

The Influence of Social Media Advertising Value on Consumer Behavior in Renting Apartment Rooms in Bangkok, Thailand

Teeramedh Dummanonda¹ Chompu Nuangjamnong²

¹Master of Business Administration, Graduate School of Business and Advanced Technology Management, Assumption University, Thailand Email: teeramedh@gmail.com

²Lecturer, Graduate School of Business and Advanced Technology Management, Assumption University, Thailand Email: chompunng@au.edu

Abstract

This study examines the factors that influence of social media advertising value towards rental intention behavior of apartment rooms in Bangkok Thailand. The study used the variables of credibility, information, entertainment, and social media advertising value. The researcher carried out the analysis based on quantitative approach and applied a non-probability sampling and convenience sampling. A total of 450 respondents who experienced using advertising in searching information about renting apartment rooms in Bangkok participated in this study. The descriptive statistic used frequency and percentile to explain demographic information meanwhile inferential statistics such as simple linear regression (SLR) and multiple linear regression (MLR) were used to explain the causal relationship between social media advertising value and rental intention behavior. The results of multiple linear regression revealed that information, entertainment, and credibility have significant influence on social media advertising value because all the p-value are less than .05 and these can indicate that credibility, information, entertainment have significant influence on social media advertising value. Lastly, social media advertising value has significant effect on rental intention behavior because the p-value is less than .05.

Keywords: credibility, information, entertainment, social media advertising value, consumer behavior

Introduction

The interactive computer-mediated communication is also commonly called social media which generated from the technology advancement that has an ability to easily access and share information. In the present-day world of technology and innovative products, people tend to use social media to make themselves satisfied including consuming entertainment, news, education, among others. Social media advertising plays an important role in achieving company profits.

Apartment refers to the building that is divided into a smaller unit and is available for rent only. The apartment usually has a single bedroom with an area of not less than 20 sq. Meters. Each unit has its kitchen and toilet attached. The apartment has many facilities that are shared by the tenant such as a gym, swimming pool, etc. An apartment has a single owner. The tenant promises to pay rent on per month basis that will include the rent and utility cost. The contract of several apartments has a minimum stay period which is around 3 months according to which the tenant must stay for 3 months then he can leave the room otherwise the advanced payment which is taken as the guarantee will not be refunded. The advanced payment is equal to a rent per month though in some case it may be higher which

usually depend on what kind of facility is provided for the tenant. For example, rent of the room is 1,500 Baht then the caution money will equal 1,500 baht as well. To run the apartment business successfully the owner of the apartment must consider the location, target group, and customer behavior so that he can set the cost and provide amenities that could be used by the tenants (Bangkokpost.com, 2020).

Covid-19 has had a significant impact on the apartment market to date, yet it has caused unusual effects and even some short-term benefits. As most apartments are based on yearly contracts, it is a case of delayed impact rather than no impact, where occupancy and rental income could drop the second quarter of 2020 onward. Many owners of some apartments have refused viewings and move-ins due to fear of infection. Also, interestingly, there are also short-term upsides as current leases are extended to avoid moving and entailing pandemic exposure. This is beneficial to apartment landlords as occupancy continues even after original leases expire without needing to find a new tenant and the associated marketing, repair, or cleaning costs (Bangkokpost.com, 2020). However, the market is expected to be more challenging in the future. Key issues are reduced housing budgets for tenants working in affected industries and layoffs prompting downgrading or even leaving Thailand. Many landlords are taking a pragmatic approach, offering 5-15% discounts for regular leases and trying to lock in longer-term (two years or more) leases with discounts of up to 33% for the latter, in addition to being more flexible with lease lengths (six-month or even monthly contracts). Landlords will need to adapt to changing market conditions by including more widespread offerings of shorter (six-month or monthly) lease terms and lower rents. For project-by-project tenants and long-stay tourists, monthly leases would provide a spacious and more affordable alternative to serviced apartments and hotels (Bangkokpost.com, 2020). Meanwhile, current tenants can be retained by offering extensions, flexible due-date schedules, and the conversion of security deposits into rental payments if needed. Although landlords may view shorter leases, lower rents, and other retention measures as inconvenient, they are vital strategies to retain current tenants, explore new groups such as project-by-project tenants and long-stay tourists, and tap into fast-growing tenants' nationalities. The latter include Chinese, Filipino and Indian tenants whose numbers have grown strongly by 65%, 54%, and 28%, respectively, between 2015 and the first quarter of 2020 (Bangkokpost.com, 2020). Due to above reasons caused by the pandemic of the COVID-19 crisis in renting an apartment, this research aims to investigate the influence of social media advertising value on consumer behavior in renting apartment rooms in Bangkok, Thailand.

Literature Review

Credibility

The credibility of online advertising or normal advertising is described as the extent to which consumers perceive claims made about the product-related information content in the traditional media advertising or in online advertising to be truthful and believable (McKenzie & Lutz 1989). As the credibility of advertising refers to the credibility of advertised product-related information, the credibility consumers can perceive is around the information content conveyed by the advertising. Even though online advertising differs from traditional media advertising, the advertising content per se for a given product or service is likely to be similar

across different media, suggesting a strong information relationship between each other. No matter which forms of advertising are employed, the principal objectives of advertising are to persuade consumers to accept the advertised product information and to purchase the advertised products (Sun et al. 2013).

Liu et al. (2012) stated that the credibility is firmly influenced by the advertising value. Hence, truthfulness, believability, and honesty are the main factors of credibility in social media advertising (McKenzie & Lutz, 1989). In addition, the risk has been taken by the consumer if the advertisement is not reliable and secure (Erdem et al., 2006). Therefore, consumers in the present day tend to realize the importance of social media advertising as it will save the consumers' time and energy.

Informativeness

The ability to inform the different products from the company effectively is by the information in the advertisements provided by the company (Ducoffe, 1996). Furthermore, the value of advertising in terms of information is the primary source for the consumers (Dao et al., 2014). The study by Muntinga et al. (2011) explained that the consumers' interest in purchasing was influenced by the information provided in the advertisements. Certainly, the provided information from the advertisements leads to the great influence on advertising value, which consists of alternative and new products, some products, and the comparison between the products (Saxena & Khanna, 2013).

In the informativeness of an advertisement message, the attitude of consumers towards ads is positively linked. Advertising information conveyed via social media is closely linked to advertisement value. When the advertising list is arranged according to usefulness and informativeness, each advertisement gives companies more interest. The information-seeking element serves as a positive indicator in shaping consumers' attitudes towards online advertising. Consumers want to receive relevant updates and the information needs to be correct. Even though most people think advertising is informative, they still do not rely on advertising (Rodriguez et al., 2015). They feel that advertising adds to the costs of the products and that products that are not advertised can give them better value. Through the informativeness of an advertisement message, the attitude of consumers towards advertising has a positive impact. Effective delivery of information allows users to search for information without the time and place limitations, and this effect is very important for internally based consumers. Knowledge inside advertising is considered a significant marketing motivation element as recipients react favorably to reward-transfer ads. Regardless, consumers desire to tailor the quality of program services to their interests. When presented to consumers, knowledge must demonstrate qualitative features such as precision, timeliness, and usefulness. Consumers' attitude towards advertising influences positively the informativeness of an advertisement post (Ramanathan et al., 2017).

Entertainment

The attitude towards advertising entertainment interest is influenced by the number of children within the family and the monthly income of consumers (Erhart et al., 2011). Advertising like video games may be used to draw consumers and get them acquainted with the branded service. It is important that the message is clear and amusing, and that it can

catch the attention of consumers. Feelings of enjoyment caused by commercials play the largest role in generally considering their attitudes towards advertising. Throughout their contact with computer-based media, a high degree of enjoyment and participation contributes to convergent subjective impressions of the consumer's positive influence and mood. The entertainment interest of advertisement knowledge is related to conventional advertising (Gu & Ye, 2014). The advertising message's entertainment value has a favorable impact on the attitude of consumers toward advertising. The degree to which promotional knowledge is entertained is important for advertisements on social networking sites. An exciting advertising message can influence attitudes towards it by consumers. Many social media users, the proliferation of data available in social media, and people's propensity to post information have drawn the attention of advertisers (Erhart et al., 2011).

Furthermore, the advertising in terms of communication in business-to-customer, they provide feedback about the alternative offers in the future by advertising with the value of entertainment (Jonassen et al., 2003). Also, advertising supplies an administrative style of the advertisement, which are the interaction between the company and consumers, the attraction of message, and direct essential experience, which is commonly used on social media sites (Zhang & Mao, 2016). Hence, the feeling of relief, happiness, and pleasure can be derived from the satisfaction that the consumer obtains from advertisements (Edwards et al., 2002). Therefore, advertisers and marketers use the consumer's demographic data for segmentation purposes and knowledge of consumer attitudes and characteristics enable targeted custom advertising to be created. When consumers enter a specific activity community or become a fan of the company's website, data collected is defined as customer habits or consumer interests that can be shared with third parties. After that, the sale promotion techniques depend on the perception of the customers and the excessive use of social media nowadays has increased the demand of the usage of social media for advertisement purposes. Thus, this study has investigated the how much the involvement of the tenants' perception on the use of social media in the advertisement way of promotion of the renting of the apartment in Bangkok.

Social Media Advertising Value

Social media can be defined as “a group of internet-based applications that build on the ideological and technological foundations of web 2.0, and that allow the creation and exchange of user-generated content” given by Kaplan and Haenlein (2010). Moreover, social media advertising can be defined as “An online Ad that incorporates user interactions that the consumer has agree to display and be shared. The resulting advertising displays these interactions along with the user's persons (picture and/or name) within the advertising content” (IAB, 2009). Advertising is very important tool in promotion mix for all kind of organizations usually it refers to one-way communication in any mass media. The American Marketing Association define it as “the placement of announcement and persuasive messages in time or space purchased in any of the mass media by business firms, nonprofit organizations, government agencies, and individuals who seek to inform and/or persuade members of particular target market or audience about their products, services, organizations, or ideas”. However, with the development of the internet and online world especially social

media environment, a lot of changes happened in advertising, in its capabilities and functions which require a new paradigm (Tuten, 2008). Tuten (2008) states that there are many differences between traditional advertising and social media advertising. The first difference is the form of media, while traditional advertising tied with the “mass media” include television, radio, print, or outdoor, advertising by social media might mean both one-to-one advertising through permission-based, and targeted messages. Secondly, traditional advertising must be paid communications, social media advertising could be totally free and unpaid, or it can be indirectly paid as the case in some aspects of social network advertising like paid advertising on Facebook. Thirdly, traditional advertising has been viewed always as on-way communication from the marketers to the target audience through some traditional media, but with the world of web 2.0 it is become truly enable for two-way or even multi-way communication, and this is the case in social media advertising and online advertising in general. Finally, traditional advertising relied on a model of interrupting consumers lives, but consumers accepted this interrupting sometimes because it represents a free tool to know about brands via television or radio advertising. The content of social media advertising is that the creativity can originate or inform the information was done by either the brand managers or the owner of the brand, this becomes a persuasive strategy toward the consumer behavior (Taylor et al., 2011; Chi, 2001; Raji et al., 2018a). The importance of marketing communication is to involve advertising value, as provided by either the managers or the owner of the brand (Keller, 2009). Hence, the advertisement content has a positive influence on social media platforms (Bruhn et al., 2012). Hence, the advertisement content has a positive influence on social media platforms (Bruhn et al., 2012). Moreover, Advertising value is a benchmark for advertising effectiveness and “may serve as an index of customer satisfaction with the communication products of organization”. It is defined as “a subjective evaluation of the relative worth or utility of advertising to consumers” (Ducoffe, 1995). A value also can be described as a specific conduct or state is personally-psychologically or socially-culturally preferable to a converse in an individual’s belief to a converse mode of conduct or an opposite end state of existence (Levi, 1990). Social networking site emerged as one of the most powerful media for advertising across the globe.

Consumer Behavior

Many studies explained the various roles of social media platforms in terms of marketing communication in creating positive results on developing brand image, which in turn influences consumer behavior (Yazdanparast et al., 2016; de Vries et al., 2017; Raji et al., 2018a). The term “consumer empowerment” is used to describe changes in consumers’ behavior brought by an internet environment of abundant choice (Shavitt et al., 1998). Its main sub dimensions consist of customization and content production and consumption. Hence, the advertisement content has a positive influence on social media platforms (Bruhn et al., 2012). To change the behavior of consumers, the value that comes from social media advertising must have a high rate of efficiency. The role of social media platforms in terms of marketing communication with positive impact on products and services image which help to influence consumer behavior. Social media has provided various means so that the owner captivates and interacts with the consumer through several platforms where they can share

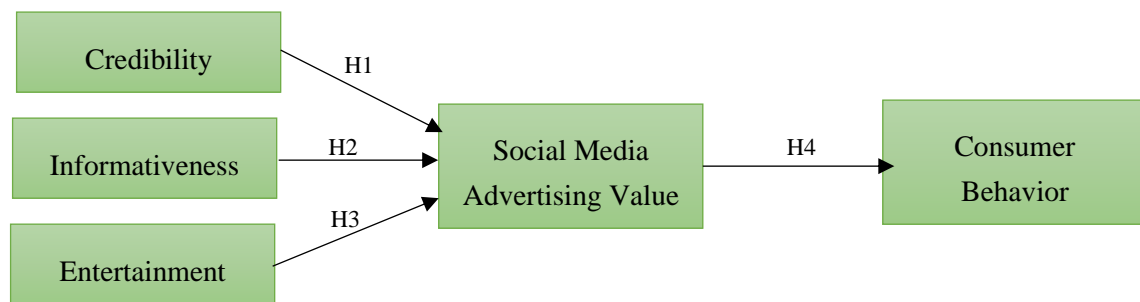
information to consumers (Straker et al., 2015a; Straker et al., 2015b; Straker & Wrigley, 2016a; Straker & Wrigley, 2016b). Furthermore, Knoll et al (2015) explained that there are not many studies on the evaluation of social media advertising affecting consumer behavior.

Conceptual Framework

The conceptual framework as presented on Figure 1 is developed from related theoretical frameworks. It is adapted from three theoretical frameworks, namely 1) the effect of informativeness, entertainment, and credibility on perceived advertising (Sari et al., 2020); 2) Understanding social media advertising effect on consumers' responses: An empirical investigation of tourism advertising on Facebook (Hamouda, 2006); and 3) the mediating effect of brand image on the relationships between social media advertising content, sales promotion content and behavioral intention (Raji et al., 2018b).

Figure 1

Conceptual Framework



The research hypotheses are as follows:

- H1: Credibility has an impact on social media advertising value in renting apartment rooms in Bangkok, Thailand
- H2: Information has an impact on social media advertising value in renting apartment rooms in Bangkok, Thailand
- H3: Entertainment has an impact on social media advertising value in renting apartment rooms in Bangkok, Thailand
- H4: Social media advertising value has an impact on consumer behavior in renting apartment rooms in Bangkok, Thailand

Research Methodology

Population and Sample

The population in Bangkok is approximately 10.5 million according to the website worldpopulationreview.com (2020). The research determined the sample size for finite population by using Krejcie and Morgan (1970). Therefore, the sample size was 450 in this study.

Research Instrument

In this study, the online questionnaire consists of three parts start, namely: 1) screening questions aimed to determine the appropriate respondents; 2) five-point Likert scale measuring variable questions; 3) questions on demographic profile on the respondents' gender, age, and income.

The questionnaire has a total of 23 questions. To find the content validity, the Index of Item-Objective Congruence (IOC) was determined by three experts, two experts in academic fields, and one expert in renting room apartment owner. The IOC value reveals that the whole scale items in each variable have passed the criteria, the overall IOC value is 0.90. Also, the pilot test was conducted with 30 respondents to determine any inconsistencies or errors of variables in the questionnaire.

Data collection

In this study, the researchers applied the non-probability sampling technique by convenience sampling and snowball sampling as described shown below.

Step 1. Convenience sampling – the researchers posted an online questionnaire thru Facebook fan-page and social media, which available for searching renting rooms of the apartment in Bangkok.

Step 2. Snowball sampling - the researchers asked friends, relative, the member of the family, and customers' residential apartment to distribute the questionnaire.

The online questionnaire posted for data collection from respondents on October - November 2020. After data collection, the researchers received 466 respondents, and 16 respondents did not pass the screening criteria on the screening questions, so 450 respondents were used for data analysis.

Reliability test

The researcher conducted a pilot test with 30 respondents to evaluate the reliability of the questionnaire using the Cronbach's Alpha test. The results presented in Table 1 shows that the obtained values of Cronbach's Alpha are greater than 0.70 and indicates that the items are reliable and have obtained internal consistency.

Table 1

Reliability test of Each Variable (n=30)

Variables	Cronbach's Alpha	Number of Items	Strength Association
Credibility	.848	3	Acceptable
Informativeness	.741	4	Acceptable
Entertainment	.784	3	Acceptable
Social Media Advertising Value	.785	3	Acceptable
Consumer Behavior	.768	4	Acceptable

Statistical Treatment of Data

The collected data from 450 questionnaires were analyzed using both descriptive and inferential statistics. The descriptive statistics included frequency, percentage, mean, and standard deviation and describes the general information on demographics and variables. In terms of inferential statistics, the research applied simple linear regression (SLR) and multiple linear regression (MLR) to test the hypotheses.

Results

Table 2 shows that female respondents has a higher percentage of 51.30% (231) as compared to male 48.70% (219). Most of respondents were in the age group of 26-35 years old (39.60%). Majority of the respondents earned a monthly income between 30,001-50,000 Baht per month (45.10%).

Table 2

Summary of Demographic Data

<u>Gender</u>	Frequency	Percentage
Male	219	48.70%
Female	231	51.30%
Total	450	100%
<u>Age (Years)</u>	Frequency	Percentage
18-25 years old	109	24.20%
26-35 years old	178	39.60%
36- 45 years old	127	28.20%
Over 40 years old	36	8.00%
Total	450	100%
<u>Income Per month</u>	Frequency	Percentage
10,001-30,000 Baht	46	10.20%
30,001-50,000 Baht	203	45.10%
50,001-70,000 Baht	142	31.60%
Over 70,000 Baht	59	13.10%
Total	450	100%

Table 3 presents the means of the question items in every variable. For credibility, the question with the highest mean is “Advertisements on social media for clients about renting apartment are reliable and acceptable” (mean=4.31). For information, the question with the highest mean is “Advertisements on social media are valuable sources of information on renting apartment” (mean= 4.26). For entertainment, the question with the highest mean is “Advertisement on social media about renting apartment can provide more feedback to clients immediately and interactively” (mean= 4.28). The question with the highest mean on social media advertising value is “The advertisements on social media offer me a useful information about renting the apartment” (mean= 4.23). The question on consumer behavior

with the highest mean is “Before I make a decision to rent the room at the apartment, I need to compare other advertisements” (mean= 4.25). **Table 3**

Descriptive Analysis with Mean and Standard Deviation

Credibility	n	Mean	S.D.
1. Advertisements on social media for clients about renting apartment are reliable and acceptable.	450	4.31	0.798
2. Advertisements on social media about renting apartment are believable and credible information sources.	450	3.95	0.796
3. Advertisements on social media most likely present facts about valuable information of renting apartment which saving time and energy of myself.	450	4.16	0.834
Informativeness			
1. Advertisements on social media are valuable sources of information on renting apartment.	450	4.26	0.854
2. Advertisements on social media illustrate information of the apartment for renting the room that I am looking for.	450	4.02	0.807
3. Advertisements on social media help me keep up to date about apartment information that are available rooms in the apartment.	450	4.04	0.897
4. The advertisements on social media offered me an extra information that can be benefit to my decision making on renting the apartment.	450	4.10	0.859
Entertainment			
1. Advertisement on social media about renting apartment can provide more feedback to clients immediately, and interactively.	450	4.28	0.852
2. I feel satisfy thinking about what saw, heard, or read advertisements on social media for renting apartment	450	4.09	0.786
3. Advertisement on social media about renting apartment are interesting in term of offering direct virtual experience and instant interactively massage.	450	4.07	0.817
Social Media Advertising Value			
1. The advertisements on social media offer me a useful information about renting the apartment.	450	4.23	0.792
2. The advertisements on social media are capability platform to present information for clients and gain benefit over competitors in this business.	450	4.21	0.791
3. The advertisements on social media can advise experience sharing and information search.	450	4.06	0.824
Consumer Behavior			
1. When I see the advertisements on social media, I am willing to rent the room at the apartment.	450	4.17	0.906
2. Before I make a decision to rent the room at the apartment, I need to compare other advertisements.	450	4.25	0.75
3. When I see the advertisements in social media, I will recommend the apartment to the others.	450	4.00	0.868
4. Advertisements on social media support me to decide to rent the room in this apartment.	450	4.11	0.807

Table 4 shows that credibility has significant influence on social media advertising value with a p-value = .001, which is less than .05. Therefore, the null hypothesis is rejected. The standardized coefficient = .151, which indicates that if credibility increases by 1 unit, it can improve the social media advertising value by 15.1%.

Table 4 shows that information has significant influence on social media advertising value with a p-value = .000, which is less than .05. The null hypothesis is rejected. It also obtained a standardized coefficient of .457, which can indicate that if information increases by 1 unit, social media advertising value is improved by 45.7%.

Table 4 shows that entertainment has significant influence on social media advertising with a p-value = .000, which is less than .05. The null hypothesis is rejected. It also has a standardized coefficient of .243, which can indicate that if entertainment increases by 1 unit, it can improve the social media advertising value by 24.3%.

Table 4

Summary of Multiple Linear Regression

Variables	B	Std. Error	Beta	Sig.	VIF
Credibility → SMAV	.146	.043	.151	.001*	2.233
Informativeness → SMAV	.440	.046	.457	.000*	2.457
Entertainment → SMAV	.232	.044	.243	.000*	2.285

Note. R Square= .594 or 59.4%, Adjusted R Square= .592 or 59.2%, *p < .05

Dependent variable = Social Media Advertising Value.

Table 5 presents that social media advertising value has significant influence on consumer behavior with a p value = .000, which is less than .05. The null hypothesis is rejected. It also has a standardized coefficient of .690, which can imply that if social media advertising value increases by 1 unit, it can improve the consumer behavior by 69%.

Table 5

Simple Linear Regression Analysis

Variables	B	Std. Error	Beta	Sig.	VIF
Social Media Advertising Value → Consumer Behavior	.678	.034	.690	.000*	1.000

Note. R Square= .477 or 47.7%, Adjusted R Square= .475 or 47.5%, *p > .05

Dependent variable = Consumer Behavior

Discussion and Conclusion

In this study, the findings of the hypotheses testing showed that the following independent variables have a significant influence on dependent variables .

The beta on informativeness was .457 and is ranked as variable with highest impact. Informativeness has a significant impact on social media advertising value in renting apartment rooms in Bangkok, Thailand. The findings also reflected from the questions in a questionnaire “Advertisements on social media are valuable sources of information on renting apartment” (mean=4.26). The findings showed that tenants feel advertisements on

social media are valuable sources of information when they seek a room to rent in Bangkok. These findings have been confirmed by the study of Ducoffe (1996), the researcher described that information has a significant influence on social media advertising value. Information in the advertisement of social media content is important because it can persuade the consumer to change their way of thinking which can affect their behavior in deciding when they consume the products. In this study, the context may imply to advertising thru social media has an impact on consumers when they decide to rent an apartment through advertisements in social media.

Then followed by entertainment with a beta value of .243 and ranks second in impact to the dependent variable. Entertainment has a significant impact on social media advertising value in renting apartment rooms in Bangkok, Thailand. According to Zhang and Mao (2016) online shopping with quick interaction via social media has been offered by various stores for buying products and services. These online behaviors of consumers represent consumers' feeling of being entertained and results in changing consumer behavior. Moreover, the administrative style of advertisement that was provided by the entertainment in social media advertising commonly include the direct virtual experience, how the message will attract, and message interaction from a consumer (Zhang & Mao, 2016).

The beta of credibility was .151 ranks third. Credibility has a significant influence on social media advertising value. Credibility has firmly influenced advertising value, which consists of truthfulness, honesty, and believability in the advertising terms (Liu et al., 2012; McKenzie & Lutz, 1989). Therefore, this is important in making consumers feel more entertained and informed. In the study by Jaworski and MacInnis (1989) credibility includes the responses of consumers after seeing and processing the advertising message, which influences advertising attitudes. In advertising credibility, the consumer perception that the advertisement about the brand is truthful and believable. It refers to the consumers' perceptions of what extent consumers perceive the messages of the ad to be believable and to what extent the consumer really trusts the source of the advertising (McKenzie & Lutz, 1989).

Lastly, social media advertising value has a significant influence on consumer behavior on renting apartment room in Bangkok, Thailand. The results also reflected from the questions "Before I make a decision to rent the room at the apartment, I need to compare other advertisements" (mean=4.25). The beta on consumer behavior was .690. Wang et al. (2012) describe that consumers can be persuaded to buy a product because peers in their social media community encourage them to buy or, sometimes, force them to buy. This behavior exists because there are certain people (called agents) in the group whose consuming behavior is considered meaningful or desirable to other consumers (called learners). Hamouda (2006) explained that the main factor supporting the social media advertising values are the consumers because are interested in credibility, information, and entertainment. Whenever there is a reliable content, more updated information which also entertains the consumers, these results to the purchase of products and services.

Limitations and Recommendations for Future Research

All the results of the hypotheses testing show that credibility, informativeness, and entertainment have a significant impact on social media advertising value, and also social media advertising value has a significant impact on consumer behavior on renting apartment rooms in Bangkok, Thailand.

The following recommendation are based on the findings:

Marketers need to understand the buying behavior of consumers while designing their advertisements for desired impact. Advertisements play an essential role in creating an image of a product in the minds of consumers. Advertisements must be catchy and communicate relevant information to consumers.

Landlords who are in the business of renting apartment rooms must consider the reliability of apartment information and that quick response from landlords is an important factor in consumer decision.

This study has limitations. First, this study focuses on both advertising and consumer behavior that are disseminated on social media. There are other types of marketing activities, including interactive marketing, electronic word-of-mouth, e-marketing voucher, e-coupon, and consumer reviews, which are posted on various social media platforms by either firms or consumers. Future studies are encouraged to determine the role of the other types of marketing communications media in developing and enhancing social media advertising value. Second, this research focuses on two dimensions of the social media advertising value to measure consumer perception towards renting apartments rooms in Bangkok. Future studies are encouraged to adopt other dimensions of consumers' mindsets towards renting apartments rooms in Bangkok to advance the discussion of the impact of social media advertising value on consumer behavior. In addition, this study focuses on the causal relationship between credibility, informativeness, and entertainment of the characteristics of the consumers' behavior and social media advertising value on consumers' behavior regarding renting an apartment room in Bangkok. Future research may incorporate consumers' emotional responses to advertising and promotional content on renting apartments room advertising.

Finally, this study was conducted during the COVID-19 crisis period and utilized a survey design using convenience sampling. Due to the use of this method, the findings of this research are based on primary data. Therefore, future research may examine the relationships between the variables using secondary data and qualitative research.

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