

The Effectiveness of Facebook Advertising on Consumer Buying Decisions

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ABSTRACT

This study investigates consumer perceptions of the effectiveness of Facebook advertising on their buying decisions. The framework for this study was adapted from the Facets Model of Effects. The model outlines the six objectives of communication: perception, emotional/affective, cognition, association, persuasion, and behaviour. The model was used to examine consumer buying decisions through Facebook. A survey was conducted by distributing questionnaires to respondents. Two associational statistical analyses, namely, the Pearson correlation and simple linear regression were conducted to verify the hypotheses. All independent variables indicated significant and positive relationships with consumer buying decisions, even though the effects were relatively small. However, the multiple regression results revealed that the persuasion response was the strongest determinant of a consumer's buying decision, compared to the other variables. This implies that a persuasive advertising message via Facebook could have a major effect on an individual's buying decision.

Key Words: *Facebook advertising, consumer perceptions, consumer buying decisions, online social network*

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