engagement

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Abstract: This study aims to investigate the impact of social media advertising on purchase intention by analysing the mediating role of consumer brand engagement (CBE). From the literature review, there are two issues that gain more attention from current marketing researchers. First, different factors are used as advertising elements in the context of social media. Second, CBE uses different concepts, definitions, and measurement dimensions. The study deployed an exploratory sequential mixed-methods design. Data collected from a sample of 560 Thai people engaged with social media advertising, were analysed using structural equation modelling (SEM). The findings suggest that social media advertising consisting of credibility, informativeness, entertainment, and information access affects CBE (measured as a second-order construct) and purchase intention. Additionally, CBE affects brand loyalty and purchase intention. In addition, it is found that CBE fully mediates the relationship between social media advertising and purchase intention.

Keywords: social media advertising; brand loyalty; purchase intention; advertising; consumer brand engagement; CBE.

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1 Introduction

Today, the world has entered the digital economy and society. Technology has become a part of the human way of life affecting our behaviours and our lifestyle. As a result, consumer behaviour and lifestyle have been fully digitised. This includes the continuous use of social media via mobile devices (Statista, 2020a) and also affects the trend of online social media advertising on mobile devices around the world, which will be worth more than $280 billion by 2022 (Statista, 2020b). This is the reason that draws our interest in this issue. However, the literature review also reveals two issues that are gaining more attention from current marketing scholars (Kujur and Singh, 2017; Hollebeek and Macky, 2019), because there are outstanding differences in factors, concepts, definitions, or measurement dimensions.

The first issue is that factors used as the elements of advertising in the context of social media are different (Zhang and Benyoucef, 2016). In this study, we chose four factors as the elements of advertising. Each of these factors has an influence on consumer brand engagement (CBE): credibility (e.g., Boateng and Okoe, 2015); informativeness (e.g., Lee and Hong, 2016); entertainment (e.g., Kujur and Singh, 2017); and information access (i.e., Anderson et al., 2014). The second issue, CBE, uses different concepts, definitions, and measurement dimensions (Hollebeek et al., 2014). The literature review has found that there are differences in the concepts of: consumer engagement; customer brand engagement; customer engagement behaviour; and consumer engagement in the online context. These different concepts reflect the lack of clarity and consistency among themselves, including inappropriate existing definitions. In addition, the measurement dimensions are also different; there is a single dimension measurement, such as the study of Sprott et al. (2009) that used the emotional dimension; and there is the multidimensional measurement, such as the study of Brodie et al. (2013) that used three dimensions, including cognitive, emotional, and behavioural dimensions. Furthermore, the study of Vivek et al. (2012) used four dimensions: cognitive, emotional, behavioural, and social elements. However, most of the researchers use multidimensional measurement, which includes cognitive, emotional, and behavioural elements that are widely cited in the literature (Brodie et al., 2011; May et al., 2004; Patterson et al., 2006). Therefore, in this study, we use the term 'CBE' to reflect the interaction between consumers and brands. CBE is defined as the interaction between consumers and specific brands to the point at which consumers recognise the brands, are proud of the brands, and are consistently engaged with the brand. This concept is suitable for the fundamental concepts of engagement, which are service-dominant logic (S-D logic) and relational marketing (RM), which focuses on the interaction and co-creation experiences of

stakeholders. In addition, we use the cognitive, emotional, and behavioural dimensions to measure CBE (developed by Hollebeek et al., 2014) and to reflect the broader scope of the CBE concept (Brodie et al., 2011).

In this study, we use the stimulus-organism-response (S-O-R) model to describe the relationship between variables in the conceptual framework. The purpose of this research is to study the impact of social media advertising on purchase intention (PI) by analysing the mediating role of CBE. The results of this research contribute to both academic and practical purposes. Academically, our study reveals two findings. Firstly, social media advertising consisting of credibility, informativeness, entertainment, and information access affect CBE and PI. Secondly, there are few social media advertising studies supporting CBE in the role of mediation. In this study, we have adopted Hollebeek and colleagues' (2014) CBE measurement. We do not measure CBE in this context in the way that Hollebeek and colleagues (2014) measured it, as a first-order construct. Instead, we measure it as a second-order construct and analyse it in the role of mediation between social media advertising and PI. Practically, it contributes to the existing literature on the determination of advertising strategies in order to create interaction between consumers and specific brands in social media.

2   Theoretical framework and hypotheses

2.1   The stimulus-organism-response model

The S-O-R model was developed from the classic stimulus response theory (S-R theory), which has been criticised for its emphasis on external stimuli, but does not focus on internal psychological factors such as motivation, attention, and desire (Dewey, 1896). In 1929, Woodworth, an US psychologist, introduced the S-O-R theory of human behaviour by adding organism (O) to emphasise the difference from classical behavioural theorists' responses to S-R theory. It is noted that the stimulus produces a different result or response depending on the status of the organism. 'Stimulus' means what triggers the action of the person, 'organism' is the variance of the individuals, and 'response' refers to behavioural responses to stimuli (Shen et al., 2014).

Later on, Mehrabian and Russell developed the S-O-R model by combining the concept of organism with stimulus and response. This concept is used to reflect cognitive and affective or emotional dimensions, prior to the behaviours of individual responses. The S-O-R model can explain how environmental cues act as external stimuli that affect the inner thoughts and emotions of individuals. On the other hand, these internal factors drive the reaction of an individual by showing behavioural expression, as shown in Figure 1.

Figure 1   The Mehrabian-Russell S-O-R model (see online version for colours)

Figure 1 shows that the S-O-R model has the potential to describe consumer behaviour in the context of social media. In the literature review, we have taken this theoretical

framework as a guideline to understand stimuli and stimulated feelings to drive the reaction of consumers.

- *Stimulus:* according to Mehrabian and Russell's S-O-R theory (1974), the external environment acts as a stimulus, which can affect a person's cognition and emotion or organism before expressing a response. This study considers that social media advertising is an external stimulus that affects feelings (Olney et al., 1991) – in this case, CBE (Andriole, 2010).

- *Organism:* the concept of organism has been used in evaluating emotions to reflect the effectiveness of advertising (Mehta, 2000). The researchers have found that consumer-brand engagement is one of the factors used in evaluating the organism in relation to advertising. Therefore, they believe that understanding CBE is important. This is a factor that will lead consumers to recognise the brand displayed in advertisements and will strengthen relationships with both existing and new customers (Hennig-Thurau et al., 2004; Kim and Ko, 2012). It will also create brand loyalty (Appelbaum, 2001; Bowden, 2009; Hollebeek, 2011a; Sportt et al., 2009) and influence purchase intention (Jayasingh and Venkatesh, 2016; Pentina et al., 2013).

- *Response:* the S-O-R theory describes how people react when stimulated by an external environment that affects the mind (organism), which in this sense means CBE, and response is an indicator of brand loyalty and PI.

2.2 Relationship marketing

Berry (1983) defined relationship marketing (RM) as attracting, maintaining, and providing a wide range of services to strengthen relationships with customers, while Morgan and Hunt (1994) defined RM as all marketing activities aimed at creating, developing, and maintaining a successful relationship exchange that are important to the company in creating value, driving long-term relationships with potential customers and the corporate network, including facilitating the process of co-creating value (Brodie et al., 2013).

RM aims to develop economic, social, and technical relationships to create a long-term mutual satisfaction between companies and stakeholders (Kotler and Keller, 2006). Therefore, the purpose of the business should not be limited to sales alone, but should provide the most satisfaction to customers, depending on how effective the relationship management of the seller will be (Levitt, 1983). The heart of RM is exchange, by individuals motivated by profits or rewards that they expect to receive from others, which will bring benefits for all relevant parties. The exchange of benefits is therefore to create a relationship and engagement among parties.

Initially, the RM concept has implemented a proactive marketing strategy that means encouraging consumers to use our brand, including increasing the frequency of purchases and a reactive strategy that focuses on maintaining existing customers. In recent research, researchers have focused on marketing activities in terms of increasing efficiency and maintaining relationships between buyers and sellers. By observing the relevant articles on RM published between 2006 and 2011, the topic of the relationship mainly emphasised the reactive marketing strategy, by ignoring the proactive marketing strategy focusing on attracting customers, which is the goal of RM. However, an exception was the studies conducted by Vargo and Lusch (2004, 2008) that studied service paradigms'

S-D logic, as well as the work of Prahalad and Ramaswamy (2000, 2003, 2004) that also focused on the experience of both current and potential customers, including elements that contribute to value (Vargo and Lusch, 2008). These scholars suggested that research on RM should be discussed in terms of both current and potential customer experiences, with an emphasis on interaction, which is a viewpoint from the concept of S-D logic as part of the structure of customer engagement (CE).

2.3   Service dominant logic

S-D logic is a concept developed from RM theory and interactive service experience, first explored by the Nordic School (Grönroos, 2011; Gummesson, 1994) and later developed by Vargo and Lusch (2004) into the more formal theory of S-D logic.

S-D logic is a business exchange concept framework focusing on service as the main objective and explaining how stakeholders in the network can contribute to the value of interaction (Karpen et al., 2012). Creating superior values in customer collaboration will become a source of information to create competitive advantage for the company. Four S-D logic assumptions can explain the concept of CE (Vargo and Lusch, 2008): first, customers are always contributors. Second, the notion of being service-centric focuses on building relationships with customers. Third, stakeholders in all societies and economies are integrating resources together. Lastly, values are unique sociological phenomena based on logic determined by the beneficiary. These four assumptions indicate that the values do not depend on the products, but depend on the benefits that the customers receive from the uses of the products. Naturally, values will increase in terms of context and experience (Karpen et al., 2012). In addition, the values recognised through marketing exchanges often involve a combination of resources that cannot be created unilaterally, but can be achieved by having customers as co-creators of the values (Vargo and Lusch, 2008). The four S-D logic assumptions create a solid foundation for CE, which indicates that the customer experience, the co-creator, and the interaction with the environment of complex relationships result from CE (Brodie et al., 2011).

2.4   Social media advertising via mobile devices

Zarrella (2010) defined social media advertising as a form of brand's expenses through an online advertising agency, such that the agents provide services, perform marketing promotion on behalf of the brands, and use appropriate messaging in communications. Hanson (2018) termed paid messaging for advertising 'sponsored messages'. Based on the research about factors affecting advertisement on social media, it is found that there are different factors used as the elements of advertising. In this study, we choose four factors as the elements of advertising. Each of these factors has an influence on CBE.

The first factor is credibility, which means the consumer's belief, faith, and trust in advertising via social media (MacKenzie and Lutz, 1989), which is an important factor in social media communication. If consumers do not trust or are not confident in the media, they will not pay attention to the contents or products advertised via social media (Johnson and Kaye, 1998; Zha et al., 2015). Therefore, credibility has a positive influence on attitudes and CBE (Boateng and Okoe, 2015; Van der Waldt et al., 2009).

The second factor is entertainment, which connotes entertaining or creating happiness (Ducoffe, 1996; McQuail, 1994). Consumers perceive that the content of advertising through social media should be fun, pleasing, and exciting, and that it will entertain and

bring good experiences to the consumers (Alwitt and Prabhakar, 1992). From the literature review, entertainment also has a positive influence on attitudes and CBE (Cvijikj and Michahelles, 2013; Kujur and Singh, 2017; Sun et al., 2010; Taylor et al., 2011; van der Waldt et al., 2009).

The third factor is informativeness, which means the ability of social media advertising to increase CBE to provide information about products and services (Ducoffe, 1996; van der Waldt et al., 2009). The information provided to consumers should present qualitative attributes such as accuracy, timeliness, and usefulness (Siau and Shen, 2003). According to various studies, informativeness has a positive relationship with attitudes and CBE (Cvijikj and Michahelles, 2013; De Vries et al., 2012; Ducoffe, 1996; Kujur and Singh, 2017; Lee and Hong, 2016; Leung, 2007; Logan et al., 2012; Sun et al., 2010; Taylor et al., 2011; Tsang et al., 2004; Zhou and Bao, 2002).

Lastly, from a literature review on social media advertising through mobile devices to increase CBE and purchase intention, it is found that another important factor is information access. This is an incentive for consumers to find information and articulate their purchase intention (Mikalef et al., 2013), given that consumers can shop and find information anytime and anywhere, for example, having a link to a retailer's magazine or blog to increase the access of consumer information. According to various studies, it is found that information access influences brand loyalty, which will affect PI (Anderson et al., 2014).

Regarding the importance of using social media channels in advertising, as Thailand is the leading country in using social media in Southeast Asia (Statista, 2020c), digital advertising spending in 2019 is likely to reach 20.16 billion baht, increased by 19% from 2018 (Statista, 2020d). Therefore, we chose Thailand as a case study by applying the factors of credibility, informativeness, entertainment, and information access into elements of social media advertising to study the influence on CBE and PI. Therefore, the following assumptions can be made:

H1 There is a significant relationship between social media advertising, which consists of credibility, informativeness, entertainment, and information access, with PI.

H2 There is a significant relationship between social media advertising, which consists of credibility, informativeness, entertainment, and information access, with CBE.

2.5 Consumer brand engagement

When exploring the foundations of consumer engagement, it is found that the social exchange theory (SET) is used to describe the concept of RM, which is the basic concept of engagement. The basic principle is to build relationships that are constantly evolving into trust, honesty, and commitment. All parties will follow the rules of exchange in the form of the group (Emerson, 1976). The main concept of RM is that exchange will benefit all parties involved in the exchange. Limitations of RM, interaction between customers and the brand driven by organisation, contradicts to the fact that individuals not only respond to the marketing stimuli, but they will also be the co-creator of the values (Sawhney et al., 2005; Vargo and Lusch, 2004). S-D logic was then developed to meet the needs of the organisation seeking CBE and increasing brand engagement (Prahalad and Ramaswamy, 2004; Sawhney et al., 2005).

Engagement has drawn the attention of entrepreneurs as a new metric used to measure brand performance (Bowden, 2009; Kumar et al., 2010; MSI, 2010) for the

reason that traditional one-way communication has transformed into two-way communication, and it reflects the interactions between consumers and brands (Kim and Ko, 2012). Recently, the concept of engagement has been receiving attention from marketing scholars (Brodie et al., 2013; Calder et al., 2009; Higgins and Scholer, 2009; Hollebeek, 2013; van Doorn et al., 2010; Vivek et al., 2012). Before 2005, there were very few academic marketing-related articles that mentioned the term 'engagement' (Brodie et al., 2011). Even though the term 'engagement' is becoming more popular, at the same time, there is still a lack of empirical exploration (Calder et al., 2009; Vivek et al., 2012), as well as a lack of clarity and consistency of definitions, concepts, and measurement dimensions (Hollebeek, 2011b; Sprott et al., 2009). For this reason, a clear concept of marketing engagement is needed (Gambetti and Graffigna, 2010; Mollen and Wilson, 2010).

The literature review on marketing engagement has indicated that there are various patterns of engagement – for example, CE (Brodie et al., 2011; Bowden, 2009; Patterson et al., 2006); consumer engagement (Brodie et al., 2013; Vivek et al., 2012), customer brand engagement (Hollebeek, 2011b); customer engagement behaviour (van Doorn et al., 2010); engagement in general (Gambetti and Graffigna, 2010; Higgins and Scholer, 2009); and online consumer engagement (Mollen and Wilson, 2010). These patterns reflect a lack of clarity and consistency in concept, definition, and measurement dimensions. However, most of the definitions use a multidimensional concept of engagement, which includes cognitive, emotional, and behavioural elements – an approach that has been widely cited in literature (May et al., 2004; Patterson et al., 2006; Brodie et al., 2011). In addition, a variety of engagement concepts also reveal significant findings. For example, engagement is a process that can be characterised by specific interactions. Sprott and colleagues (2009) studied brand engagement in consumers' own thoughts and/or the described co-experience between the subjects (i.e. consumers and the objects, such as brands). Hollebeek (2011b) studied customer brand engagement. Lastly, Calder and colleagues (2009) studied online engagement.

From literature reviews on concepts, definitions, and dimensions to measure engagement, as discussed above in this study, we have used the term 'CBE' to reflect the interaction between consumers and the brands and define the interaction between consumers and the specific brand at the level of engagement that includes cognitive, emotional, and behavioural elements. This is an appropriate concept that aligns well with the roots of engagement theory, S-D logic, and RM, which focus on the interaction and co-creation of value among stakeholders. Furthermore, we are interested in studying the dimensions developed by Hollebeek and colleagues (2014) to measure CBE – cognitive, emotional, and behavioural dimensions – to reflect the scope of a broader engagement concept (Brodie et al., 2011).

In this study, it is expected that brand engagement not only influences consumers to recommend the products or brands, but consumers also co-create experiences and values as well as engaging in the innovation process of the organisation and creating brand loyalty (Algharabat et al., 2018; Brodie et al., 2011; Dwivedi, 2015; Hoyer et al., 2010; Islam and Rahman, 2016; Prahalad and Ramaswamy, 2004), and PI (Jayasingh and Venkatesh, 2016; Pentina et al., 2013). Thus, the following assumptions can be made:

H3 There is a significant relationship between CBE and PI, with CBE as the mediator variable.

H4 CBE will mediate the relationship between social media advertising and PI.

2.6 Brand loyalty

Brand loyalty occurs when consumers are encouraged to engage with the brand (Appelbaum, 2001; Bowden, 2009; Chan et al., 2014; Higgins, 2006; Hollebeek, 2011a, 2013; Pham and Avnet, 2009; Schau et al., 2009; Sportt et al., 2009).The more consumers are engaged with brand, the more loyalty to the brand they will have (Sportt et al., 2009). Brand loyalty is defined by academics in many different ways; for example, Aaker (1991) defined it as a customer's relationship with the brand, and Keller (1998) defined it as the behaviour of consumers in the marketplace, which can be seen by the number of consumer repurchases. On the other hand, McAlexander et al. (2002) stated that loyalty was a fundamental behaviour to engage with the brand community, that consumers were loyal and had a passion for the brand (Gummerus et al., 2012). From the literature review, most of the definitions of loyalty focus on consumer engagement with the brand and repurchasing of the same brand. Therefore, in this study, we define loyalty as the relationship between the consumer and the brand arising from engaging with the brand, which leads to commitment to buy this brand again.

The concept of brand loyalty is an important indicator used to measure the success of marketing strategy, because consumer loyalty will result in repurchasing and recommending the brand to others (Flavián et al., 2001), which will lead to profitability and growth of the company (Molla and Licker, 2001). Using online social media is a marketing strategy aiming to build loyalty (Ismail et al., 2018), and the measurement of success can be viewed from two perspectives:

1   the entrepreneurial perspective

2   the consumer perspective.

In this study, we use the consumer perspective, as it measures loyalty based on attitudes, which is the same dimensions we use to measure CBE in this study. This method measures the loyalty of the brand, brand preference, or consumer purchase intention. This concept is consistent with a study by Anderson and colleagues (2014), which found that brand loyalty would result in consumer purchase intention.

2.7 Purchase intention

Purchase intention is a term used to describe the thinking process regarding the buying decision that the consumer has developed from the intention to actually buy the targeted brand (Wells and Valacich, 2011; Dodds et al., 1991). Most researchers and experts are beginning to focus more on consumer purchase intention by looking at social media, along with return of investment (ROI), and some have shown that the measure of return on engagement (ROE) replaces the traditional ROI measure (Weinberg and Pehlivan, 2011; Kelly, 2013).

Lavidge and Steiner (1961) stated that purchase intention is the emotion at the last step of the hierarchy-of-effects (HOE) model that drove consumers to purchase specific brands (Hutter et al., 2013), which was the main goal of marketing communication to measure the effectiveness of corporate social media activities. Keller (2008) found that social media has a positive influence on consumers purchase intention (Kapferer, 2008), in line with Dodoo and Wu (2019), who found that personal marketing on social media has a positive influence on impulse purchasing by online consumers. Fishbein and Ajzen

(1975) pointed out that consumer responsiveness was important, as their responses or purchase intentions could predict consumer purchasing behaviour (Engel et al., 1978; Kim and Ko, 2010; Warshaw, 1980).

In addition, academics have developed different theories and models to study consumer purchase intention from different perspectives. The first perspective is the PI based on the theory of reasoned action. The second perspective is the PI based on the theory of planned behaviour. The third perspective is the PI based on the technology adoption model. The fourth perspective is the PI based on consumer attitudes. In this study, we use the perspective of PI based on the consumer attitude model to study the occurrence of PI, as it has three components – cognitive, emotional, and behavioural – like the CBE used in this study. Attitude refers to a settled way of thinking reflected in human behaviour (Thomas and Znaniecki, 1918). Osgood et al. (1957) defined attitude as a bias towards response from evaluation or the inclination to get close to your preferences or to avoid things that did not meet your expectations.

Furthermore, Mackenzie et al. (1986) also developed an attitude mediation model to measure the effectiveness of advertising which can be measured by recognising, accepting, reasoning, and changing attitudes, as well as PI (Stewart and Furse, 1986). The same attitude as the CBE used in this study plays an important role in that it influences purchasing intention of consumers. Therefore, we are confident that CBE is related to PI as it also plays a role as a mediator between social media advertising and purchase intention. The hypotheses can be set as follows:

H5   There is a significant relationship between CBE and PI.

H6   There is a significant relationship between CBE and brand loyalty.

H7   There is a significant relationship between brand loyalty and PI.

H8   Brand loyalty will mediate the relationship between CBE and PI.

Figure 2   The relationship between social media advertising, CBE, brand loyalty and purchase intention (see online version for colours)
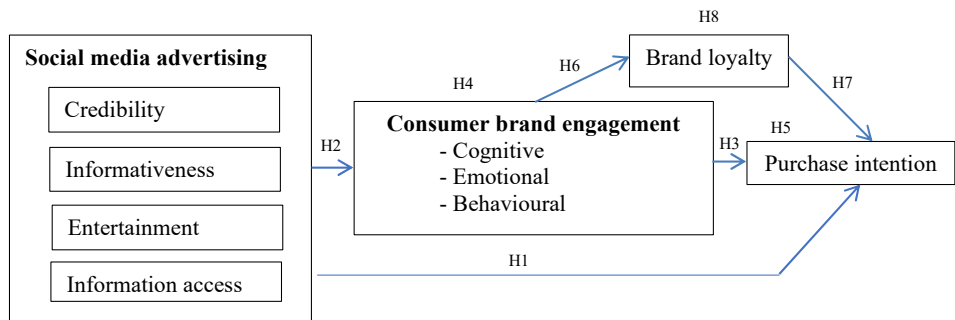
Source: Supotthamjaree and Srinaruewan (2018)

3   Methodology

This study deploys a mixed methods methodology using the exploratory sequential design (Creswell and Clark, 2011). The process is a two-sequential-phase method that

begins with instrument development, and qualitative findings are used to develop scale items to suit the context of Starbucks (Thailand) advertising on Facebook for a quantitative survey instrument. Then, the quantitative survey is conducted for data collection and testing.

3.1 Phase 1: qualitative methods

The questionnaire tailored to the context of Starbucks (Thailand) advertising on Facebook and the questionnaire used was translated from the original (English) into Thai. Therefore, to ensure that Thai version of the questionnaire retains the same meaning, that is, "there was no loss of meaning in Thai version" (Douglas and Craig, 2007), the pre-test involved inviting ten Thai Gen Y consumers who had engaged with Starbucks' Facebook advertisements, divided into two groups (five consumers in each group), to participate in the study, so as to request suggestions on how to adjust the questionnaire to suit the context of Thai consumers (Srinaruewan et al., 2015; Phonthanukitithaworn et al., 2016). According to the pre-test results, we adjusted the wording in some items to be clearer and more concise, as well as eliminated some redundant items. After that, the adjusted questionnaire was used as a guideline in designing the questionnaire to be more specific for further quantitative data collection) (see Appendix A).

3.2 Phase 2: quantitative methods

There were four steps in the research: first, designing research tools or questionnaires by conducting a survey (survey research). The second step involved verifying the research tools with content validity. We used the content validity index (CVI). The item-level CVI (I-CVI) and The scale-level CVI (S-CVI)/average variance extracted (AVE) values were 1.00 according to the criteria of Lynn (1986) and Polit and Beck (2006). Cronbach's alpha for each item is in the range of 0.930–.935. The fact that the reliability value is greater than 0.90 indicates that the responses are consistent. Third, questionnaires were used to collect responses from 560 samples with four characteristics:

a   Thai gen Y consumers born between 1981–2000

b   Facebook users

c   Starbucks customers

d   customers who had engaged with Starbucks' Facebook advertisements on mobile devices (e.g., clicked for more info, got involved in activities) at four areas with many branches of premium coffee shops.

Quota sampling was applied to determine the proportion of samples in each district to an equal number of sets. Convenience sampling was used to select the samples. Then, we checked for construct validity and reliability. Lastly, we analysed the data using the four-step approach model developed by Mulaik and Millsap (2000). The four steps consist of: exploratory factor analysis (EFA); confirmatory factor analysis (CFA); structural equation modelling (SEM); and hypothesis testing. In this study, we had set eight research hypotheses, two of which test for the influences of the mediation effect. Therefore, we tested the hypotheses by using the causal step approach proposed by Baron

and Kenny (1986), which analysed the influence of one mediation effect at a time to find indirect influence and test the hypotheses of indirect influence individually.

4   Analysis results

The results of this study are divided into four sections, based on the four-step approach model of Mulaik and Millsap (2000).

Table 1   factor loadings, CR and AVE values

| Construct | Item | EFA | CFA | | |
		Factor loading	Standardised factor loading	CR	AVE
Cre	A3	.717	0.814	.791	.561
	A2	.507	0.626		
	A1	.581	0.793		
Inform	B4	.586	0.750	.850	.586
	B3	.843	0.726		
	B2	.860	0.786		
	B1	.545	0.798		
Enter	C3	.409	0.776	.807	.583
	C2	.708	0.827		
	C1	.586	0.681		
Access	D3	.624	0.813	.862	.676
	D2	.717	0.863		
	D1	.646	0.788		
Cog	E3	.687	0.859	.846	.648
	E2	.673	0.792		
	E1	.722	0.760		
Emo	F3	.677	0.816	.920	.794
	F2	.751	0.947		
	F1	.739	0.905		
Behav	G3	.374	0.899	.906	.764
	G2	.451	0.872		
	G1	.607	0.850		
Loyal	H3	.577	0.766	.841	.693
	H2	.548	0.782		
	H1	.439	0.847		
PI	I3	.811	0.871	.912	.775
	I2	.912	0.898		
	I1	.816	0.871		

Note: CR – construct reliability, AVE – average variance extracted.

First, results from EFA show that the Kaiser-Meyer-Olkin (KMO) value is 0.931, close to 1 (Kerlinger, 1986) and Bartlett's test (Bartlett's test of sphericity) has a P-value of 0.000. Given these values, this data set is appropriate in using the EFA techniques. Total variance explained has the cumulative value of 72.576%. In this study, we identify nine factors: credibility; informativeness; entertainment; information access; cognitive; emotional; behavioural; brand loyalty; and purchase intention. We use the criteria to group those factors that correspond to the model based on the theory, to simplify the interpretation and to facilitate comparison with other studies using the same measurement. It is found that every variable has a factor loading not less than 0.3 (Stevens, 1996) (see Table 1).

Second, results from the CFA can be divided into three sections: the result of the assessment consistency of the whole model; the result of the assessment consistency of each variable; and the result of construct validation. The first section is the overall goodness of fit. Indices used in the absolute measure are goodness of fit index (GFI), adjusted goodness of fit index (AGFI), root mean square residual (RMR), and root mean square error of approximation (RMSEA). The results show that the relative chi-square (CMIN/DF) is 1.981, meeting the criteria of less than 3 (Mueller, 1996). The GFI is 0.928, meeting the criteria of more than 0.90 (Hu and Bentler, 1999). The AGFI is 0.906, meeting the criteria of more than 0.90 (Hu and Bentler, 1999). The RMR is 0.074, meeting the criteria of less than 0.08 (Tabachnick et al., 2007) and the RMSEA is 0.042, meeting the criteria of less than 0.06 (Hu and Bentler, 1999).

The second section is the result of the assessment of each variable (path estimation). It can be divided into two orders:

a   The results of first-order have found that the standardised factors are in the range of 0.626 to 0.947, as accepted by Hair et al. (2010), which are between –1 to +1, and all values must weigh higher than +0.5. This means that the questions created are good indicators of the factors. Moreover, the errors in the form of standardised residuals are not too high. They are between the range of –4 and +4.

b   The results of second order confirmation analysis of this study, two factors are confirmed the second order constructs. The first one is social media advertising, in which the results of the analysis show that social media advertising explained the four latent factors in the first order – details are as follows: credibility (standardised factor loading = 0.607, C.R. = 12.184, $p < 0.01$); informativeness (standardised factor loading = 0.769, C.R. = 11.970, $p < 0.01$); entertainment (standardised factor loading = 0.756, C.R = 9.937, $p < 0.01$); and information access (standardised factor loading = 0.839, C.R = 10.637, $p < 0.01$). The second one is CBE; the analysis showed that the factors of CBE can describe the first order with these three factors: cognitive (standardised factor loading = 0.929, C.R = 18.036, $p < 0.01$); emotional (standardised factor loading = 0.845, C.R. = 17.493, $p < 0.01$); and behavioural (standardised factor loading = 0.867, C.R. = 18.682, $p < 0.01$) (see Appendix B).

The last section is construct validation results based on the three following values. The first is the convergent validation results. The values of standardised factors loading are between 0.626 and 0.947, meeting the criteria of more than 0.5, and the average variance extracted (AVE) of each component is in the range of 0.561 to 0.794, meeting the criteria of being greater than 0.5. As a result, the measures have convergent validation, meaning that each question is a good indicator of the latent variables, as shown in Table 1.

Secondly, in terms of the discriminant validity results, each of measurement factors has found that √AVE is higher than the cross-construct correlation for all values in the tested column. This shows that the measures have discriminant validity in all factors, as shown in Table 2.

Table 2   The AVE and squared correlation estimates

Construct	Cross construct correlation								
	Cre	Infor	Enter	Access	Cog	Emo	Behav	Loyal	PI
Cre	.750								
Infor	.597	.772							
Enter	.347	.456	.766						
Access	.438	.554	.559	.823					
Cog	.442	.515	.550	.583	.820				
Emo	.321	.373	.476	.446	.678	.892			
Behav	.262	.364	.374	.407	.599	.711	.872		
Loyal	.293	.354	.394	.392	.594	.655	.710	.803	
PI	.434	.442	.325	.409	.560	.543	.587	.718	.881

Lastly, the construct reliability (CR) results are higher than the criteria of 0.70 for all values, as also shown in Table 1.

Third, analysis of the SEM found that the model is consistent with the empirical data. The relative chi-square (CMIN/DF) is 1.984. The GFI is 0.925. The AGFI is 0.904. The RMR is 0.067, and the RMSEA is 0.042. Analysis from the direct and indirect effects of the model with two mediators reveals that social media advertising has a direct positive effect on CBE and PI, with standardised regression coefficients of 0.811 and 0.219. CBE has a direct negative effect on purchase intention, with a standardised regression coefficient of -0.63, and brand loyalty has a direct positive effect on purchase intention, with a standardised regression coefficient of 0.720. On the other hand, the results also show that social media advertising has an indirect effect on CBE and brand loyalty in PI. The coefficient is 0.407, as shown in Table 3. The results of these direct and indirect effects are also analysed by two concurrent mediators.

Table 3   Direct, indirect, and total effects

Hypotheses	Direct effect	Indirect effect	Total effect
PI ← SM ad.	0.219*	0.407	0.627
CBE ← SM ad	0.811*		0.811
PI ← CBE	- 0.063ns	0.565	0.502
Loyal ← CBE	0.785*		0.785
PI ← Loyal	0.720*		0.720
Model fit (CMIN/DF= 1.984, GFI= 0.925, AGFI= 0.904, RMR= 0.067, RMSEA= 0.042)			
R2 CBE = 65.8 %, R2 Loyal = 61.6%, R2 PI = 67.8%			

Note: *Statistically significant at 0.05 level.

Last is the result of the hypotheses testing about the influence of the mediator variables according to the work of Baron and Kenny (1986). In this study, there are two mediator variables, CBE and brand loyalty.

Table 4   Results of hypothesis testing

Hypotheses	Standard coefficient estimates	P value	Results	Mediation effect
CBE				
H1 PI ← SM Ad. (c)	0.582	0.001	Supported	
H2 CBE ← SM Ad. (a)	0.829	0.001	Supported	
H3 PI ← CBE (b)	0.650	0.001	Supported	
H4 PI ← SM Ad. (c′)	0.031	0.743	Not supported	full
Brand loyalty				
H5 PI ← CBE (c)	0.686	0.001	Supported	
H6 Loyal ← CBE (a)	0.873	0.001	Supported	
H7 PI ← Loyal (b)	0.613	0.001	Supported	
H8 PI ← CBE (c′)	0.217	0.018	Supported	partial

We now turn to the results of the hypothesis testing on the effect of mediators using the causal step approach proposed by Baron and Kenny's (1986) four steps. In the first step, the independent variable has a significant influence on the dependent variable, the value of c. In the second step, the independent variable has a significant influence on the mediator variable, the value of a. In the third step, the mediator variable has an influence on the dependent variable when controlling the influence of the independent variable, the value of b. In the fourth step, the remaining direct influence of the independent variable when controlling the influence of the mediator variable is the value of c′ by considering the value of c′. If no statistical significance is found, this implies full mediation, and if the value of c′ is significant but the value of c′ is less than the value of c, this implies partial mediation. The results showed that CBE had a fully mediating effect between social media advertising and PI, and found that values of a, b, and c were significant, but the values of c′ were insignificant. While brand loyalty has influence as a partial mediator variable between CBE and purchase intention, the values of a, b, c, and c′ were significant, but the value of c′ was less than the value of c, as shown in Table 4.

5   Discussion and conclusions

Based on this study, the impact of social media advertising on PI by analysing the mediating role of CBE, we use the key issues from the hypothesis testing results of the mediators by the causal step approach proposed by Baron and Kenny (1986) to summarise the recommendations for future research. We present two key issues, as follows.

The first issue is social media advertising. There are different factors used on the elements of advertising in each of the studies. For example, the study conducted by Anderson and colleagues (2014) used four factors: time savings, information access, bargain perception, and experiential shopping. The study of Alsamydai and Khasawneh

(2013) used five factors: informativeness, entertainment, irritation, credibility, and personalisation. The study of Cvijikj and Michahelles (2013) used seven factors: entertainment, information, remuneration, vividness, interactivity, workday, and peak hours. In this study, we choose four factors as the elements of advertising. Each of these factors has an influence on CBE: credibility, informativeness, entertainment, and information access. These factors have influences on the social media advertising which were statistically significant at the 0.001 level. When combined with the elements of social media advertising, they are significantly related to CBE, as detailed below.

First, credibility is an element of social media advertising that has a statistically significant effect at the 0.001 level. The literature review shows that credibility is related to consumer brand engagement (Boateng and Okoe, 2015; van der Waldt et al., 2009). If consumers do not trust or believe in advertising through social media, then consumers will not pay attention to the contents or products they advertise (Johnson and Kaye, 1998; Zha et al., 2015). In addition, untrustworthy or irrelevant advertisements will irritate customers, and as a result, the claims made in advertising are often unacceptable (Obermiller et al., 2005).

Second, informativeness also has a statistically significant effect at the 0.001 level. Additionally, the literature review showed that informativeness is related to consumer brand engagement (Bauer et al., 2005; Cvijikj and Michahelles, 2013; De Vries et al., 2012; Ducoffe, 1996; Kujur and Singh, 2017; Lee and Hong, 2016; Leung, 2007; Logan et al., 2012; Sun et al., 2010; Taylor et al., 2011; van der Waldt et al., 2009; Xu et al., 2008; Zhou and Bao, 2002). Informativeness is an important factor for consumers to make purchasing decisions (Pollay and Mittal, 1993), together with the five digital eras, which are:

a   the desktop internet era, since 1984

b   the mobile social era, since 2000

c   the content and data era, since 2004

d   the digital experience era, since 2013

e   the artificial intelligence (AI) era, since 2016.

Some developed countries, such as those in the USA and Europe, have entered the digital experience era and are about to step into the AI era, while Thailand is currently in the era of content and data (Laohasiri, 2017). It is necessary that both public and private organisations hasten to develop their organisations to keep up with the trends around the world, especially the use of digital technology and information to maximise the benefits. For example, Starbucks established a crown community called mystarbucksidea to bring coffee lovers to share their ideas for Starbucks. Starbucks has the Idea Partner team to screen and deliver the most popular and innovative ideas to the Starbucks executives to implement them (Somtawin and Sangkawasi, 2016). These activities are all innovative in branding involved in creating positive feelings for consumers. The opportunities for consumers to set topics in the discussion, as well as to vote and comment on their own topics and ideas, create a sense of ownership among the consumers. Moreover, when we see the ideas that everyone has voted for actually being used by the brand in reality, it will create a strong bond with the consumers. In addition, the opportunities for consumers around the world to participate in the presentation of various opinions also accurately reflect the true needs of consumers.

Third, entertainment has a statistically significant effect at the 0.001 level. The literature review demonstrated that entertainment is related to CBE (Cvijikj and Michahelles, 2013; Kujur and Singh, 2017; Taylor et al., 2011; Sun et al., 2010; van der Waldt et al., 2009). This is because consumers believe that the contents of social media advertising should be fun, entertaining, and create a good experience (Alwitt and Prabhakar, 1992). According to the survey by Kemp (2018), videos posted on Facebook were the best form of content to get consumers involved. In particular, if the design of the video enables consumers to get involved in co-creation, consumers will share feelings with the community and insert the brand into the content of the conversations. At the same time, consumers will also engage with the brand's content, which will be the driving force to go viral, as it is a marketing tool that truly responds to the lifestyle of today's online consumers.

Lastly, information access is also an important element of social media advertising at a statistically significant level of 0.001. According to the study conducted by Mikalef and colleagues (2013), information access is related to the time saving factor. In addition, a study conducted by Anderson and colleagues (2014) found that information access influenced brand loyalty, which would affect the PI. Information access is therefore an important factor in enabling consumers to access information about the products, such as product quality, price (Kwon and Jain, 2009; Messinger and Narasimhan, 1997), location, and marketing promotion (To et al., 2007), by providing an encouraging environment for consumers to find and purchase goods conveniently anywhere, anytime. For example, having the link to a magazine or a retailer's blog increases the reach of consumer information. Information access is a consumer's motivation to find information and to influence PI. As the world has entered the digital era, technology affects consumer behaviour and lifestyles. This includes the social media usage of mobile devices, which is increasing continuously (Statista, 2020a). Therefore, if businesses develop websites to support mobile sites to respond to consumers' behaviour for finding information and placing orders conveniently anywhere, anytime, that will be an important factor to influence consumer brand loyalty and their PI (Anderson et al., 2014).

The second issue is CBE, which currently draws the attention of many academics. However at the same time, there are also varied concepts, definitions, and dimensions of CBE that are used in different measurements (Hollebeek et al., 2014). The literature review presents many different concepts – for example, consumer engagement, CBE, customer engagement behaviour, and consumer engagement in the online context, among others. These diverse concepts reflect the lack of clarity and consistency in themselves, including the inability to provide an accurate and concise definition.

In this study, we use two concepts of theoretical foundations of engagement – S-D logic and RM – to define concepts, definitions, and measurement dimensions. These two concepts will focus on interactions and common good experiences, as well as stakeholder engagement in co-creation value with the organisation. Therefore, we define the concept of CBE as reflecting the interaction between consumers and the brands, and define CBE terminology as brand interaction with consumers through social media advertising, such that consumers recognise the brands, so that they are proud of the brands, and consistently engage with the brands' ads. In addition, we adopt Hollebeek and colleagues' (2014) scale to measure CBE, which consists of cognitive, emotional, and behavioural factors to reflect the broader concept of CBE (Brodie et al., 2011). However, this study does not measure CBE as a first-order construct, according to previous studies, but measures CBE as a second-order construct.

The results of the analysis with the first-order construct show that the cognitive factor most heavily influences CBE, followed by the behavioural and emotional factors. Although the results of this study are incompatible with certain previous results (Dwivedi, 2015; Hepola et al., 2017) that measure CBE as a second-order construct, it shows that the emotion dimension has the strongest impact on creating CBE, followed by the behavioural and cognitive dimensions, respectively. The reason for this may be the differences in the contexts of the studies, as the context of this study is Starbucks' advertisements on Facebook. Therefore, Starbucks ads will focus on enhancing consumer engagement in the cognitive dimension by organising promotional activities such as engagement in games to receive coupons for Starbucks, and allowing consumers to share the coupons with friends. This is the way to create the cognitive engagement of consumers and encourage PI. In this way, our study differs from other studies, such as that of Algharabat and colleagues (2018), who studied the context of non-profit organisations. The organisations must focus on enhancing the emotional participation of visitors by using images about patients or poor people who need financial assistance, such as food costs or donations. Therefore, the organisations must try to make the visitors feel good and willing to donate money to the organisations. While the cognitive dimension may not have enough weight to create a willingness to donate money, the behavioural dimension is the second strongest dimension of CBE, supporting the theory of social media advertising on Facebook that consumers usually engage in the advertising of the brand rather than other brands' advertising. Our study is in accordance with previous studies that found that the behavioural component was the second strongest dimension of CBE, meaning that consumers who were willing to support the organisation would spend more time, energy, and effort on the brand (Algharabat et al., 2018; Dwivedi, 2015; Hepola et al., 2017).

The results of the analysis of the second-order construct reveal that the three measurement dimensions influencing CBE are statistically significant at the 0.001 level, and when combining the three factors as the elements of the CBE, it is related to brand loyalty. The results of this study are consistent with Hollebeek and colleague's (2014) concept that brand loyalty occurs when consumers were encouraged to engage with the brand (Appelbaum, 2001; Bowden, 2009; Chan et al., 2014; Higgins, 2006; Hollebeek, 2011a, 2013; Pham and Avnet, 2009; Schau et al., 2009; Sportt et al., 2009). In particular, the more consumers engage with the brand, the more brand loyalty those consumers will have (Sportt et al., 2009). The results of this study are also consistent with the research of Algharabat and colleagues (2018). It was found that CBE influenced 'e-word of mouth' and the willingness to donate in the context of a non-profit organisation. It is also consistent with Dwivedi (2015)'s findings that CBE consisted of three dimensions – vigour, dedication, and absorption – which affected consumer loyalty. Furthermore, the brand loyalty is related to purchase intention, as the results of this study are consistent with the research results of Flavián and colleagues (2001), showing that brand loyalty was an important indicator to measure the success of marketing strategies. Consumer loyalty resulted in repurchases and the spreading of word-of-mouth to other people. This is consistent with research results of Anderson and colleagues (2014), who found that loyalty was related to purchase intention in retail perspectives on Facebook (retail Facebook pages). The results of the hypothesis testing on the influence of the causal step approach proposed by Baron and Kenny (1986) include two remarkable findings.

First, we found that CBE fully mediates the relationship between social media advertising and purchase intention. Our results show that CBE is an important factor in forming consumers' PI, so businesses should focus on using social media channels consistently in advertising to encourage consumers to engage with the brands, as consumer engagement is a key factor in creating consumers' PI. The results of this study are consistent with the results of Mitchell and Olson (1981), Shimp (1981), Lutz et al. (1983) and Mackenzie and colleagues (1986), showing that attitude is a measurement dimension similar to CBE, which consists of cognitive, emotional, and behavioural dimensions. Attitude has mediated the relationship between the advertising factor and the attitude toward the brands and purchase intention. This finding is consistent with the research results of Machado et al. (2019), which showed that CBE had a full mediation between brand gender and consumer-based brand equity (CBBE) in the context of social media, and specifically Facebook. In addition, the effect of brand gender influences consumer's responses and CBBE. Therefore, clear brand gender positioning should be the advantage of the brand. In particular, the brands that want to convey themselves as brands for men must create a clear masculine personality that makes men accept and engage with the brands. This finding is in line with the studies of Azar et al. (2018), Neale et al. (2016), Avery (2012) and Jung and Lee (2006); which suggested that masculine brands were more effective than feminine brands because men tended to resist feminine brands while women tended to accept masculine brands.

Second, brand loyalty partially mediates the relationship between CBE and PI, which shows that brand loyalty is the key to getting consumers to repurchase. If a business encourages its CBE through social media channels regularly, it is likely that the consumer will repurchase again. The results of this study are consistent with the concept developed by Flavián and colleagues (2001), which stated that loyalty was an important indicator to measure the success of marketing strategies, since consumer loyalty will result in repurchases and referrals to other people.

5.1 Theoretical contributions

This study makes two theoretical contributions to the literature on social media advertising, CBE and PI. First, we choose four factors credibility, informativeness, entertainment, and information access. As the elements of social media advertising and each of these factors has an influence on CBE. When combined with the elements of social media advertising, they are significantly related to CBE and PI. This is different from previous studies that used different factors as elements of advertising, such as Alsamydai and Khasawneh (2013) and Cvijikj and Michahelles (2013), and most of them studied the influence of advertising on CBE. Therefore, this study is filling the research gap that helps bridge social media advertising to CBE and PI. Second, there are few social media advertising studies supporting CBE in the role of mediation. In this study, we have adopted Hollebeek and colleague's (2014) CBE measurement. We do not measure CBE in this context in the way that Hollebeek and colleagues (2014) measured it, as a first-order construct. We measure it as a second-order construct and analyse it in the role of mediation between social media advertising and PI.

5.2   Managerial implications

Our findings provide valuable practical implications for practitioners in advertising and contribute to the existing literature on the determination of advertising strategies in order to create interaction between consumers and specific brands in social media.

The findings of this study suggest that CBE fully mediates the relationship between social media advertising and purchase intention. Our results show that CBE is an important factor in forming consumers' PI, so businesses should focus on using social media channels consistently in advertising to encourage consumers to engage with the brands, as consumer engagement is a key factor in creating consumers' PI.

5.3   Limitations and future research

In this study, there are two limitations. First, the context used in this study is solely Thailand, so future research in other contexts will need to add or change the variables to be more consistent with the current events to expand or develop knowledge for future education. Second, the research still lacks the continuous knowledge from studying the impact of social media advertising on purchase intention by analysing mediating role of CBE – for example, applying big data (such as contents of interaction between consumers and brands on social networks and reports on social networking activities) to make business decisions (e.g., analysis of prediction, data mining, textual analysis, and statistical analysis).

In terms of the directions of future research, this study has found that the CBE measurement developed by Hollebeek and colleagues (2014) is analysed as a second-order construct reflected by the first-order dimensions of cognitive, emotional, and behavioural factors. This study has also found that in the relationship of variables in the conceptual framework, CBE affected the brand loyalty and PI. Moreover, we found that CBE is a full mediation variable between social media advertising and PI. However, this conceptual study may produce different results according to other contexts and countries. Therefore, future research should be conducted in different regions.

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Appendix A

Items in the questionnaire were adjusted

Constructs	Item	Adapted from
Credibility	I trust Starbucks' Advertising on Facebook.	Alsamydai and Khasawneh (2013)
	I use Starbucks' Advertising on Facebook as a reference for purchasing.	Alsamydai and Khasawneh (2013)
	I believe that Starbucks' advertising on Facebook is credible.	Alsamydai and Khasawneh (2013)
Informativeness	Information obtained from the Starbucks' adverting on Facebook is useful.	Logan et al. (2012), Pavlou et al. (2007) and Alsamydai and Khasawneh (2013)
	Information obtained from the Starbucks' adverting on Facebook is clear.	Logan et al. (2012), Pavlou et al. (2007) and Alsamydai and Khasawneh (2013)
Information access	Starbucks' advertising on Facebook is a good source of information about products and promotion.	Alsamydai and Khasawneh (2013)
	I learn a lot of the information from Starbucks' advertising on Facebook when I search for the information about product and promotion	To et al. (2007)
	I prefer Starbucks' advertising on Facebook which is easy to acquire the information about product and promotion when I need to search for it.	To et al. (2007)
	I like to search for the information about product and promotion through Starbucks' advertising on Facebook because I can access the information anytime, anywhere	To et al. (2007)
	I think the information obtained from Starbuck' adverting on Facebook is easy to understand	Alsamydai and Khasawneh (2013)
Entertainment	Starbucks' advertising on Facebook is fun	Kim and Ko (2012)
	Contents shown in Starbucks' advertising on Facebook seem interesting	Kim and Ko (2012)
	I find Starbucks' advertising on Facebook entertaining	Alsamydai and Khasawneh (2013)

Items in the questionnaire were adjusted (continued)

Constructs	Item	Adapted from
Cognitive	Engagement with Starbucks' advertising on Facebook gets me to think about it.	Hollebeek et al. (2014)
	I think about Starbucks' advertising on Facebook a lot when I'm engaged with it.	Hollebeek et al. (2014)
	Engagement with Starbucks' advertising on Facebook stimulates my interest to learn more about it.	Hollebeek et al. (2014)
Emotional	Engagement with Starbucks' advertising on Facebook makes me happy.	Hollebeek et al. (2014)
	I feel good when I engage with Starbucks' advertising on Facebook.	Hollebeek et al. (2014)
	I'm proud to engage with Starbucks' advertising on Facebook.	Hollebeek et al. (2014)
Behavioural	I spend a lot of time engaging with Starbucks' Advertising on Facebook comparing to other Advertising on Facebook.	Hollebeek et al. (2014)
Brand loyalty	Whenever I'm engage with Advertising on Facebook, I usually engage with Starbucks on Facebook.	Hollebeek et al. (2014)
	Starbucks' Advertising on Facebook is one of the brands I usually engage with when I engage with advertising on Facebook.	Hollebeek et al. (2014)
	I am willing to pay more for Starbucks.	Delgado-Ballester et al. (2003)
	I will suggest Starbucks to other consumers.	Aaker (1991) and Yoo et al. (2000)
	Starbucks would be my first choice.	Aaker (1991) and Yoo et al. (2000)
Purchase intention	I would like to purchase Starbucks' product.	Park et al. (2007)
	I intend to buy Starbucks' product offered on Facebook advertising.	Casaló et al. (2010) and Park et al. (2007)
	I am likely to buy Starbucks' product after engaging with Starbucks' Advertising on Facebook.	Salisbury et al. (2001)

Appendix B

Standardized factor loading

Construct		Item	Standardized loading	t-value
Second-order	*First-order*			
SM ad.	Cre		0.607	12.184
	Inform		0.769	11.970
	Enter		0.756	9.937
	Access		0.839	10.637
CBE	Cog		0.929	18.036
	Emo		0.845	17.493
	Behav		0.867	18.682
	Cre	A3	0.814	18.039
		A2	0.626	14.341
		A1	0.793	18.039
	Inform	B4	0.750	17.973
		B3	0.726	17.546
		B2	0.786	17.669
		B1	0.798	17.973
	Enter	C3	0.776	17.994
		C2	0.827	17.994
		C1	0.681	15.458
	Access	D3	0.813	22.110
		D2	0.863	22.110
		D1	0.788	20.237
	Cog	E3	0.859	20.864
		E2	0.792	20.864
		E1	0.760	19.639
	Emo	F3	0.816	28.831
		F2	0.947	28.831
		F1	0.905	27.254
	Behav	G3	0.899	25.976
		G2	0.872	25.976
		G1	0.850	23.221
	Loyal	H3	0.766	19.070
		H2	0.782	19.070
		H1	0.847	20.776
	PI	I3	0.871	28.911
		I2	0.898	28.911
		I1	0.871	27.403