

The Influence of Integrated Advertising on the Brand Trust and Brand Loyalty of Smart IT Device Customers in Thailand: A Case of Corporate Facebook Media *

อิทธิพลของการโฆษณาแบบบูรณาการที่มีต่อความไว้วางใจและความภักดีในตราสินค้าของลูกค้าบริษัทอุปกรณ์สมาร์ตไอทีในประเทศไทย: กรณีศึกษาสื่อเฟซบุ๊กบริษัท

Wimmala Pongpaew (วิมลลา พ่องแผ้ว) **

Leela Tiangsoongnern (ลีลา เตียงสูงเนิน) ***

Abstract

The objective of this research was to identify the relationship between the use of integrated advertising on the brand trust and brand loyalty of Smart IT device customers for a brand that uses corporate Facebook media in Thailand. Measurements of this study were developed from the literature review and the results of a pilot study. Data were collected from 425 Facebook respondents in the main study. Structural Equation Modeling (SEM) was used to test the hypotheses. This study found that 1) customer brand trust in social media-based communities such as corporate Facebook positively influences customer brand loyalty; 2) the use of integrated advertising positively influences customer brand loyalty; 3) the use of integrated advertising positively influences customer brand trust. The findings suggest that companies should employ integrated advertising, which is a combination of online and offline advertisements, in order to strengthen the brand trust and brand loyalty of customers who use Facebook media. This may help to increase the impact of the company's marketing communication strategies. In addition, the administration and management of contents and

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บทความนี้เป็นส่วนหนึ่งของวิทยานิพนธ์ปริญญาเอก หลักสูตรนานาชาติปรัชญาดุษฎีบัณฑิตกิตติมศักดิ์ สาขาบริหารธุรกิจ วิทยาลัยนานาชาติ มหาวิทยาลัยธุรกิจบัณฑิต

** Corresponding author and PhD. candidate at DPUIC; Dhurakij Pundit University, Bangkok;
pwimma@gmail.com

ผู้เขียน และ นักศึกษาปริญญาเอก หลักสูตรนานาชาติปรัชญาดุษฎีบัณฑิตกิตติมศักดิ์ สาขาบริหารธุรกิจ วิทยาลัยนานาชาติ มหาวิทยาลัยธุรกิจบัณฑิต

*** Co-author, Thesis Advisor and Asst. Prof. Dr. at DPUIC, Dhurakij Pundit University, Bangkok
ผู้เขียนร่วม อาจารย์ที่ปรึกษาวิทยานิพนธ์ และ ผศ. ดร. วิทยาลัยนานาชาติ มหาวิทยาลัยธุรกิจบัณฑิต

the customer relationship in corporate Facebook were also found to influence customer brand trust and customer brand loyalty.

Keywords: corporate Facebook media, integrated advertising via offline and online media, customer brand trust, customer brand loyalty, smart IT devices, Thailand

Introduction

The use of social media for corporate communications is a top agenda item for many companies nowadays. Due to its high user growth rate, it is reasonable to say that using social media represents a revolutionary new trend. Social media are highly interactive platforms where users, who can be individuals or communities, can share, discuss, co-create or edit user-generated content (Kietzmann, Hermkens, and McCarthy, 2011). There are hundreds of different social media platforms such as social networking, shared photos, streaming videos, wiki and blogs. Users can access these platforms using different kinds of mobile device (Hanna, Rohm, and Crittenden, 2011). Facebook is now one of the most popular social media applications with 1,490 million users worldwide in 2015 (Kemp, 2015). With this level of market penetration by social media, companies cannot ignore the phenomenon, and are increasingly integrating social media into their marketing communications. For example, the use of social media by Fortune 500 companies has been increasing steadily. In 2013, 77 percent of these companies used Twitter, and 70 percent had a corporate Facebook page (Barnes and Lescault, 2013). This is indicative of the long-term trend of social media use by corporations and individual brands becoming the norm (Okazaki and Taylor, 2013).

In the past few years, social media have been added to companies' marketing and brand-building activities (Kaplan and Haenlein, 2010). Attracted by the large and rapidly increasing number of users, companies have created brand communities in social media, such as corporate Facebook (Gummerus et al., 2012). This is referred to as a fan page community in this study. Business use of social media technology is increasing rapidly as marketers aim to engage customers in brand communities in order to enhance the customer brand experience.

The product context upon which this study focuses will be corporate Facebook for smart IT devices, for example notebooks, smart phones, tablets, and smart gadgets. The rapid growth of smart IT devices helps drive the growth of social networking communication and interactive social channels, and mobile smart devices currently constitute one of the most dynamic sectors of the IT industry (Gens, 2014). Thailand is the location context for this study,

and it is a good representative of how social media usage is growing in developing Asia. Compared to other continents, Asia has the largest number of Facebook users, with approximately 270 million users in 2014, followed by Europe and North America (Internet World Stats, 2015). Thailand is one of the leaders among developing Asian countries, where social media such as Facebook play a very important role for internet users. In 2015, Thailand ranked 9th in the social media growth rate worldwide with 34.6 percent growth. The penetration of Facebook in Thailand was 51 percent of the country's population (Zocial Inc, 2015).

In today's competitive market, developing a long-term relationship and keeping existing customers satisfied has long been company strategy (Zheng et al., 2015). From previous researches, there are many benefits of brand loyalty such as generating greater sales volume, making customers less sensitive to competitors' campaigns and creating barriers to entry for competitors (Delgado-Ballester and Munuera-Aleman, 2001). Brand trust is one of the major contributors to brand loyalty from the results of many studies in both online and offline environments (Delgado-Ballester and Munuera-Aleman, 2005; Laroche et al., 2012; Lin and Lee, 2012). With the importance of brand loyalty and brand trust to business, and since business use of social media technology is increasing rapidly, marketers aim to engage more customers in online brand communities using marketing tactics.

Although there are many benefits that companies can enjoy when embracing the social media trend, they still do not truly understand how to manage it effectively (Kietzmann, Hermkens, and McCarthy, 2011; Sinclair and Vogus, 2011). This study will examine how integrated advertising influences brand trust and brand loyalty in a corporate Facebook brand community, a so called 'fan page environment'. Two research questions that this study aims to answer are as follows: firstly, does brand trust positively influence brand loyalty? And secondly, does the use of integrated advertising positively influence brand loyalty and brand trust in the smart IT device and corporate Facebook context? The results of this study may provide alternative strategies so that companies can manage their Facebook fan pages more appropriately.

There have been different definitions of the terms in previous studies. However, this study defines the investigated terms based on the research objectives as follows:

Social media are described as the group of internet-based applications that build on ideological and technological foundations, and that allow the creation and exchange of user-generated content (Kaplan and Haenlein, 2010). This refers to corporate Facebook in this study.

Smart IT device is defined as IT devices such as notebooks, smartphones, tablets, and other smart gadgets.

Brand Loyalty (BL) is defined as the final dimension of consumer brand resonance symbolizing the consumer's ultimate relationship and level of identification with the brand (Kotler and Keller, 2012). This consists of two subdimensions, which are attitudinal and purchase loyalty.

Brand Trust (BT) is defined as the feeling of security held by the consumer in his/her interaction with the brand, based on the perceptions that the brand is reliable and responsible for the interests and welfare of the consumer (Delgado-Ballester and Munuera-Aleman, 2001 & 2005). This consists of two subdimensions, which are brand reliability and brand intention.

Integrated Advertising (IA) is defined as the integration of traditional (offline) media such as print, broadcast, and network and online media such as Facebook, websites, and search advertising to achieve predetermined product and corporate marketing communications objectives (Saatchi and Saatchi, 2012). This consists of three subdimensions, which are traditional advertising, online advertising and mixed advertising.

Materials and Methods

The era of social media started in 1959. The affordability and availability of fast-speed internet fueled this concept (Kaplan and Haenlein, 2010). Social media can be used interactively through mobile and web-based technologies (Kietzmann, Hermkens, and McCarthy, 2011). Examples of social media are social networking sites (e.g. Facebook), creative work sharing sites (e.g. YouTube, Flickr), company sponsored sites/blogs, business networking sites (e.g. LinkedIn), collaborative sites (e.g. Wikipedia), virtual worlds, commercial community podcasts, and social bookmarking sites (Mangold and Faulds, 2009).

Taking into account social media expansion, information has increased sharing among consumers and has become more transparent (Thammanee Wong and Narkthong, 2012). Companies can gain many benefits from social media implementation such as building external and internal communities of followers, educating customers on products or services and building brand loyalty by building repeat customers. However, some companies only passively use social media such as posting advertising or defending the company against attacks (Sinclair and Vogus, 2011). They may need to engage proactively by including social media in communications with customers. An increasing number of companies have started to

engage in social media by setting up company-based brand communities such as a corporate Facebook.

Many studies have been conducted in the context of brand communities (e.g. Schau, Muniz, and Arnould, 2009; Hur, Ahn, and Kim, 2011). The reasons for conducting studies on brand communities include learning about customer perceptions and competitive action, developing customer loyalty (McAlexander, Schouten, and Koenig, 2002), influencing members' perceptions and actions (Muniz and Schau, 2005) and rapidly disseminating information (Brown, Kozinets, and Sherry, 2003). However, one of the limitations of offline communities is the geographical constraint as customers need to be physically present. Today, technology such as mobile phones and the internet have made the constraint of geography almost irrelevant (Laroche et al., 2012). An online brand community originally was simply referred to as a community on the World Wide Web. In the past few years, social media have been added to companies' marketing and brand-building activities (Kaplan and Haenlein, 2010).

Attracted by the large and rapidly increasing number of users, companies have created brand communities in social media, such as corporate Facebook (Gummerus et al., 2012; Mingsiritham, 2013). Corporate Facebook or company fan pages on social network communities have started to be used as online services for brand communication (Ruiz-Mafe, Martí-Parren˜o, and Sanz-Blas, 2013). Companies also expect to gain benefits, such as building relationships with existing and potential customers, publicizing promotions, and gaining wide exposure for new product announcements (Champoux, Durgee, and McGlynn, 2012). A few companies seem quite skilled at it; however, there is still little academic investigation of the key conceptual issues about how organizations can incorporate social media into marketing communication strategies (Mangold and Faulds, 2009).

The researchers mentioned above suggested three related constructs which should be investigated in this study: Brand Loyalty (BL), Brand Trust (BT) and Integrated Advertising (IA).

Brand Loyalty (BL)

Brand loyalty has been conceptualized as a psychological perception and behavioral response in the current time period, as well as in prior time periods (Ha et al., 2009). Companies will receive many benefits if they successfully create consumer loyalty towards a brand. This represents a substantial entry barrier to competitors; generates greater sales volume, and creates a customer base less sensitive to the marketing efforts of competitors (Delgado-Ballester and Munuera-Aleman, 2001). Brand loyalty can be categorized into two aspects which are behavior or purchase loyalty and attitudinal loyalty. Repeat buying of the brand can be classified as behavioral loyalty while attitudinal brand loyalty is the degree of

dispositional commitment in terms of some unique value associated with the brand (Chaudhuri and Holbrook, 2001).

When the internet was firstly introduced, the concept of e-loyalty was expanded to cover both traditional brand loyalty and online customer behavior. Customers are exposed to uncertainty and risk even though they are in an online environment; therefore, companies try to retain customers through certain mechanisms (Lee, 2006). It is important for companies to hold the attention of customers and to encourage repeat purchasing behavior since these can reduce marketing costs and enhance business value (Lin and Lee, 2012). Behavioral loyalty for a website can be in the form of re-purchase intention, resistance to persuasion and willingness to pay a premium while attitudinal loyalty denotes deeper engagement (Chocarro, Cortiñas, and Villanueva, 2015). Little research on brand loyalty has been conducted in a social media context with regard to online tools that encourage customers to purchase the brand, or to be loyal to it. The uniqueness of social media has been acknowledged by researchers as a distinct research domain (e.g. Hu and Kettinger, 2008; Laroche et al., 2012). Laroche et al. (2012) studied whether brand communities based on social media have positive effects on the main community elements and value creation practices in the community as well as on brand trust and brand loyalty. Their study found that brand communities established on social media enhance feelings of community among members and contribute to creating value for both members and the company.

Brand Trust (BT)

Although the concept of trust has been studied extensively by researchers, there is no consensus on its definition (Ruparelia, White, and Hughes, 2010). Most researchers have defined trust according to their specific disciplinary world view. In an environment of high risk, consumers seek trust in a brand in order to feel confidence and dependability (Elliott and Yannopoulou, 2007). Chaudhuri and Holbrook (2001) explained that in order to decrease uncertainty, vulnerable customers choose to rely more on a trusted brand. They described brand trust as the willingness of the consumer to rely on the brand's ability to perform its stated function (Chaudhuri and Holbrook, 2001: 82). Many studies have been published about the relationship between brand trust and brand loyalty both in online and offline environments (e.g. Matzler, Grabner-Krauter, and Bidmon, 2008; Deng et al., 2011). Delgado-Ballester and Munuera-Aleman (2005) described in their study that since brand trust shows a positive influence on brand loyalty, companies should develop and strengthen it since it provides both competitive and economic advantages to the company.

In an online environment, the inherent uncertainty in the electronic consumer environment brings the issue of brand trust to the interest of researchers. Ha (2004) stated in his study that factors such as security, privacy, and positive experiences have positive influences on brand trust in an e-commerce website. Moreover, higher brand trust is associated with high brand commitment; therefore, companies must consider the customer's perception of brand trust online. Using web-based business as the context of the study, Becerra and Korgaonkar (2009) found that brand trust beliefs influence online intentions mostly by influencing the intention to purchase. Another study from Lin and Lee (2012) also suggested the positive influence of online brand trust on a brand.

Brand trust based on the studies of Delgado-Ballester, Munuera-Aleman, and Yagiie-Guillent (2003) is selected to be implemented in this study. They divided brand trust into two components which are brand reliability and brand intention. Brand reliability is based on the belief of consumers that the brand accomplishes its value promise. Brand intention is based on the belief of consumers that the brand will hold the consumer's interest when unexpected problems with the consumption of the product arise (Delgado-Ballester, Munuera-Aleman, and Yagiie-Guillent, 2003: 37-38).

The relationship between Brand Trust (BT) and Brand Loyalty (BL)

As previously mentioned, there have been many studies on the relationship between brand trust and brand loyalty especially in online contexts. However, there is still very limited research that has explored these two constructs and their relationships in a social media-based brand community especially the corporate Facebook environment. The first hypothesis is proposed as follows:

H1: Customer brand trust in social media-based communities such as corporate Facebook will positively influence customer brand loyalty.

Integrated advertising (IA)

Integrated Marketing Communication (IMC) is considered a major communication development of the 20th century (Kitchen and Schultz, 1999, 2000). Its objectives are to combine, integrate, and synergize elements of the marketing communications, for example advertising, public relations, and sales promotion (Kitchen et al., 2004). The benefits of IMC include increased communication impacts such as effectiveness, higher operational efficiency and consistent messages, and improved cost savings by better use of media (Kitchen et al., 2004). One of the key implementations of IMC was media integration or media synergy (Kliatchko, 2008). The synergy across media helps in boosting the effectiveness of other media (Naik and Raman, 2003) and produces much greater output than the sum total of their

individual effects (Naik and Raman, 2003; Smith, Gopalakrishna, and Chatterjee, 2006). In the early age of cross media study, academics examined the synergistic impacts of the combination of offline media in advertising such as newspapers, other print media, TV and radio. After the internet was introduced, marketers started applying cross media integration approaches both offline and online, which generate a synergy impact when evaluating media performance (Assael, 2011).

Compared to other marketing communication tools, it is clear that advertising accounts for a huge proportion of promotional spending (Pickton and Broderick, 2005). Wang et al. (2002: 1144) defined advertising as a combination of advertising content or message and the medium or channel through which the advertisement is carried. An advertising message can be carried by both offline and online media. Offline advertising is the advertisement that employs offline media such as broadcast (television, radio), print (newspapers, magazines), outdoor (billboards, street furniture), in-store (point-of-purchase, packaging), and others (cinema, exhibitions). Online advertising is the advertisement that employs media such as search engine result pages, social network advertising, digital video, digital display, banner advertisements, pop-up advertisements, and floating advertisements (IAB, 2012).

The relationship between Integrated Advertising (IA) and Brand Loyalty (BL)

The study of Yoo, Donthu and Lee (2008) posited that brand loyalty is positively related to the extent to which advertising is invested for the brand. Brand equity is a multidimensional concept which consists of brand loyalty, brand name awareness, perceived quality, and brand associations (Salzer-Morling and Strannegard, 2004). Bruhn, Schoenmueller, and Schaffer (2012) indicated that both traditional advertising and social media communication have a significant impact on brand equity. That is, traditional media has a greater influence on brand awareness while social media communications have a stronger impact on brand image. They concluded that the joint implementation of these media may increase brand equity. From the studies mentioned above, it is proposed that with an integrated advertising strategy, this cross media activity will influence customer brand loyalty. Hence the following hypothesis is proposed as follows:

H2: The use of integrated advertising will positively influence customer brand loyalty

The relationship between Integrated Advertising (IA) and Brand Trust (BT)

The study of Soh, Reid, and King (2007) indicated that media credibility is correlated with trust in media. Credibility in advertising refers mostly to generalized beliefs about advertising integrity (i.e. trustworthiness, truthfulness, honesty). They found that different types

of media generate different levels of trust among customers. This depends on the generalized trust in advertising and media credibility that customers perceive in each type of media. The above studies imply the use of integrated advertising e.g. offline and online media may have influence on brand trust. An integrated advertising strategy creates a positive influence on brand trust. Hence, the following hypothesis is proposed as follows:

H3: The use of integrated advertising will positively influence customer brand trust

The three proposed hypotheses of this study are depicted in Figure1.

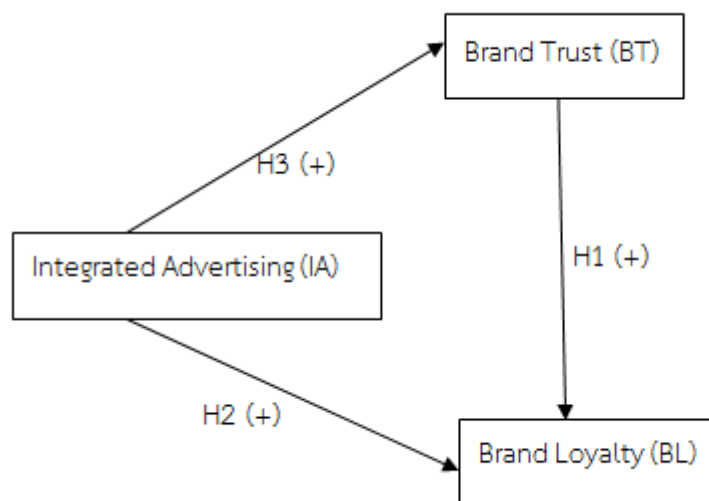


Figure 1: The conceptual model and hypotheses of the study

Methodology

This study collected data from 425 smart IT device customers in Thailand who use smart IT device corporate Facebook. Measurement of the studied constructs are developed based on the literature review and are tested using a pilot study with 47 respondents. The results suggested 26 measurement questions using a five-point Likert scale to measure these 3 investigated constructs (See Table 1).

Table 1: Sources of measurement items

Construct & Subdimension	Reference sources
1.Brand Trust (BT)	Delgado-Ballester, Munuera-Aleman, and Yague-Gillen
1.1 Brand Reliability (BRE)	(2003); Delgado-Ballester and Munuera-Aleman (2005)
1.2 Brand Intention (BRI)	
2. Brand Loyalty (BL)	Lau and Lee (1999); Chaudhuri and Holbrook (2001);

Construct & Subdimension	Reference sources
2.1 Attitudinal Loyalty (ATL)	Shang, Chen, and Liao (2006); Horppu et al. (2008)
2.2 Purchase Loyalty (PUL)	
3. Integrated Advertising (IA)	Schlosser, Shavitt, and Kanfer (1999); Human et al. (2011)
3.1 Traditional ads (TRA)	
3.2 Online ads (ONA)	
3.3 Mixed ads (MIA)	

In order to cover a broad base of respondents, both online and offline questionnaire formats were implemented to distribute surveys to respondents. The judgmental, snowball and convenience sampling methods were used. For the offline channel, questionnaires were distributed at IT malls, shopping centers, universities and a church in Bangkok. Invitations to conduct online surveys were first sent through email, Facebook or the Line application to a group of respondents through the present researchers' social and professional contacts. They were then asked to distribute the invitation to their own contacts. The survey was available online for five weeks. A total of 425 sets of completed questionnaires were usable. This consisted of 224 sets of hard-copy and 201 from online survey. Places to distribute print questionnaire were at Pantip Plaza, Fortune Town, Siam Square, Zeer Rangsit, Siam Paragon, University of Thai Chamber of Commerce, Chulalongkorn University and a church in the Bangkok area. An eighty percent response rate was achieved from both online and offline methods of data collection.

Results

Table 2 displays the values of Cronbach alpha (α), mean (\bar{x}), and standard deviation (SD) for the investigated constructs in this study. All Cronbach alpha values are higher than 0.70 which indicates that the instruments used in this research have high reliability (Nunnally, 1978: 245).

Table 2: Measures and selected statistics (n = 425)

Construct	α	Mean, \bar{x}	SD
Brand Trust (BT)	0.907	3.75	0.57
Brand Loyalty (BL)	0.926	3.63	0.64
Integrated Advertising (IA)	0.850	3.53	0.61

Noted: α = Cronbach's alpha; Items measured by 5-point Likert scales.

Confirmatory Factor Analysis (CFA) was then conducted to ensure that data fit adequately with the model constructs (Steenkamp and Van Trijp, 1991). After CFA had been tested, full model was executed to test the studied hypotheses. The result of SEM also confirms the overall goodness-of-fit indices consisting of Chi-Square (χ^2) = 5.839, df = 5, χ^2/df = 1.168, P-value = 0.322, RMSEA = 0.019, GFI = 0.996, AGFI = 0.978, SRMR = 0.011, NFI = 0.997, NNFI = 0.998, and CFI = 1.00 (see Figure 2). This result demonstrates that the data fit very well with the study model (Tabachnick and Fidell, 2000; Kline, 2005; Hooper, Coughlan, and Mullen, 2008)

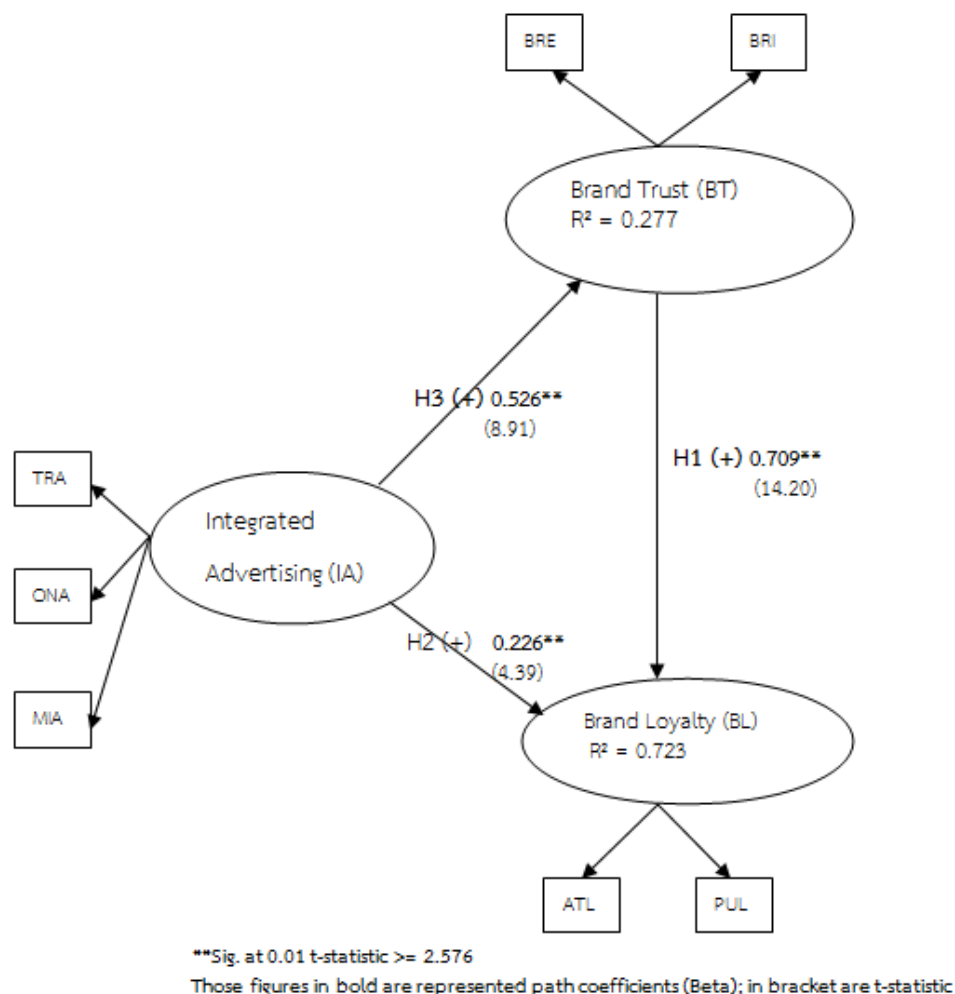


Figure 2: The Results of Hypothesis Testing by SEM (n = 425)

Results of the cause and effect between constructs are presented in Table 3. The value of R² indicates that 27.7 percent of the variance in brand trust can be explained by integrated advertising and 72.3 percent of the variance in brand loyalty can be explained by integrated advertising and brand trust. Integrated advertising has a total effect and a direct

effect on brand trust (TE, DE = 0.526). Brand trust has the greatest total effect on brand loyalty (TE = 0.709) followed by integrated advertising (TE = 0.599). Brand trust has the greatest direct effect on brand loyalty (DE = 0.709) followed by integrated advertising (DE = 0.226). Integrated advertising also has an indirect effect on brand loyalty (IE = 0.373).

Table 3: Direct, Indirect and Total Effects of the Constructs in the SEM model

Cause \ Effect	BT			BL		
	DE	IE	TE	DE	IE	TE
IA	0.526**	-	0.526**	0.226**	0.373**	0.599**
BT				0.709**	-	0.709**
R ²	0.277			0.723		

*Noted: DE = Direct Effect, IE = Indirect Effect, TE = Total Effect, ** Sig. at 0.01 t-statistic >= 2.576*

The results of path co-efficient, t-statistic and hypothesis testing in this study are summarized in Table 4 and Figure 2. H1 is supported; customer brand trust (BT) in social media-based communities such as corporate Facebook has a positive relationship on customer brand loyalty (BL) (Beta = 0.709, $p < 0.01$). This suggests that if a company is able to increase trust in a brand, this will also increase the level of customer brand loyalty.

Support for H2 is also found in this study. The use of integrated advertising (IA) has a positive relationship with customer brand loyalty (BL) (Beta = 0.226, $p < 0.01$). This suggests that if a company increases the level of integrated advertising (e.g. traditional broadcast media such as television commercial and social media such as Facebook) to promote the brand, this may help to increase the level of customer brand loyalty.

The proposed H3 is also accepted. The use of integrated advertising (IA) has a positive influence on customer brand trust (BT) (Beta = 0.526, $p < 0.01$) This implies if a company uses more integrated advertising (e.g. traditional broadcast media such as television commercial and social media such as Facebook) to promote the brand, the level of customer brand trust may also increase.

Table 4: Hypothesis testing results

Proposed Hypothesis	Path Coefficient	t-statistic	Result
H1: Customer brand trust in social media-based communities such as corporate Facebook will positively influence customer brand loyalty	0.709**	14.20	Supported
H2: The use of integrated advertising will positively influence customer brand loyalty	0.226**	4.39	Supported
H3: The use of integrated advertising will positively influence customer brand trust	0.526**	8.91	Supported

*Noted: ** Sig. at 0.01 t-statistic >= 2.576*

Discussion/Conclusion

The result of testing hypothesis 1 indicates that brand trust positively influences the brand loyalty of smart IT device customers via corporate Facebook media. This result is in line with the study of Lin and Lee (2012) which suggested that the increased brand trust in a book store website environment leads to higher brand loyalty. In this study, brand loyalty is more than only repeat buying, but also includes the attitudinal commitment to a specific brand (Chaudhuri and Holbrook, 2001). This implies when fanpage customers have positive emotions and bonding with the corporate Facebook community, they would be more willing to maintain a long term relationship with the brand and fanpage. Trust can be developed from a brand reliability and/or brand intention perspective. Since building trust with customers takes time to develop, a company should regularly demonstrate and publish positive news about a brand that meets or exceeds the customer's expectation using integrated media such as offline and online advertising and corporate Facebook (Fanpage). A company may promptly provide information to assist customers when there is a product or service issue. This demonstrates that a brand will hold the consumer's interest when unexpected problems with the consumption of the product arise, and this helps enrich customers' positive attitudes. This effort is an example of how a company can strengthen customer brand loyalty by creating brand trust on the company's corporate Facebook.

The findings of testing hypothesis 2 suggest that the use of integrated advertising (via offline and online media) positively influences brand loyalty. The study of Hanaysha and

Hilman (2015) on the relationship between advertising and the country of origin on brand equity also found that advertising has positive effects on overall brand equity, including brand loyalty. Through advertising campaigns using integrated media, a company can encourage customers to be more aware of, and interact more with, the brand. A company can utilize integrated advertising to improve budget utilization (Naik and Peters, 2015) and create better outcomes, which are brand image and the perception of product quality for customers (Selvakumar and Vikkraman, 2011). This results in a better customer experience with the brand and enrich brand loyalty. This might help explain why companies should adopt media integration as a part of an IMC strategy to achieve this objective.

Support for hypothesis 1 and 2 and the value of R^2 which indicates 72.3 percent of the variance in brand loyalty can be explained by brand trust and integrated advertising, suggesting that managers may consider initiating marketing communication campaigns that build customer interaction and engagement by using mixed advertisement media e.g. offline and online platforms and other marketing communication tools e.g. sales promotion, events and experiences and public relations. This practice can be seen in successful marketing campaigns such as Toyota Motor Sales in the U.S.A when launching its new Yaris. This campaign used IMC tools and media including offline and online advertising, internet contests, video game contests and sponsored events which helped to enrich the synergistic communication effect and improve outcomes such as awareness and engagement with customers (Shimp, 2010). This may develop positive brand perceptions, brand experience, and hence customer brand loyalty.

The result of testing hypothesis 3 indicates that the use of integrated advertising positively influences brand trust. In order to increase brand trust through integrating advertising activity, the content of advertising is one the important factors to help enrich brand trust. It should be simple, clear and straightforward since this kind of information helps in conveying honest and trustful feelings to readers (Mortimer and Danbury, 2012). Online media that is updated, relevant, and interactive helps improve customers' online experience, which leads to positive word-of-mouth between customers in both offline and online communities. These factors strengthen the trust in the brand (Ha, 2004; Alam and Yasin, 2010). Contents that demonstrate brand competency and brand reputation clearly can also enrich brand trust (Afzal et al., 2010)

From an academic perspective, this study will help to enhance the understanding of the relationships between integrated advertising, customer brand trust and customer brand loyalty in a social media-based brand community, such as corporate Facebook (Fanpage).

Limited studies have been conducted in the area of corporate Facebook and the relationship between brand trust, brand loyalty and integrated advertising based on what was found during the literature review; therefore, the results of this study will provide new academic understanding as to how consumers respond to such marketing attempts using the technology called social media.

For the business implications, this study will help marketers to develop more appropriate marketing communication strategies and to manage corporate Facebook more effectively. Managers should apply integrated advertising in their marketing communication strategies and campaigns to develop media synergy, and make cost savings by more efficient media usage. This may help to increase the impact of the company's communication strategies. Moreover, administrators should also strengthen the relationship with members in corporate Facebook by providing more enticing content to enhance the positive experience with the brand. This may lead to customer trust in the brand and customer loyalty in the future.

Generalization of the results may be limited to certain types of product involvement. The findings of this study may only be true in the context of the smart IT device category and Thai customers. Therefore, investigations employing this study model with other types of product involvement e.g. low product involvement, such as convenience goods, may yield different outcomes. Lastly, future studies could be conducted in several ways, for example, repeating this study model in other high involvement product categories e.g. electrical appliances, education, banking and finance. This may help to identify issues or confirm the findings in other industries. Moreover, conducting comparative studies on smart IT device customers in other developing countries may help to identify different perspectives and behaviors of customers toward similar product categories, and this may help smart IT device brands when developing or improving their marketing strategies.

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