

THAI CONSUMERS' SKEPTICISM AND ATTITUDES TOWARD CONTENT SEEDING TECHNIQUES VIA SOCIAL MEDIA

NANTHITA SONGYOTHIN*, CHOMPUNUCH PUNYAPIROJE**

ABSTRACT. Content seeding via social media is one of the most popular marketing tactics in the digital age. However, there are some digital agencies exercising unethical practices by not notifying the contents as the advertisements in order to earn consumer's attention and content sharing. As such, the purposes of this research were to investigate Thai consumers' skepticism toward advertising messages created by content seeding techniques, their attitudes toward advertising messages, advertised brands and media organizations that employed content seeding techniques. Specifically, this study also examined the interrelationships among these four variables. A self-administered survey research was conducted. The participants were selected through convenience sampling. Final sample consisted of 400 Thai consumers aged between 18 and 45 years who had social media usage experiences. The data were analyzed using descriptive statistics and inferential statistics.

The results showed that there was a negative relationship between Thai consumers' skepticism and their attitudes toward advertising messages created by content seeding techniques via social media ($p < 0.05$), as well as a negative relationship between consumers' skepticism toward advertising messages and attitudes toward advertised brands that employed content seeding techniques ($p < 0.05$). However, there was no relationship between consumers' skepticism and their attitudes toward media organizations that employed content seeding techniques.

Keywords: Attitudes, Consumer Skepticism to Advertising, Content Marketing, Content Seeding, Thai consumers

* Master student of Department of Communication Arts, Faculty of Humanities and Social Sciences, Burapha University, Chonburi, Thailand

** Ph.D. Assistant Professor of Department of Communication Arts, Faculty of Humanities and Social Sciences, Burapha University, Chonburi, Thailand, Email: chompunuch@yahoo.com

Background and Significance of the Study

According to MAGNA of IPG Mediabrand's reports, the global advertising economy is expected to reach UDS 27 billion by the end of 2016. Of this amount, USD 26 billion is coming from increases in digital advertising. Thus, digital will remain the key driver of total advertising industry expenditures, with compound growth of 11% expected through 2021 (Letang & Stillman, 2016). Similar to Thailand, Digital Advertising Association (Thailand) or DAAT and TNS (Thailand) Ltd. conducted a survey regarding the digital advertising spending of 2016 by collecting data from 24 leading advertising agencies. The results show that digital advertising spending in 2016 totaled over 9,883 million Baht, an increase of 22% from 2015. Such figures imply that the digital media has become an important media as much as television nowadays. Thumbsupteam (2016) added, the major purpose of using digital media among Thai marketers is to enhance brand awareness and brand relationships.

Content seeding via social media is one of the most popular marketing techniques in the digital age. Its working process begins when the content creators have created and published brand related contents (or the posts) on online media, including scattering the contents across various social media platforms in various ways. In addition, content creators sometimes hire celebrities or influencers to distribute the contents to the target audiences who are in their own social networks. Most marketers suggest that there are two types of content seeding. "Simple seeding" occurs when the contents are distributed via the brand's own network and a few well-known influencers with low efforts and costs. The contents of simple seeding must have high quality and values to persuade the web users to share the content to their own networks. The chance for content to become viral is much higher through advanced seeding. On the other hand, for the "advanced seeding," brand owners will create any kinds of contents, including videos, articles or infographic and distribute them into social media influencers, blogs, forums, groups, and websites. However, an advanced seeding technique requires a high cost and great effort because the contents can be reached a large target group. The major social media networks have been popularly used are Facebook, Twitter, LinkedIn and Google+ as the first placed to distribute the contents. However, social media such as Instagram, Pinterest and Snapchat are being used for business-to-consumer companies' visual contents, including expert blogs and influencers as a great tool to increase trust (Content Seeding, 2017).

While content marketing has gained its popularity on online media, there are some digital agencies exercising unethical practices by not notifying the contents as the advertisements in order to earn consumer's attention and content sharing. Littleton (2012) states that some marketers use content seeding techniques in unethical ways such as hiring people to use false identities to post or even using software to flood internet forums and social media with positive comments. In a similar vein, consumers in Thailand have faced this kind of problems as well. That is, problems related to content seeding occur when firms try to conceal consumers who are the sponsors in creating contents, hire people to use fake identities in social media accounts to post positive comments in the contents, exaggerate the product attributes in the content reviews and transgress the consumers' personal information database for developing marketing plans (Kamjadpai, 2016). Sher and Lee (2009) further state that while the Internet provides an easy access to product and service information, it may also foster consumer skepticism toward advertising claims.

Obermiller and Spangenberg (1998; 2000) define "consumer skepticism toward advertising" as the tendency toward disbelief of the advertising claims. In this state, consumers come to believe or disbelieve about marketing messages through socialization and purchasing experiences. These researchers further suggested that, based on extensive review of literature, there have been some studies about consumer skepticism toward advertising from traditional media to online media (Boush, Friestad & Rose, 1994; Sher & Lee, 2009; Wang & Chien, 2012). While some researchers examines the impact of consumer involvement on advertising skepticism (Sami & Gull, 2012) or the effect of stated company intent on consumer skepticism (Forehand & Grier, 2003), others develop consumer skepticism toward advertising scale that has been widely used (Obermiller & Spangenberg, 1998; 2000). Nevertheless, a few studies in Thailand focus on this area. That is, one area of the study is to examine the relationships among consumer's demographics, consumer self-esteem, knowledge, advertising skepticism, and advertising avoidance while the other area focuses on an examination of the effects of consumer skepticism toward attitudes on consumer behaviors toward advertising, including investigating the relationships with consumer's self-confidence, cynicism and media credibility variables (Devahastin, 2008; Lerkamnouychoke, 2007). Most of the research findings confirmed that consumer skepticism in advertising affected their beliefs, attitudes toward advertising claims, and product judgment (Tien & Phau, 2009).

Based on Heider's balance theory, one of cognitive consistency theories which dominated social psychology in 1960's, a person's behavior changes from liking to disliking someone or something by choosing balance state in her interpersonal relations. This is caused by pressure or tension, resulting from the imbalance state in her interpersonal relations, which enforces someone to change her sentiment relation toward balance formation or to lesser force/tension (Hummon & Doreian, 2003; Zajonc 1960). In the advertising aspect, the Balance Theory hypothesizes that there is a reciprocal correlation between attitude toward the advertising and attitude toward the brand, i.e., there is a mutual two-way causation (Edell & Burke 1984). The basic premise of the balance theory is that a person seeks to maintain balance among the components of any cognitive unit. Heider's example involves a person-object-event triad. The cognitive unit is balanced if all three pairs of correlations are positive or if two are negative and one is positive (p. 110). The balance theory triad in an advertising situation would be the consumer, an advertisement, and the brand which is advocated in the advertisement. Since the advertising-brand correlation is always positive, a balanced state will exist only if the consumer dislikes both the advertising and the brand or likes them both. Therefore, the prediction would be that attitude toward the advertising and attitude toward the brand are highly positively correlated. Thus, it is also possible that facing unethical content seeding techniques may have caused consumers disbelieving, resulting negative attitudes toward contents appearing on the Internet and negative attitudes toward advertised brands as well.

As stated above, there have not been any research studies focusing on consumer's skepticism toward advertising messages created by content seeding techniques and its effects on consumer attitudes toward advertising messages, advertised brands, and media organizations. Furthermore, no-known studies have focused on attitudes toward content seeding unethical techniques in details. As such, the purposes of this research were to investigate Thai consumers' skepticism toward advertising messages created by content seeding techniques, their attitudes toward advertising messages created by content seeding techniques, their attitudes toward advertised brands and media organizations that employed content seeding techniques. Specifically, this study also examined the interrelationships among these four variables.

Also, based on the balance theory, three hypotheses were suggested as follows:

THAI CONSUMERS' SKEPTICISM AND ATTITUDES TOWARD CONTENT SEEDING TECHNIQUES VIA SOCIAL MEDIA

H1: There is a correlation between consumer skepticism toward advertising messages and their attitudes toward advertising messages created by content seeding techniques.

H2: There is a correlation between consumer skepticism toward advertising messages and their attitudes toward advertised brands that employed content seeding techniques.

H3: There is a correlation between consumer skepticism toward advertising messages and their attitudes toward media organizations that employed content seeding techniques.

Methods

Survey Research was used in this study as follows:

Samples and Procedures

To investigate the effects of content seeding tactics on consumer skepticism and attitudes, a survey research was employed. Participants were selected via convenience sampling of Thai consumers. A self-administered questionnaire was employed and 400 responses were collected from December 2016 to January 2017. In order to participate in the study, there were 2 screening questions. First, the participants were asked whether they had any experiences in using any of these social media (i.e., Facebook, Instagram and website community (Pantip.com)) because these 3 social media are popular among Thai people. If they indicated yes, the participants were then asked whether they have seen the content seeding in these social media types. The researchers then informed the participants about the research objectives and its benefits for the academic purposes. Once the participants agreed to participate in the study, the researcher handed in the questionnaire to complete.

Questionnaire Development

The questionnaire consisted of 5 sections: the demographics, advertising skepticism toward advertising messages, the attitudes toward advertising messages, the attitudes toward advertised brands, and the attitudes toward media organizations that employed content seeding techniques. For the

consumer skepticism toward advertising, the scale was adapted from Obermiller & Spangenberg's studies (1998; 2000). For consumer attitudes toward advertising messages, advertised brands, and media organizations, the scales were adapted from Punyapiroje's studies in 2011 and 2012. All measured were assessed using 5-point Likert-type scale, where 1 = "strong disagree," and 5 = "strong agree," The researcher also sent the questionnaire to two academic professors and a media manager working at a media agency in Thailand for the purpose of face validity and content validity. The researchers also pretested the questionnaire with 30 participants to ensure reliability of the scales. All measures exhibited an acceptable reliability, ranging from 0.717 - 0.926. Descriptive statistics and Pearson Product-Moment correlations were employed to test all hypothesized relationships.

Findings

Sample Characteristics

Of four hundred responses, about 67% were females and 33% were males. In addition, a sample was more educated with most participants indicated holding at least a Bachelor's degree. A majority of participants reported a personal monthly earning of 10,000 Baht or less.

Consumer skepticism toward advertising messages

When asking consumers to rank their skepticism toward advertising messages created by content seeding techniques via social media, the results showed that the average of consumers' skepticism was in a moderate level (\bar{X} = 3.15). The top-five of skepticism sentences that consumers ranked the highest were, "I can depend on getting the truth in most messages that employed content seeding techniques" (\bar{X} = 3.56), followed by "The objective of messages that employed content seeding techniques is to inform the consumers" (\bar{X} = 3.54), "I believe messages that employed content seeding techniques are informative" (\bar{X} = 3.43), "Most messages that employed content seeding techniques provide consumers with essential information" (\bar{X} = 3.24), and "In general, messages that employed content seeding techniques present a true picture of the products being advertised" (\bar{X} = 3.00), respectively (see Table 1).

THAI CONSUMERS' SKEPTICISM AND ATTITUDES TOWARD CONTENT SEEDING
TECHNIQUES VIA SOCIAL MEDIA

Table 1. Means and standard deviations of consumer skepticism toward advertising messages created by content seeding techniques via social media (n = 400)

| Consumer skepticism toward advertising messages created by content seeding techniques | \bar{x} | S.D. | Rank |
|---|-----------------------------|-------------|-------------|
| 1. I can depend on getting the truth in most advertising messages created by content seeding techniques. | 3.56 | 0.72 | 1 |
| 2. The objective of advertising messages created by content seeding techniques is to inform the consumers. | 3.54 | 0.82 | 2 |
| 3. I believe advertising messages created by content seeding techniques are informative. | 3.43 | 0.78 | 3 |
| 4. Advertising messages created by content seeding techniques are generally truthful. | 2.96 | 0.77 | 6 |
| 5. Advertising messages created by content seeding techniques are a reliable source of information about the quality and performance of products. | 2.94 | 0.77 | 7 |
| Consumer skepticism toward advertising messages created by content seeding techniques | \bar{x} | S.D. | Rank |
| 6. Advertising messages created by content seeding techniques are truth well told. | 2.81 | 0.74 | 9 |
| 7. In general, advertising messages created by content seeding techniques present a true picture of the products being advertised. | 3.00 | 0.80 | 5 |
| 8. I feel I've been accurately informed after viewing most advertising messages created by content seeding techniques. | 2.87 | 0.81 | 8 |
| 9. Most advertising messages created by content seeding techniques provide consumers with essential information. | 3.24 | 0.79 | 4 |
| Consumer skepticism toward advertising messages created by content seeding techniques (Means) | 3.15 | 0.55 | |

Consumer attitudes toward advertising messages

When asking consumers to rank their attitudes toward advertising messages created by content seeding techniques via social media, the results revealed that the average of consumer's attitudes toward advertising messages was also in a moderate level (\bar{X} = 3.21). The top-five of attitude sentences that consumers ranked the highest were, "Attaching the links of advertised brands in the advertising message created by content seeding techniques helps consumers to search product information easily" and "Video clips created by content seeding techniques are mostly interesting and want me to learn more about the advertised products" (\bar{X} = 4.12), followed by "Illustrators appeared in advertising messages created by content seeding techniques are well-designed

to get consumer attention" ($\bar{X}=4.08$), "Using hashtag in the advertising messages created by content seeding techniques is advantageous for consumers because it aids them to search product information easily" ($\bar{X}=4.00$), "Using the advertising keyword of the brands in the advertising messages created by content seeding techniques assists consumers to recall the product attributes easily" ($\bar{X}=3.78$) and "Using the celebrities to review the products makes advertising messages more believable" ($\bar{X}=3.69$) respectively (see Table 2).

Table 2. Means and standard deviations of consumer attitudes toward advertising messages created by content seeding techniques (n=400)

| Attitudes toward advertising messages created by content seeding techniques | \bar{x} | S.D. | Rank |
|--|-----------|------|------|
| 1. I like to view advertising messages created by content seeding techniques because they assist me to better understand product attributes. | 3.13 | 0.84 | 11 |
| 2. I do not believe in advertising messages created by content seeding techniques because such messages tend to be one-sided product information. | 2.33 | 0.88 | 16 |
| 3. I refuse to view advertising messages created by content seeding techniques because the content is exaggerate. | 2.63 | 0.87 | 13 |
| 4. I think advertising messages created by content seeding techniques offer consumers too much product information. | 2.36 | 0.83 | 15 |
| 5. Writing styles of advertising messages created by content seeding techniques are persuasive and believable. | 3.21 | 0.96 | 10 |
| 6. Illustrators appeared in advertising messages created by content seeding techniques are well-designed to get consumer attention. | 4.08 | 0.75 | 2 |
| 7. Video clips created by content seeding techniques are mostly interesting and want me to learn more about the advertised products. | 4.12 | 0.73 | 1 |
| 8. It is wrong for advertised brands to create fake reviews and comments on their posts, making consumers to believe them as the suggestion posts. | 1.82 | 0.88 | 17 |
| 9. It is wrong for advertised brands to create fake reviews and comments on their posts to get consumer attention. | 1.77 | 0.88 | 18 |
| 10. Using hashtag in the advertising messages created by content seeding techniques is advantageous for consumers because it aids them to search product information easily. | 4.00 | 0.84 | 3 |
| 11. Attaching the links of advertised brands in the advertising message created by content seeding techniques helps consumers to search product information easily. | 4.12 | 0.81 | 1 |

THAI CONSUMERS' SKEPTICISM AND ATTITUDES TOWARD CONTENT SEEDING
TECHNIQUES VIA SOCIAL MEDIA

| Attitudes toward advertising messages created by content seeding techniques | \bar{x} | S.D. | Rank |
|--|-----------|------|------|
| 12. Using general consumers for products reviews may help increased the credibility of advertising messages. | 3.61 | 0.94 | 7 |
| Attitudes toward advertising messages created by content seeding techniques | \bar{x} | S.D. | Rank |
| 13. It is unethical for advertised brands to create product reviews and comments on Pantip.com, yet claim them as consumer reviews. | 2.56 | 0.93 | 14 |
| 14. The posts that advertised brands create in Pantip.com but claim as sponsor reviews reflect the brand owners' sincerity. | 3.25 | 0.94 | 9 |
| 15. Using the advertising keyword of the brands in the advertising messages created by content seeding techniques assists consumers to recall the product attributes easily. | 3.78 | 0.72 | 4 |
| 16. Using the celebrities to review the products makes advertising messages more believable. | 3.69 | 0.87 | 5 |
| 17. Using the celebrities to reviews the product makes advertising messages less credible. | 3.07 | 1.03 | 12 |
| 18. Buying "boost posts" for message distributions allows consumers to have more chances to access product information. | 3.63 | 0.78 | 6 |
| 19. Identifying "sponsor ads" words in the advertising messages created by content seeding techniques helps consumers to realize it as advertising and shows companies' sincerity. | 3.36 | 0.85 | 8 |
| 20. Hiring advertorial network companies for distributing the advertising messages as "related articles" assist consumers to search for product information easily. | 3.63 | 0.76 | 6 |
| Attitudes toward advertising messages created by content seeding techniques (Means) | 3.21 | 0.28 | |

Note: item number 2-4, 8-9, 12 and 16 are negatively-worded statements and these items were recoded before final analysis.

Consumer attitudes toward advertised brands

When asking consumers to rank their attitudes toward advertised brands that employed content seeding via social media, the results showed that the average of attitudes toward advertised brands was in a moderate level (\bar{X} = 2.56). The top-five of attitude sentences that consumers ranked the highest were, "Content seeding techniques is a suitable practice because it works effectively reaching out target audiences as compared to using traditional marketing" (\bar{X} = 3.46), followed by "It is not suitable for brands to persuade consumers by relying on advertising messages created by content

seeding techniques” (\bar{X} = 2.59), “I do not like brand companies using advertorial network companies to distribute advertising messages created by content seeding techniques” (\bar{X} = 2.58), “Advertising messages created by content seeding techniques are likely to generate negative effects on brand credibility” (\bar{X} = 2.51), and “I do not feel good when viewing advertising messages created by content seeding techniques” (\bar{X} = 2.50) respectively (see Table 3).

Table 3. Means and standard deviations of consumer attitudes toward advertised brands that employed content seeding techniques (n=400)

| Attitudes toward advertised brands that employed content seeding techniques | \bar{x} | S.D. | Rank |
|---|-----------|------|------|
| 1. Advertising messages created by content seeding techniques are likely to generate negative effects on brand credibility. | 2.51 | 0.84 | 4 |
| 2. It is not suitable for brands to persuade consumers by relying on advertising messages created by content seeding techniques. | 2.59 | 0.87 | 2 |
| 3. Brands companies should inform consumers that advertising messages were created by content seeding techniques. | 2.14 | 0.84 | 9 |
| 4. Brands companies should not hire people to review products without notifying consumers that the reviewed messages created by content seeding techniques. | 2.47 | 0.97 | 6 |
| 5. It is inappropriate for brand companies to hire celebrities review products without notifying consumers that the reviewed messages created by content seeding techniques. | 2.41 | 0.94 | 7 |
| 6. It is inappropriate for brand companies to hire media organizations to write product reviews without notifying consumers that the reviewed messages created by content seeding techniques. | 2.37 | 0.90 | 8 |
| 7. I do not like brand companies using advertorial network companies to distribute advertising messages created by content seeding techniques. | 2.58 | 0.87 | 3 |
| 8. I do not feel good when viewing advertising messages created by content seeding techniques. | 2.50 | 0.89 | 5 |
| Attitudes toward advertised brands that employed content seeding techniques | \bar{x} | S.D. | Rank |
| 9. Content seeding techniques is a suitable practice because it works effectively reaching out target audiences as compared to using traditional marketing. | 3.46 | 0.91 | 1 |
| Attitudes toward advertised brands that employed content seeding techniques (Means) | 2.56 | 0.52 | |

Note: item number 1-8 are negatively-worded statements and these items were recoded before final analysis.

Consumer attitudes toward media organizations

When asking consumers to rank their attitudes toward media organizations that employed content seeding via social media, the results showed that the average of attitudes toward media organizations was also in a moderate level (\bar{X} = 2.99). The top-three of attitude sentences that consumers ranked the highest were, "Media organizations should be responsible in protecting consumer rights by notifying that the advertising messages consumers view created by content seeding techniques because some consumers are not knowledgeable about the advertising techniques" (\bar{X} = 4.00), followed by "Media organizations should have ethics when using content seeding techniques because most consumers tend to trust the media organization posts" (\bar{X} = 3.92), and "It is inappropriate that online media organizations to write product reviews for brand companies" (\bar{X} = 2.49), respectively (see Table 4).

Hypotheses Testing

Table 5 revealed the results of Pearson's *r* correlation. Results revealed that the consumers' skepticism toward advertising messages created by content seeding techniques was negatively correlated with the attitudes toward advertising messages created by employed content seeding techniques ($r = -0.433, p < 0.05$). Results also revealed that the consumers' skepticism toward messages was also negatively correlated with the attitudes toward advertised brands that employed content seeding techniques ($r = -0.114, p < 0.05$). However, the consumers' skepticism toward advertising messages was not significantly correlated with their attitudes toward media organizations that employed content seeding techniques ($r = -0.018, p = 0.73$).

Table 4. Means and standard deviations of consumer attitudes toward media organizations that employed content seeding techniques (n=400)

| Attitudes toward media organizations that employed content seeding techniques | \bar{x} | S.D. | Rank |
|---|-----------|------|------|
| 1. Media organizations should be responsible in protecting consumer rights by notifying that the advertising messages consumers view created by content seeding techniques because some consumers are not knowledgeable about the advertising techniques. | 4.07 | 0.81 | 1 |
| 2. Advertising messages created by content seeding techniques can decrease consumers' credibility toward media organizations. | 2.33 | 0.81 | 4 |

| Attitudes toward media organizations that employed content seeding techniques | \bar{x} | S.D. | Rank |
|---|-----------|------|------|
| 3. It is inappropriate that online media organizations to write product reviews for brand companies. | 2.49 | 0.94 | 3 |
| 4. Media organizations should have ethics when using content seeding techniques because most consumers tend to trust the media organization posts. | 3.92 | 0.83 | 2 |
| 5. Media organizations' posts with online links attached to advertised brands are likely to attract consumers to read more about the brand companies' messages. | 2.17 | 0.77 | 5 |
| Attitudes toward media organizations that employed content seeding techniques (Means) | 2.99 | 0.32 | |

Note: item number 2-3 and 5 are negatively-worded statements and these items were recoded before final analysis.

Table 5. The correlations between consumer skepticism toward advertising messages and their attitudes (n = 400)

| Consumer attitudes | Consumer skepticism toward Advertising Messages created by content seeding techniques | | |
|--------------------------------------|--|------------------------|----------------------|
| | R | Sig. (2-tailed) | Direction |
| Attitudes toward advertising message | -0.433 | 0.05 | Negative Correlation |
| Attitudes toward advertised brands | -0.114 | 0.05 | Negative Correlation |
| Attitudes toward media organizations | -0.018 | 0.73 | Not Significant |

Discussion and Managerial Implication

The aims of the study were to investigate Thai consumers' skepticism toward advertising messages created by content seeding techniques, their attitudes toward advertising messages, advertised brands and media organizations that employed content seeding techniques and to examine interrelationships among these four variables. The findings revealed that Thai consumers' skepticism toward advertising messages created by content seeding techniques and their attitudes are in a moderate level, implying that Thai consumers tend to understand content seeding objectives of marketers in providing the product or service information, while some may realize the benefits of such information. Nevertheless, these Thai consumers do not accept that advertising messages created by content seeding technique is exaggerate. The study's findings are

congruent with Lerkamnouychoke's study (2007) in that means values of consumer's advertising skepticism are in a moderate level as well.

Related to hypotheses testing, the findings revealed that Thai consumers' skepticism toward messages was negatively correlated with their attitudes toward advertising messages created by employed content seeding techniques. In addition, results revealed that the consumers' skepticism toward messages was also negatively correlated with their attitudes toward advertised brands that employed content seeding techniques. Such findings are in line with previous studies in that advertising skepticism was negatively correlated with consumer's beliefs, attitude toward advertising claims, product judgment and behavior toward advertising at significant level (Devahastin, 2008; Tien & Phau, 2009). Additionally, this can be explained with Heider's balance theory, stating that one's behavior changes from liking to disliking someone or something by choosing balance state in her interpersonal relation. This is caused by pressure or tension, resulting from the imbalance state in her interpersonal relations, which enforces someone to change her sentiment relation toward balance formation or to lesser force/tension (Hummon & Doreian, 2003; Zajonc 1960). Thus, when the consumers felt skepticism (negative) toward advertising messages, they were likely to display negative attitudes toward advertising messages and advertised brands as well.

Interestingly, there was no significant correlation between consumers' skepticism toward advertising messages and their attitudes toward media organizations that employed content seeding techniques. This reflects that Thai consumers might concentrate on advertising claims and advertised brands appearing in the messages rather than media organizations writing and distributing that kind of content. Such findings are similar to Sami & Gull's study (2012) stating that source credibility does not seem to have a considerable influence on consumer skepticism toward advertising.

In conclusion, the study's findings suggest that advertising messages created by content seeding techniques seem to be well received among Thai consumers, similar the product placement techniques used in various kinds of media in Thailand. In addition, Thai consumers seem to be positive to read product and service information as long as the marketers will not create the advertising messages in unethical ways and exaggerate claims for the advertised brands. However, Thai consumers tend to resist and boycott

social media providers if the marketers cross the boundaries. Thus, it is important that Thai government agencies who take responsible in consumer rights and protection need to enact laws and regulations for controlling the online seeding practices in ethical approach. For future research, the scholars might extend their studies into the content seeding strategies, tactics or presentation styles by interviewing professionals who work in this area. Also, a comparative study related to the types of influencers affecting on consumer skepticism is needed. These kinds of topic can help us to better understand online seeding and discover effective means to better assist online community.

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THAI CONSUMERS' SKEPTICISM AND ATTITUDES TOWARD CONTENT SEEDING
TECHNIQUES VIA SOCIAL MEDIA

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