

12-10-2017

# Engagement with Social Ads: Explaining the Influence of Herding in Social Media Advertising

Jens Mattke

*University of Bamberg*, jens.mattke@uni-bamberg.de

Lea Müller

*University of Bamberg*, lea.mueller@uni-bamberg.de

Christian Maier

*University of Bamberg*, christian.maier@uni-bamberg.de

Tim Weitzel

*University of Bamberg*, tim.weitzel@uni-bamberg.de

Follow this and additional works at: <http://aisel.aisnet.org/digit2017>

---

## Recommended Citation

Mattke, Jens; Müller, Lea; Maier, Christian; and Weitzel, Tim, "Engagement with Social Ads: Explaining the Influence of Herding in Social Media Advertising" (2017). *DIGIT 2017 Proceedings*. 6.  
<http://aisel.aisnet.org/digit2017/6>

This material is brought to you by the Diffusion Interest Group In Information Technology at AIS Electronic Library (AISeL). It has been accepted for inclusion in DIGIT 2017 Proceedings by an authorized administrator of AIS Electronic Library (AISeL). For more information, please contact [elibrary@aisnet.org](mailto:elibrary@aisnet.org).

# Engagement with Social Ads: Explaining the Influence of Herding in Social Media Advertising

*Research-in-Progress*

**Jens Mattke**

University of Bamberg  
An der Weberei 5  
96047 Bamberg  
Germany  
jens.mattke@uni-bamberg.de

**Lea Müller**

University of Bamberg  
An der Weberei 5  
96047 Bamberg  
Germany  
lea.mueller@uni-bamberg.de

**Christian Maier**

University of Bamberg  
An der Weberei 5  
96047 Bamberg  
Germany  
christian.maier@uni-bamberg.de

**Tim Weitzel**

University of Bamberg  
An der Weberei 5  
96047 Bamberg  
Germany  
tim.weitzel@uni-bamberg.de

## Abstract

*Social media uses social ads that are enriched with social media likes (SMLs). Yet, existing research on advertising cannot explain how SMLs influence individuals' engagement with social ads. We build upon herding literature and the theory of the strengths of ties and explain how the observation of social ads enriched with SMLs influences individuals' intention to engage with the social ad. This paper explains the effect 1) of the pure number of SMLs of a social ad and 2) the effect of SMLs from strongly or weakly tied friends on individuals' engagement with social ads. We thereby contribute to a better understanding why individuals click on social ads and provide practical implications for social media marketing campaigns.*

**Keywords:** Herd behavior, imitating, social media advertising, digital advertisement