

# **THE IMPACT OF SOCIAL TIES AND MESSAGE TYPE ON ADVERTISEMENT EFFECTIVENESS**

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## **ABSTRACT**

Past researches have found that the presentation of advertisements will affect consumer attitude toward a message and an object. There are two types of message presentation. One is non-interactive advertising which presents the message about an object relied on more texts. Contrarily, interactive advertising makes consumers accept more product information unconsciously through more motion pictures. Facebook creates a brand new way that messages delivering among users. Our research aims to investigate what factors affect the impact of consumer-sharing advertisements on the messages effectiveness. Tie strength, type of message, and advertising literacy were employed in our experimental study. Research finding showed following results (1) Strong tie will evoke better attitude toward the brand and Ads forwarding intention; (2) Interactive advertising gain greater attitude toward the advertisement, attitude toward the brand and Ads forwarding intention; (3) Compared to weak tie and non-interactive advertising, strong tie and interactive advertising will evoke better attitude toward the brand; (4) Lower advertising literacy has greater influence on how advertising affects attitude toward the brand than higher advertising literacy does.