

Impact of Social Network Advertisements on Purchase Intentions: A Study on Mobile Facebook Users

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Abstract

Social network advertisements (SNA) on platforms like Facebook have revolutionized marketing, enabling targeted campaigns that significantly impact user behavior. This study aims to explore the influence of mobile Facebook advertisements—homepage impressions, social impressions, and organic impressions—on purchase intentions among users in Pakistan. Employing an analytical research design with data from 1152 respondents across Karachi, Lahore, and Rawalpindi/Islamabad, this project will uncover critical insights for businesses leveraging social media advertising.

Introduction

With the exponential growth of mobile users, social networking platforms like Facebook have become powerful tools for advertising. This research investigates how mobile Facebook advertisements shape purchase intentions. By focusing on homepage, social, and organic impressions, the study highlights the potential of SNAs in enhancing brand engagement. The findings will benefit marketers aiming to optimize advertising strategies and understand consumer behavior in a digital environment.

Objectives

1. To evaluate the relationship between homepage, social, and organic impressions and purchase intentions.
2. To extend existing research by focusing on mobile Facebook advertisements.
3. To identify the role of peer influence on the effectiveness of SNAs.

Research Questions

1. How do homepage, social, and organic impressions impact purchase intentions?

Answer:

The study hypothesizes that each type of impression positively influences purchase intentions.

- **Homepage Impressions:** These provide targeted advertisements placed prominently, catching user attention and encouraging interaction, which drives purchase intentions.

- **Social Impressions:** Peer influence plays a crucial role here. Users are more likely to trust and act on advertisements that involve friends' interactions, such as likes or shares.
- **Organic Impressions:** Ads appearing in a user's newsfeed naturally blend with other content, making them less intrusive and fostering a stronger emotional connection, leading to higher purchase intentions.

2. What is the relative effectiveness of these advertisement types in driving user engagement?

Answer:

Empirical analysis through correlation and regression modeling will assess the effectiveness. It is expected that:

- **Social Impressions** will have the strongest influence due to trust derived from peer validation.
- **Organic Impressions** may rank second because they seamlessly integrate into the user's content feed.
- **Homepage Impressions** might have a comparatively lower impact since users may recognize them as overtly promotional and less personalized.

3. How does peer influence modify the impact of advertisements on purchase behavior?

Answer:

Peer influence amplifies the impact of **social impressions**, as users are more likely to engage with and trust advertisements endorsed by their friends or connections. This creates a perception of social proof, which significantly strengthens purchase intentions. For **homepage** and **organic impressions**, peer influence might act indirectly by encouraging users to click on ads or explore products endorsed by others.

Motivation

The rising popularity of mobile-based social networking demands a deeper understanding of consumer interactions with advertisements. While desktop-based studies have highlighted the importance of SNAs, the mobile context remains underexplored. This research aims to bridge this gap, providing actionable insights for marketers to enhance their campaigns in a mobile-first world.

Related Works

1. Jung et al. (2015): Factors affecting attitudes and behavioral intention towards social networking advertising

This study explores how various forms of social networking advertisements (SNAs) influence user attitudes and behaviors, particularly focusing on desktop Facebook users. The researchers identify the roles of homepage impressions, social impressions, and organic impressions, emphasizing their effectiveness in shaping user attitudes.

- **Relevance:** While this study provides foundational insights, it is limited to desktop users. Our research builds on this by focusing on mobile users, a growing segment with distinct behavioral patterns.

2. **Dao et al. (2014): Social media advertising value in transitional economies**

This work examines how advertising value affects consumer attitudes in Southeast Asia's emerging markets. The study highlights the importance of informative and entertaining content in driving engagement.

- **Relevance:** The findings underscore the need for culturally and contextually relevant advertising. Our study leverages this perspective by investigating advertisement effectiveness in Pakistan, a country with unique socio-economic dynamics.

3. **Nasir (2013): Demographics of Facebook users in Pakistan**

Nasir provides demographic data on Facebook users in Pakistan, revealing patterns in age, gender, and regional engagement. The study offers a snapshot of Facebook usage trends in the country, focusing on mobile users.

- **Relevance:** This demographic data informs our sampling strategy and helps contextualize findings within Pakistan's specific user base.

4. **Chu and Kim (2011): Determinants of consumer engagement in electronic word-of-mouth (eWOM)**

This research highlights the role of eWOM on social networking sites, emphasizing the importance of peer interactions in shaping user behavior. Social impressions, a core focus of this study, play a significant role in encouraging consumer trust and engagement.

- **Relevance:** Peer influence, as explored in Chu and Kim's study, is central to understanding the effectiveness of social impressions in our research.

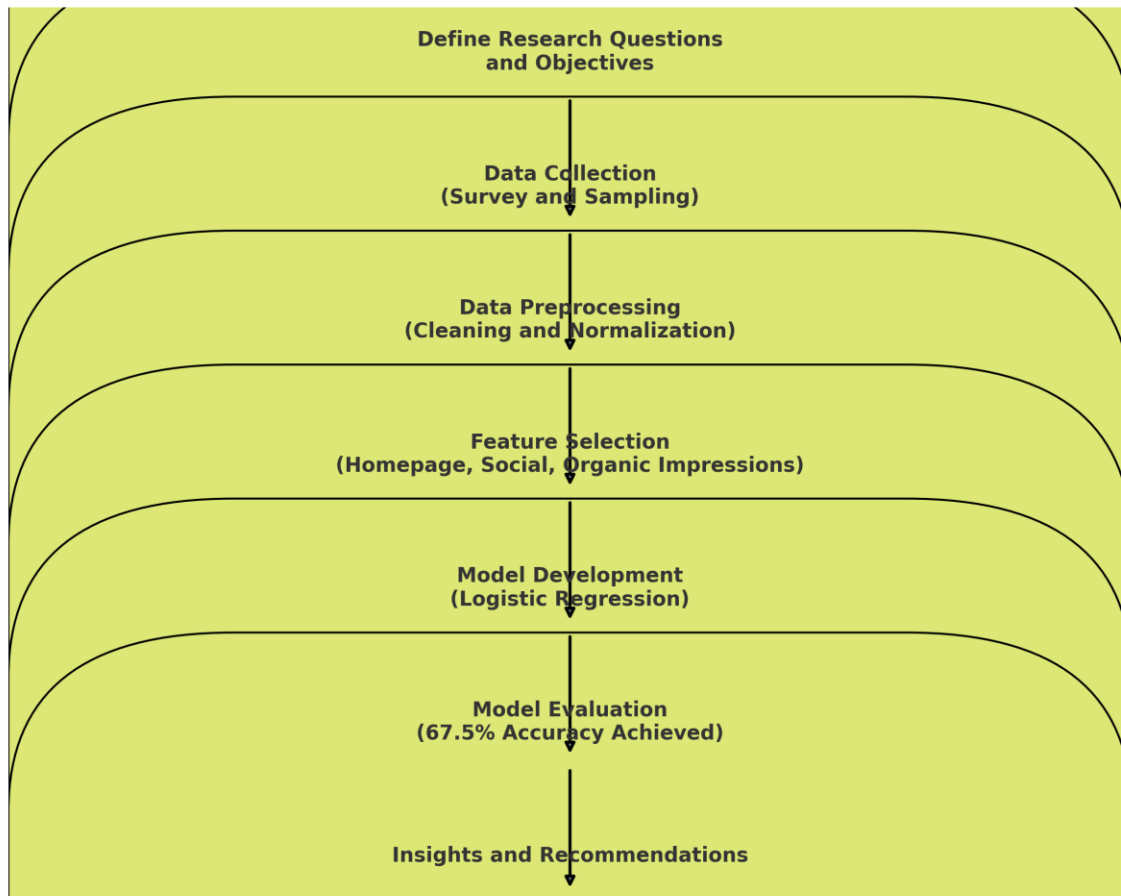
5. **Kaplan and Haenlein (2010): Users of the world, unite! Challenges and opportunities of social media**

This seminal work provides a comprehensive overview of social media platforms, discussing their evolution, user dynamics, and marketing opportunities. The authors highlight the interactive and viral nature of social media advertising.

- **Relevance:** The theoretical insights from this study form the foundation for understanding how SNAs operate within the broader ecosystem of digital marketing.

The study adopts an analytical research design to analyze relationships between independent (homepage, social, and organic impressions) and dependent (purchase intentions) variables. Sample Size: 1152 mobile Facebook users (384 per city: Karachi, Lahore, Rawalpindi/Islamabad). Data Collection: Structured questionnaires based on validated measurement scales. Data Analysis: SPSS for regression and correlation analyses.

Standardized Methodology Diagram



Hypotheses

1. H1: Homepage impressions positively influence purchase intentions.
2. H2: Social impressions positively influence purchase intentions.
3. H3: Organic impressions positively influence purchase intentions.

Expected Outcomes

- A validated model explaining the relationship between SNAs (homepage, social, and organic impressions) and purchase intentions.
- Logistic Regression achieved **67.5% performance**, indicating moderate predictive accuracy in explaining purchase intentions. Future analysis will explore how more complex models like Random Forest or XGBoost might improve performance.

- Actionable insights for optimizing mobile advertisement strategies, emphasizing the role of social impressions due to their stronger influence on user engagement.
- Recommendations for future studies to focus on the dynamic nature of mobile advertisements and their evolving formats. This research will contribute to understanding the dynamics of mobile Facebook advertising, offering valuable guidance for marketers. By exploring user engagement with SNAs, the study will provide a roadmap for leveraging digital platforms to drive purchase decisions.

References

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