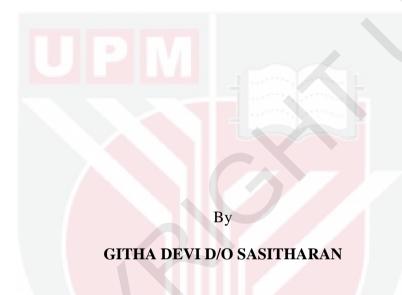**UNIVERSITI PUTRA MALAYSIA**

RELATIONSHIPS OF USAGE OF FACEBOOK, AWARENESS OF FACEBOOK ADVERTISEMENTS AND CONTRIBUTING FACTORS TO CONSUMERS' PURCHASING BEHAVIOR

GITHA DEVI D/O SASITHARAN

FBMK 2015 66

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By

GITHA DEVI D/O SASITHARAN

Thesis Submitted to the School of Graduate Studies, Universiti Putra Malaysia, in Fulfilment of the Requirements for the Degree of Master of Science

November 2015

Abstract of thesis presented to the Senate of Universiti Putra Malaysia in fulfilment
of the requirement for the Degree of Master of Science

**RELATIONSHIPS OF USAGE OF FACEBOOK, AWARENESS OF
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November 2015

Chairman : **Hamisah Hasan, PhD**
Faculty : **Modern Languages and Communication**

Advertising has been Facebook's main revenue stream since its origin and it was
believed the year 2010 as the year companies opened up significant new revenue
streams, in which one of those was the virtual currency. However on the other hand,
scholars as well as practitioners are debating on the actual effectiveness of Facebook
advertising or marketing. Alternatively, there were scholars who had also claimed
that is it still effective to invest in Facebook advertising, as it is cost effective as
compared to other advertisements on the Internet.

Therefore, this study aims to explore the debate above by further exploring
effectiveness of Facebook advertisements in driving awareness as well as sales
conversions. By using Hierarchy of effects theory framework as the fundamental of
this study, this study will also further analyze on the factors that may have influence
consumer's purchasing behavior through Facebook advertisements. Among the
factors which were examined in this study are consumer's Facebook usage pattern,
consumer's awareness towards Facebook advertisements which are categorized as
consumer's awareness towards ads placed at home page, profile page, fan page and
group page that they are member of. Besides, characteristics of Facebook
advertisements were also another factor studied in this present study. The
characteristics of Facebook advertisements were further categorized into 5 different
factors, namely format of Facebook advertisements, color of Facebook
advertisements, interactivity of Facebook advertisements, reliability of Facebook
advertisements and relevancy of Facebook advertisements in affecting consumer's
purchasing behavior. A quantitative research method was utilized by using a survey
method. Systematic sampling method was used on 415 respondents, who were the
working adults in Klang Valley. Data was collected using survey questionnaire. The
gathered data were analyzed through both descriptive and inferential statistics.
The findings of this study revealed that Facebook user's usage patterns do not have
any relationship with consumer's purchasing behavior. This study also revealed that
though consumers were aware of Facebook advertisements placed on their
homepage, however they do not click on the ads or proceed with purchases through

Facebook ads due to security and privacy reasons. Respondents were more willing to do online purchasing through Facebook advertisements if the retailer has safeguarded the security of the site. Besides, this study further concludes that by having group pages that are targeted besides ensuring the relevancy of the Facebook advertisement to the target audience, an advertiser could certainly increase consumer‟s affective behavior towards the advertised products and subsequently influence their purchasing decisions.

There are two types of implications, which can be categorized from this study, which are academic implications and practical implications. As for the academic implications, this study most importantly provides exploratory evidence that may contribute towards online Advertising Avenue. Furthermore, the present study also contributes to the body of research in the area of, Hierarchy of Effects Theory that was used to build the fundamental structure of this entire study. As for the practical implications, the findings derived from the present study would potentially create impact in terms of marketing tactics that are being implemented by most of the advertisers in Malaysia.

Abstrak tesis yang dikemukakan kepada Senat Universiti Putra Malaysia sebagai memenuhi keperluan untuk Ijazah Master Sains

HUBUNGAN DI ANTARA POLA PENGGUNAAN, KESEDARAN IKLAN DAN FAKTOR PENYUMBANG TERHADAP PERILAKU PEMBELIAN MELALUI IKLAN FACEBOOK

Oleh

GITHA DEVI D/O SASITHARAN

November 2015

Pengerusi : **Hamisah Hasan, PhD**
Fakulti : **Bahasa Moden dan Komunikasi**

Iklan merupakan pendapatan utama Facebook semenjak awal lagi dan tahun 2010 dipercayai sebagai tahun yang membuka aliran pendapatan baru syarikat yang signifikan. Namun keberkesanan sebenar pengiklanan atau pemasaran Facebook sedang diperdebatkan oleh para sarjana dan juga pengamal dengan mengatakan Facebook sebagai platform yang mencatatkan kadar klik yang rendah. Pada masa yang sama, terdapat juga sarjana yang menyokong keberkesanan pegiklanan di Facebook dengan mengatakan bahawa ia masih berkesan untuk melabur dalam pengiklanan Facebook, disebabkan kos yang efektif berbanding iklan yang lain di Internet.

Oleh itu, berdasarkan teori „Hierarchy of effects‟ kajian ini bertujuan untuk meninjau keberkesanan pengiklanan di Facebook dalam memacu kesedaran serta amalan pembelian di kalangan pengguna Facebook. Kajian ini juga bertujuan untuk mengenal pasti faktor-faktor yang mungkin mempengaruhi perilaku pembelian pengguna melalui iklan Facebook. Antara faktor-faktor yang dikaji dalam penelitian ini adalah pola penggunaan Facebook di kalangan pengguna dan tahap pendedahan terhadap iklan Facebook. Tambahan pula, ciri-ciri iklan Facebook yang merangkumi format, warna, interaktiviti, kebolehpercayaan dan kerelevanan iklan dalam mempengaruhi tingkah laku pembelian pengguna melalui iklan Facebook juga dikaji dalam kajian ini.

Satu kaedah penyelidikan kuantitatif telah digunakan dengan menggunakan kaedah tinjauan. Kaedah persampelan sistematik telah digunakan pada 415 responden, yang merupakan orang dewasa yang bekerja di Lembah Klang. Data dikumpulkan dengan menggunakan borang soal selidik dan dianalisis melalui kedua-dua statistik deskriptif dan inferensi.

Hasil kajian ini menunjukkan bahawa pola penggunaan Facebook yang merangkumi jangka masa yang diluangkan di laman Facebook serta kekerapan pengguna melayari laman web ini setiap hari tidak mempunyai sebarang hubungan dengan tingkah laku pembelian pengguna. Selain itu, hasil kajian ini turut menunjukkan bahawa, halaman kumpulan pengguna lebih cenderung dan memainkan peranan penting dalam mempengaruhi pengguna untuk membeli sesuatu produk atau servis melalui iklan Facebook. Dari segi ciri-ciri iklan, kerelevanan iklan yang sepadan dengan minat pengguna merupakan salah satu faktor yang memainkan peranan penting dalam mempengaruhi tingkah laku pembelian pengguna.

Kesimpulannya, dengan mewujudkan halaman kumpulan yang relevan serta dengan kerelevanan iklan Facebook kepada penonton sasaran, pengiklan atau pemasar dapat meningkatkan minat terhadap produk yang diiklankan di kalangan pengguna yang berpotensi dan seterusnya mempengaruhi keputusan pembelian mereka.

Terdapat dua jenis implikasi, yang boleh dikategorikan daripada kajian ini, iaitu implikasi akademik dan implikasi praktikal. Bagi implikasi akademik , kajian ini memberikan bukti penerokaan yang boleh menyumbang ke arah kajian berkenaan iklan dalam talian terutamanya Facebook. Tambahan pula, kajian ini juga menyumbang kepada badan penyelidikan dalam bidang, "Hierarchy of Effects" teori yang digunakan untuk membina struktur asas kajian ini. Bagi implikasi praktikal, dapatan yang diperolehi daripada kajian ini berpotensi untuk mewujudkan impak dari segi taktik pemasaran yang sedang dilaksanakan oleh sebahagian besar pengiklan di Malaysia

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-Thank You-

I certify that a Thesis Examination Committee has met on 16 November 2015 to conduct the final examination of Githa Devi d/o Sasitharan on her thesis entitled "Relationships of Usage of Facebook, Awareness of Facebook Advertisements and Contributing Factors to Consumers' Purchasing Behavior" in accordance with the Universities and University Colleges Act 1971 and the Constitution of the Universiti Putra Malaysia [P.U.(A) 106] 15 March 1998. The Committee recommends that the student be awarded the Master of Science.

Members of the Thesis Examination Committee were as follows:

Nor Azura binti Adzharuddin, PhD
Senior Lecturer
Faculty of Modern Languages and Communication
Universiti Putra Malaysia
(Chairman)

Zulhamri bin Abdullah, PhD
Associate Professor
Faculty of Modern Languages and Communication
Universiti Putra Malaysia
(Internal Examiner)

Norhafezah Yusof, PhD
Associate Professor
Universiti Utara Malaysia
Malaysia
(External Examiner)

ZULKARNAIN ZAINAL, PhD
Professor and Deputy Dean
School of Graduate Studies
Universiti Putra Malaysia

Date: 16 February 2016

This thesis was submitted to the Senate of Universiti Putra Malaysia and has been accepted as fulfillment of the requirement for the degree of Master of Science. The members of the Supervisory Committee were as follows:

Hamisah Hasan, PhD
Senior Lecturer
Faculty of Modern Languages and Communication
Universiti Putra Malaysia
(Chairperson)

Jusang bin Bolong, PhD
Associate Professor
Faculty of Modern Languages and Communication
Universiti Putra Malaysia
(Member)

Mohd Nizam bin Osman, PhD
Senior Lecturer
Faculty of Modern Languages and Communication
Universiti Putra Malaysia
(Member)

BUJANG BIN KIM HUAT, PhD
Professor and Dean
School of Graduate Studies
Universiti Putra Malaysia

Date:

Declaration by graduate student

I hereby confirm that:

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this thesis has not been submitted previously or concurrently for any other degree at any other institutions;

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Name and Matric No: Githa Devi D/O Sasitharan, GS27962

Declaration by Member of Supervisory Committee

This is to confirm that:

the research conducted and the writing of this thesis was under our supervision; supervision responsibilities as stated in the Universiti Putra Malaysia (Graduate Studies) Rules 2003 (Revision 2012-2013) are adhered to.

Signature:
Name of
Chairman of
Supervisory
Committee: _____Hamisah Haji Hasan_____

Signature:
Name of
Member of
Supervisory
Committee: _____Jusang bin Bolong_____

Signature:
Name of
Member of
Supervisory
Committee: _____Mohd Nizam bin Osman_____

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INTRODUCTION

Advertising is a type of communication conveyed to the end consumers from companies or brands to persuade them to purchase their products. This communication is carried out through various forms of the medium such as print, radio, television, billboards, and the Internet. These mediums are chosen based on where advertisers believe their target audience will be able to be reached (Wheatcommunications, 2015). Advertising has existed since 3000 B.C, and the first advertisement that appeared on the newspaper was to offer a reward for 12 stolen horses in 1960 (Acunzo, 2013). One of the successful advertising campaigns that were done in the early years was the Pears soap. Thomas Barratt, who was married into a soap-making family, realized that he needed to grow the business to survive. Hence, he bought the copyright of the painting by Sir John Everett Millais originally QDPHG DV µ%XEEOHV¶ %DUUDWW DGGHG D EDU RI 3H LPDJH DQG DGGHG KLV the top of the advertisement, launching series of ads featuring cherubic children. He used the "fine art" image to convey his brand's quality, purity, and simplicity. This creative execution has made the campaign a huge success (Mediaknowall, 2013).

Over WKH \HDU LQ OLQH ZLWK WKH FKDQJLQJ FRQVXPH advertising industry both globally and in Malaysia also took a major transformation into slowly adapting online media and Internet advertising. The emergence of this new media and the opportunity for the brand and marketers to advertise via this new medium allows more sophisticated measurement and consumer targeting capabilities that reach the exact desired target market (MCMC, 2009). In the early years, this shift primarily involved buying an advertising space on a range of specific websites, from relatively broad-reaching sites such as google.com and yahoo.com to more targeted sites. Online advertising is a broad term of online advertising categories that encompasses various advertising methods such as search engine marketing (SEM), search engine optimization (SEO), e-mail marketing, local online advertising, online video marketing, banner advertising etc. (Wordstream, n.d)

Websites and publishers use various types of tools to collect information about FRQVXPHU¶V RQOLQH EURZVLQJ DFWLYLWLHV :LWK WK is the small file stored on the users' browsers when they visit a new site, the users profile is created based on their online browsing behavior. Advertisers or marketers DUH DOORZHG WR WDUJHW XVHUV EDVHG RQ WKH XVHU KDYH FDWHJRUL]HG 7KHVH ³FRRNLH´ IXQFWLRQ DOOR users based on their demographic data such as age, gender, location and estimated personal income level; general interest as well as online surfing behavior (The Digital Advertising Alliance Of Canada, 2015). An advertiser can choose from various advertising models such as the pay per click (PPC) or the cost per thousand (CPM) model. An advertiser who chose the PPC method, pays a negotiated fee to the ZHEVLWH SXEOLVKHU HDFK WLPH D XVHU FOLFN RQ WK DQG YLVLW WKH DGYHUWLVHU¶V ZHEVLWH $GYHUWL

other hand, are required to pay the publisher by every 1,000 impressions or ad views, Z L W K R X W   U H T X L U L Q J   F R Q V X P H U V   W R   F O L F N   R Q   W K H   D website (Lister, 2015).

+ R Z H Y H U   L Q   W K H   U H F H Q W   \ H D U V   W K H Roles have X Q L W L H expanded to include social networking sites such as Facebook, Google+, Pinterest, Instagram, and Twitter. These latest forms of online brand communications have created a new arena for advertisers to connect more intimately with their target D X G L H Q F H V   7 K H   F K D Q J L Q J   P H W K R G   R I   D G Y H U W L V L Q J purchasing behavior. In the year 2002, social networking sites hit it pace with the launch of Friendster. In 12 months after the launch, Friendster gained more than three million registered users and investment offers from the advertisers. However due to technical difficulties and poor management decisions, Friendster lost its share and became and abandoned social network site, which now exist as merely a gaming site (Digitaltrendstaff, 2014).

Facebook was first created in the year 2004 and by the year 2007 this site was reported to have more than 21 million registered members generating about 1.6 billion page views each day (Ellison, Lampe, & Steinfield, 2007). Typical users were reported to spend about 405 minutes per month on the site while 56% of the users were said to login at least once a day. In terms of the addiction towards Facebook site, it was also reported that 23% of the users check their Facebook accounts five times a day or more (Huffington Post, 2012). Similarly in Malaysia, social networking sites were flagged as the most popular site for the Internet users with Facebook detained the top ranking as the most visited website with 87.9% of Malaysians on the Internet, access to Facebook (Malaysia Today, 2013). In a latest report (September 2013) published by Malaysia Today, it was reported that, there are currently 13.7 million Malaysian users on Facebook with majority of them aged between 18-24 years old followed by users aged between 25-34 years old (Malaysia Today, 2013).

According to Digital Trend Staff (2014), Facebook successfully sustained its popularity and its survival due its smart moves and innovative features as compared to other social media networking sites, which barely could sustain more than two years. Firstly the Facebook platform that was launched in 2007 was key to) D F H E R R N ¶ V   V X F F H V V   G X H   W R   L W V   R S H Q $ 3 ,   P H W K R G   W create applications that could be easily integrated into the platform. Immediately after the platform launched, it gained massive attention and thousands of apps were E X L O W   R Q   W K H   S O D W I R U P   ' L J L W D O   7 U H Q G   6 W D I I   D O V R V X F F H V V   Z D V   ) D F H E R R N ¶ V   I Went viral online. Social media to W K H space and all over the Internet, which created organic impressions for Facebook and assisted in gaining organic new registered accounts.

According to Poirier (2015), Facebook has more advantages as compared to other social networking sites in terms of its ability to do targeted marketing, exponential growth, building community and Facebook insights. Poirier claimed that Facebook

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has 750 million users worldwide whom can be targeted based on their demographic details and P R V W O L N H O \ L Q W H U H V W H G L Q W K H D G Y H U W L V H. Facebook enables advertisers ads appear to the consumers who live at selected locations, with appropriate age and relevant interest, that enable efficient ad spend. Riding on Face E R R N ¶ V O L N H E X W W R Q D Q D G Y H U W L V H U F R X O audiences through organic impressions that could potentially be their loyal customers and advocates. These advocates function to spread well words about the brand besides defending as and when someone critics the brand. Facebook also allows advertisers to be constantly in touch with its customers besides getting feedback from its users through the online community built from the brand Facebook fan or group page.

Furthermore, an advertiser could also gather about the performance of its Facebook I D Q S D J H W K U R X J K) D F H E R R N L Q V L J K W V E H V L G H V X Q G Z H O O D V X V H U V ¶) D F H E R R N X V D J H E H K D Y L R U R Q D G D L insights are indeed very useful for advertisers in terms of the in-depth understanding of their market, which then can be used for relevant marketing efforts and product offerings. Furthermore, Facebook also introduced another function, Open Graph source, which is a collection of all stories and actions that people post to Facebook. These stories provide in- G H S W K D Q D O \ V L V D Q G V X P P D U \ R I X V H U ¶ interpersonal communications, which can be useful for marketers in the future (Luskus, 2013).

The popularity of Facebook with its high traffic of users and its ability to conduct tailored marketing had made it as an excellent platform for businesses to grow their revenues. According to Harris & Rae (2009), businesses are recognizing the potential of social networking sites for the development of their brands and to build relationship with their key consumers as well as to help their customers with L Q I R U P D W L R Q V H H N L Q J R U D Q \ I R U P R I D V V L V W D Q F H group page (Yang, Kim and Dhalwani, 2007). According to eMarketer (2010), small-business owners have dramatically upped their usage of social media sites for marketing, whereby Facebook was being the obvious leader among small-business owners with 27% of them used the specific fan page to attract new customers. Besides business, companies also use social networking services to support and promote their products as well as to provide services to its customers (Dhalwani et al., 2007). Furthermore, Odden (2013) have also claimed that 67% of B2C marketers have successfully generated leads to the website through their official Facebook page.

Similarly in Malaysia, since more consumers have shifted their interest and usage to the online space, the adverting strategy has also evolved. Finding from a recent survey conducted by Adobe revealed that, 70% of Malaysian consumers turn to E U D Q G ¶ V V R F L D O P H G L D S O D W I R U P V W R F R Q G X F W U H V products or services before making a purchase (Yvonne, 2015). In line with this trend, 68% of businesses in Malaysia use social media to engage, connect with and inform their new and existing customers about the products and services. It was also found in a survey conducted by Regas that, Malaysian companies devote up to 20%

of their marketing budget to advertising in social media platforms (Muhammad Faizal, Haslinda Raja & Nerima, 2014). In the recent year, it has been proven that, the big companies likes McDonalds, KFC, Air Asia, Maybank have invested heavily and have been extremely aggressive in the social media space in which, their marketing budget have been split from 90-10 to now 60-40 (David, 2015).

This shows that Malaysian companies are indeed active on social media marketing, however they do not recognize its impact on their businesses. Besides, 30% of Malaysian businesses neither have a vivid strategy nor performance measurement initiatives in place to track the return on investment of using social media platforms for marketing (Muhammad Faizal et. al, 2014). Hence in Malaysia, the usage of social media among the companies to promote their products and services are still at infancy. Malaysian companies would really want to fully utilize the medium to increase their ROI, but they do not have the technical expertise (Shahizan, Norshuhada, Nor Laily Sobihatun & Mohd Samsu, 2012) and clear strategy on utilizing the budget effectively to advertise more efficiently (Muhammad Faizal, et al., 2014).

Background of the Study

Advertising has been Facebook's main revenue, and it was venue, believed the year 2010 as the year companies opened up significant new revenue streams, in which one of those was the virtual currency. Other than that, e-commerce was also believed to generate revenue to Facebook through a cut of sales from any person or company that sells something within Facebook (eMarketer, 2011).

Adding more, eMarketer (2013) had estimated that Facebook's total revenue would have reached 6 billion by January 2013 with 1.7 billion coming from the mobile platform. Whereas in Malaysia, Facebook was also seen as a platform for advertising and marketing in which Nicholas & Kevin (2013) reported that there are 12,747,100 Facebook users in Malaysia, which makes it at the 18th position, in the ranking of all Facebook statistics by Country. It was also added that 48.73% of Malaysian populations are on Facebook (Nicholas & Kevin, 2013). Besides, in a recent article, it was reported that almost half of the Malaysian Internet users have identified Facebook as their favorite social platform with more than 8.7 million users are accessing Facebook via their smartphones on a daily basis (Waxman & Li, 2015). Furthermore, there were also some forecast saying the number of total Internet users in Malaysia would hit 25 million while the total social media penetration would be close to 80% by the year 2015 (Singapore Management University, 2012).

According to Mirandah (2011) these social media users could garner more reach and engagement, which are more potential than the largest newspapers or TV channels in the country. Therefore, social media is always seen as a huge challenge to the traditional media owners in Malaysia. Nevertheless, some of the traditional media owners in Malaysia can be obviously seen as adopting this

medium faster than others to capture the shifting advertising ringgit. Therefore, Facebook was found to be the most preferred digital domain among marketers in Malaysia (Singapore Management University, 2012).

However, on the other hand, the actual effectiveness of Facebook advertising or marketing are being debated by scholars as well as practitioners mentioning Facebook as a medium, which its ads click through rates are known to be lower than average ads for many campaigns (Lipsman, Mudd, Aquino & Kemp, 2012). Furthermore when Beacon, one of the Facebook advertisement feature was first LQWURGXFHG LQ 1RYHPEHU D JURXS QDPHG ³0RYH2 WKH XVHU¶V SULYDF\ 7KLV ZDV GXH WR WKHId VWUDWH LQIRUPDWLRQ RQ HDFK RI)DFHERRN XVHU¶V HQJDJHPH RQ WKH XVHUV¶ EURZVHU DV ZHOO DV XSGDWLQJ WKH IHHG ZDOO ZLWKRXW DQ\ SULRU QRWLFH EHLQJ VHQW was introduced, about 50,000 Facebook members joined a group, was protesting the feature (Ward-Barnes, 2009). Subsequently after the review, Facebook had changed its strategy that it begin to notify the user about their engagement activities that will be shared with others (Weigand, 2009) and the users were allowed to either accept or reject the notification.

Though the ads click through rates are low, the first annual Social Media Intelligence report released by Adobe found that Facebook's ad clicks; ad impressions and advertisers' return on investment were marked higher in 2013 as compared to the year 2012. The study that studied more than 131 billion Facebook ad impressions and 4.3 billion social engagements reported that Facebook ads were clicked 29% more often in 2013, and the return to investors was 58% higher than the year 2012 (Wagner, 2013). This was further supported by, scholars like Lafferty (2014) who also claimed that, it is still effective to invest on Facebook advertising, as it is cost effective as compared to other advertisements on the Internet. Moreover, the HPHUJHQW RI VRFLDO DGV :HLJDQG WKDW LV D LQWHUHVW DQG IULHQG¶V UHFRPPHQGDWLRQ :DVVHU advertisements to be asserted as proILWDEOH $W WKH VDPH WLPH %H allowing users to share certain information from other sites with their friends on Facebook through Mini-Feed and News Feed (Kim, et al., 2010) had also been professed as exceedingly advantageous to the marketers (Weigand, 2009) and claimed to have increased the attention of the Facebook users (Kim, et al., 2010).

7KHUH KDYH EHHQ QXPHURXV VWXGLHV FRQGXFWHG E\ SDWWHUQ RI WKLV PHGLXP FRQVXPHUs as wellas their purchasing behavior in this medium. However, most of the findings shared by the scholars were contradicting towards one another hence failed to draw a fine line to conclude consistent findings. Hence, the present study will attempt to address the following research problems.

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Statement of Research Problem

Based on the Hierarchy of Effects theory developed by Lavidge and Steiner (1961), effective advertisements should be able to guide the users a complete process from the cognitiv H W R $ I I H F W L Y H D Q G I L Q D O O \ W R & R Q D W L Y H V V decision to purchase the advertised product. Nonetheless, the capability of D G Y H U W L V H P H Q W V S O D F H G Z L W K L Q) D F H E R R N L Q L Q Affective stages and finally resul W L Q J L Q X V H U ¶ V F R J Q L W L Y H V W L purchasing behavior through Facebook advertisements is still vague.

Although Facebook is frequently claimed to be the most effective medium to do direct or tailored targeting, and a huge sum of money is being invested into the medium by the advertisers worldwide, the actual effectiveness of the advertisements placed on the platform, whether in home page, profile page or any specific fan pages in influencing consumers cognitive attitudes are still questionable (Fue, Li & Wenyu, 2010 & Louise, Gayle & Drennan, 2010). In fact, scholars like Dand (2010), had T X H V W L R Q H G) D F H E R R N D G Y H U W L V H P H Q W ¶ V H I I H F W L Y H very low inventory of ads, which causes the media owners to cycle through the limited number of available but irrelevant ads to the consumers despite its irrelevancy. This resulted on Facebook ads to be perceived as lesser effective than other advertising options like paid search or contextual ads on traditional sites.

However on the other hand, there were also scholars who claimed that, Facebook users usage behavior would also influence their cognitive attitude by driving awareness towards the ads on the platform but the results were contradicting as well. For instance, scholars like David et al. (2009) claimed that, the frequency of users login to Facebook as well as their intensity of Facebook usage (Kim et al., 2010) Z H U H U H S R U W H G W R K D Y H D Q L Q I O X H Q F H R Q W K H F R attitude and their affective attitude, which is their attitudes towards the advertisements. Nevertheless, in a study conducted by Liengpradit, Sinthupinyo & Anunthavoranich (2014), it was found that the higher the number of logins per day by users, the lesser time spent per login session. The study also reported that I U H T X H Q F L H V R I O R J L Q D Q G W L P H V S H Q W S H U V H V V L R Q attitude or their purchasing behavior.

There were also scholars whom reported that the more application (Davis et al., 2009) or Facebook fan pages (Kim et al., 2010) an individual had liked, the more likely they are to click on Facebook advertisements. However in a study conducted by Malmivaara (2011) it was found that the number of fan pages that users like or follow does not justify or influence neither their cognitive or affective nor the conative attitude. This is because, according to Malmivaara, the low commitment of the user on a particular brand or product could result in user liking or following multiple fan pages on Facebook simultaneously. Malmivaara also added that consumers could be following many fan pages concurrently in order to ease their user experience as they could get updates or promos from various pages that they

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liked on their Newsfeed wall, and this will allow them to get updates on a single page rather than the user visiting each and every page individually.

These findings have been further supported by other scholars such as Bushelow Z K R D O V R F R Q F O X G H G W K D W O L N H V J D W K H U H G gURXS SDJH RQ)DFHERRN GRHV QRW FRQWULEXWH LQ attitudes, which are brand likeability or loyalty among the respondents. Furthermore, the scholar also concluded that, the likes on Facebook fan or group page does not influence F R Q V X P H U ¶ V F R Q D W L Y H D W W L W X G H 7 K H U H I R U H fan or group page is not an ideal tool to drive market engagement and could only be used as an extension of communication techniques of marketers. These contradicting findings incite D T X H U \ L Q W H U P V R I W K H L Q I O X H Q F H R I F R pattern on their purchasing behavior through Facebook advertisements. Therefore, this study will attempt to answer the query.

Null (2013), conducted a study to test the effectiveness of Facebook ads influencing X V H U ¶ V F R J Q L W L Y H D W W L W X G H V E \ G U L Y L Q J D Z D U H Q audience. However, it was found that, despite heavy awareness or high number impressions gained from advertising on Facebook, Null merely received 25 clicks, which resulted in acquiring click through rates as low as 0.01%. Hence, at the end of his study, Null questioned the effectiveness of the ads on Facebook in driving cognitive attitudes as well as conative attitudes due to its high number of reach or impressions but poor click through rates. Teixeira (2014) had also reasoned that, consumers might spend less attention to ads due to ad clutter as they are exposed to many ads at the same time on a daily basis. Besides, distrust could be another reason for ads being ignored as consumers had lost faith in the truthfulness of the ad P H V V D J H V) X U W K H U P R U H X V H U ¶ V V K R U W D W W H Q W L R Q be another potential reason for the users to ignore the ads. Stelzner (2015) also reported that, out of total marketers who advertise on Facebook, only 45% of them agreed that their marketing efforts yield benefits, whereas the remaining 55% of the marketers either do not know or indicate that their marketing efforts are not working.

However Loomer (2014) on the other hand, claimed that with better ad features that are currently available such as audiences, lookalike audiences, and website custom audiences, marketers could do more relevant targeting that could yield positive click-through rates or cognitive attitudes as well as online sales. Therefore, there is still J D S W R E H I L O O H G Z L W K U H J D U G V W R L I F R Q V X P H U ¶ W R Z D U G V) D F H E R R N D G V F R X O G O H D G W R F R Q V X P H U ¶ V the Malaysian context. This study will contribute to the literature on the subject. Gustin (2012) claimed that a certain type of ad formats on Facebook works better for some marketers than others do. He also claimed that Facebook ad format such as color and creative elements G R F R Q W U L E X W H W R L W V H I I H F W L Y H Q H V V L Q G U L Y L awareness at Cognitive stage and purchasing behavior.

Moreover, in terms of online users in Malaysia, even though the total Internet users who make purchases via online sites had tripled since the year 2007, yet the factor of online security was among the top concern with 7 out 10 online shoppers expressing their hesitations in spending online due to the poor online security (Shaun, 2011). According to Karamjit Singh (2013), Malaysians are still ten years away as they are still reluctant to buy through online. He also stated that, Malaysians right now would only buy online if they could not get the item in a brick and mortar store in Malaysia or if it is cheaper to purchase online than offline. Therefore, it is still vague if external factors like security concerns or exclusive online promotions could impact WKH DIIHFWLYH DQG FRQDWLYH VWDJH RI WKH FXV FRQVLGHUDWLRQ RI SXUFKDVLQJ D SURGXFW RQ DQG FRQV SURGXFW UHVSHFWLYHO\ +HQFH WKHUH¶V VWLOO identifying the relationship between characteristics of Facebook advertisements in LQIOXHQFLQJ FRQVXPHU¶V DW ERWK FRJQLWLYH DQG D VWDJH LQ ZKLFK GULYLQJ FRQVXPHU¶V SXUFKDVLQJ E this will also contribute to the literature on the subject.

Although there are plenty of studies had been conducted previously to understand FRQVXPHU¶V DWWLWXGH WRZDUGV DGYHUWLVLQJ (Chingning et al., 2002; Gordon & Lima Turner, 1997); effective ad formats in the Internet (Burns & Lutz, 2006); as well as factors affecting online purchasing behavior (Bellman, Johnson & Lohse 1999), very limited studies had been conducted focusing on the social networking sites (Louise et al., 2010; Fue et al., 2010). Besides, researches on Facebook studied under the guidance of Hierarchy of effects theory is still at infancy. Adding to that, a search of literature in Malaysia revealed an exponential gap in the knowledge of PHDVXUHPHQW RQ IDFWRUV DIIHFWLQJ FRQVXPHUV¶ S environment (Hamisah Haji Hassan & Samsudin A.Rahim, 2008) and specifically in social networking sites such as Facebook (Amilia Haida & Hardy Loh Rahim, 2015). For that reason, based on the Hierarchy of Effects theory developed in 1961, the question that can be asked is, what is the relationship between Facebook DGYHUWLVHPHQWV DQG FRQVXPHU¶V SXUFKDVLQJ EH conducted to answer the following research questions

Research Questions

1. What are the Facebook usage patterns among the working adults?
2. What is the level of awareness towards advertisements on Facebook among the working adults?
3. What is the relationship between the Facebook usage patterns and the ZRUNLQJ DGXOW¶V SXUFKDVLQJ EHKDYLRU WKURXJK)
4. What is the relationship between awareness of the advertisements on)DFHERRN DQG WKH ZRUNLQJ EHKDYLRU WKURXJKW¶V SXU Facebook advertisements?
5. What is the relationship between the characteristics of Facebook advertisements DQG WKH ZRUNLQJ DGXOW¶V SXUFKDVLQJ EHKDYLRU Z
6. What is the relationship between the most contributing factors and the working DGXOW¶V SXUFKDVLQJ EHKDYLRU WKURXJK)DFHERRN

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General Objective of the Study

7 K H   V W X G \   Z D V   F R Q G X F W H G   W R   L G H Q W L I \   W K H   I D F W R behavior through Facebook advertisements and its relationship to purchasing behavior. This study also was conducted to answer the following objectives specifically.

Specific Objectives of the Study

1. To examine Facebook usage patterns among the working adults.
2. To examine the level of awareness towards advertisements on Facebook among the working adults.
3. To determine the relationship between Facebook usage patterns among the working adults and their purchasing behavior.
4. To determine the relationship between awareness of the advertisements on Facebook among the working adults and their purchasing behavior.
5. To determine the relationship between the characteristics of Facebook advertisements and the Z R U N L Q J   D G X O W behavior through Facebook advertisements.
6. To determine the relationship between the most contributing factors and the Z R U N L Q J   purchasing behavior.

Significance of the Study

The outcome of this research will be able to give an overview of the Malaysian) D F H E R R N   X V H U V ¶   X V D J H   S D W W H U Q   D Q G   W R   L G H Q W L I \ purchasing behavior at social sites such as Facebook. Other importance of this study is as follows:

This study is significant, both theoretically and practically. From the theoretical perspective, the present study would be able to contribute to the knowledge of factors D I I H F W L Q J   F R Q V X P H U ¶ V   S X U F K D V L Q J   E H K D Y L R U   Y L D   ) D present study would also be able to add value to the growing body of knowledge in terms of strengthening and developing the theory in use, which is the Hierarchy of Effects Theory by Lavidge and Steiner (1961), in the context of understanding purchasing behavior on social media networks from the perspective of Malaysian respondents. Furthermore, this study also adds value to the growing body of knowledge on the theory used in terms of medium studied, which is the social media network, specifically Facebook.

Furthermore, this present study would also be able to contribute to arguments, to H L W K H U   V X S S R U W   R U   R S S R V H   R Q   W K H   I D F W R U V   V W X G purchasing behavior. Besides that, the present study would be able to contribute to

the growing body of knowledge on the role of demographic factors in predicting purchasing behavior through Facebook advertisements. Since, the research topic on online networking sites is relatively new occurrence, and limited research is available L Q   F R Q M X Q F W L R Q   Z L W K   F R Q V X P H U V ¶ search Vont Hbut Q P H Q W   R I in terms of expansion of the literature in this field especially in the Malaysian context.

From a practical perspective, the findings of this study will be able to assist the advertisers and media agencies as well as creative agencies in Malaysia at the initial V W D J H   L Q   W H U P V   R I   S U R Y L G L Q J   L Q V L J K W V   R Q   W K H   I D purchasing behavior through Facebook advertisements. This present study also will S U R Y L G H   L Q V L J K W V   R Q   F R Q V X P H U ¶ V Pa Di Si nJ, H vvIn ch V H Q W L P can be adapted and considered before planning an advertising and marketing campaigns in social networking sites such as Facebook by the marketers and advertisers in Malaysia.

Furthermore, since, this research topic on online social media sites is relatively new R F F X U U H Q F H   D Q G   O L P L W H G   U H V H D U F K   L V   D Y D L O D E discernment of these sites previous scholars had conducted exploratory research driving on the Qualitative method (Louise et al., 2010; Fox et al., 2010) as well as Quantitative Method (Hoy & Milne 2010; Roberts, 2010; Davis et al., 2009). Hence, this study solely conducted based on the quantitative method by using a self-administered questionnaire to the respondents.

Scope and Limitation of Study

The p U H V H Q W   V W X G \   R Q O \   H [D P L Q H V   V H O H F W H G   I D F W R U usage; level of awareness on Facebook advertisements as well as characteristics of Facebook advertisements encompassed of formats, color, interactivity, reliability and relevancy in dr L Y L Q J   D Q G   L Q I O X H Q F L Q J   F R Q V X P H U ¶ V   S X U F K Facebook advertisements due to the intention of the researcher to examine the selected affecting factors. As such, this study omits various other variables such as contents, community management, product offerings, customer service, etc. In terms of ad placement studied, the present study only took into consideration ad placement such as Newsfeed wall; right-hand column and ads placed on fan or group pages that users are following. As such, this present study omits other Facebook ad placements such as Facebook apps, events, etc.

With regards to the demographic factors that were studied in the present study, only working adults who use Facebook were studied. The researcher only chose working adults for this present study to ensure that respondents of this study are not financially restricted, which could potentially obstruct them from purchasing via social media sites such as Facebook. This will also ensure in gaining genuine data on the factor V   W K D W   U H D O O \   D I I H F W V   F R Q V X P H U ¶ V   S X U F K D V L advertisements. This demographic may not be adequate and representative of the

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general population in Malaysia. Hence, this work could only be considered as exploratory in nature. However, this sample will be able to provide salient L Q I R U P D W L R Q   V X F K   D V   W K H   F R U H   I D F W R U V   W K D W   G U L Facebook advertisements from the perspective of the consumers themselves to the advertisers as well as media and creative agencies for betterment in terms of media and promotional campaign execution in the future. Nevertheless, the future research could be conducted using different samples.

The sample size used in this study, which is 415 respondents, may not be sufficient to represent the entire population of Facebook users in Malaysia who makes active purchases via Facebook. The sample size used in this study is based on ±5% precision rate and 95% confidence level. This was due to the financial and research period limitation that the researcher had to complete the entire research. However, according to Israel (1992), with 95% confidence level is selected, 95 out of 100 samples will have the true population value within the range of precision specified.

This present study also used quantitative method entirely, which includes both descriptive and inferential statistics analysis. This limits the factor of the research in terms of not providing in- G H S W K   L Q V L J K W V   L Q W R   W K H   I D F W R U purchasing behavior via Facebook advertisements among the population being studied. This present study also does not attempt to provide neither a new definition nor does it propose a new theory on the purchasing behavior via Facebook advertisements. As such, this present study does little to explore the depth of the F R Q V X P H U ¶ V   R Q O L Q H   S X U F K D V L Q J   E H K D Y L R U   D V   W K H relationship between selected factors guided by past research findings and F R Q V X P H U ¶ V   S X U F K D V L Q J   E H K D Y L R U

Definition of Terms

Facebook
Facebook is a type of social networking site and according to Fabernovel Consulting (2012); Mark Zuckerberg created it in February 2004 with Dustin Moskovitz, Chris Hughes, and two other Harvard students. At first, the membership was limited to students of Harvard University and in 2005; it launched a separate entry portal for high schools (Raskin, 2006). Later, the platform was further expanded to the other US and Canadian colleges, then to European and Asian colleges. On May 2007, Facebook launched the ³) D F H R R N   S O D W I R U P ´   Z K L F K   H Q D E O H developers to create applications to interact with their target audience through the core Facebook features (Fabernovel Consulting, 2012).

Facebook Usage Pattern
According to Businessdirectory.com (n.d), a pattern can be defined as the consistent and recurring characteristic or trait that helps in the identification of a phenomenon and functions as an indicator for predicting future behavior. On the other hand, Facebook usage has been defined as the types of actions that users take and the kind

of information that users share on their Facebook walls and profiles as the reflections of their identity (NDTV Gadget, 2013). Therefore, Facebook usage pattern can be defined as a consistent and recurring patterns of the user login and Facebook platform usage that potentially form an indication or pattern, that can be used to S U H G L F W   F R Q V X P H U ¶ V   I X W X U H   E H K D Y L R U   , Q   W K H   S U such as frequency of login and length of time spent per session, number of Facebook fan and group pages that users like and type of activities that users do on Facebook will be studied.

Awareness of Facebook Advertisements

$ F F R U G L Q J   W R   % X V L Q H V V ' L U H F W R U \   F R P   Q G   D G   D extent to which the intended audience or targeted customers are aware of an advertising message. On the other hand, Brandeo (n.d) also defined online ad D Z D U H Q H V V   D V   D   P H D V X U H   R I   W K H   U H F D O O   R I   D   E U D awareness of Facebook advertisements can be defined as a measure of the awareness D Q G   U H F D O O   R I   D   E U D Q G ¶ V   D G Y H U W L V L Q J   R Q   ) D F H E R R N

Characteristics of Facebook advertisements

According to Answer.com (n.d), characteristics, which are features of ads, must be able to stimulate users and leave everlasting impressions besides influencing consumers to purchase the product advertised. Besides, an ad also can be F K D U D F W H U L] H G   W R   E H   D E O H   W R   L Q I O X H Q F H   W K H   D X G easily understandable and interpretable by the audience. As such, in the present study the following characteristics of Facebook ads such as format, color, interactivity, reliability, and relevance were selected based on past research literature. The researcher will further analyze and test if the selected characteristics of the ads can L Q I O X H Q F H   F R Q V X P H U V ¶   S X U F K D V L Q J   E H K D Y L R U   W R Z D Facebook advertisements.

Online Purchasing Behavior

Bhimalingam et al. (2008), have defined online retailing as a process in which the consumers and marketers may enter into a transaction for sale and purchase with the use of electronic media that profits both the parties in the long run. The process of adopting Internet technology in the purchasing process is also known in other terms such as cyber purchasing, e-sourcing or B2B e-commerce. Hence in this study, the online purchasing behavior can be best defined as the process in which consumers make online transactions for their purchases with the presence of an electronic media or In W H U Q H W   W H F K Q R O R J \   7 K L V   S U H V H Q W   V W X G \   Z L O O online purchasing behavior through Facebook advertisements.

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