

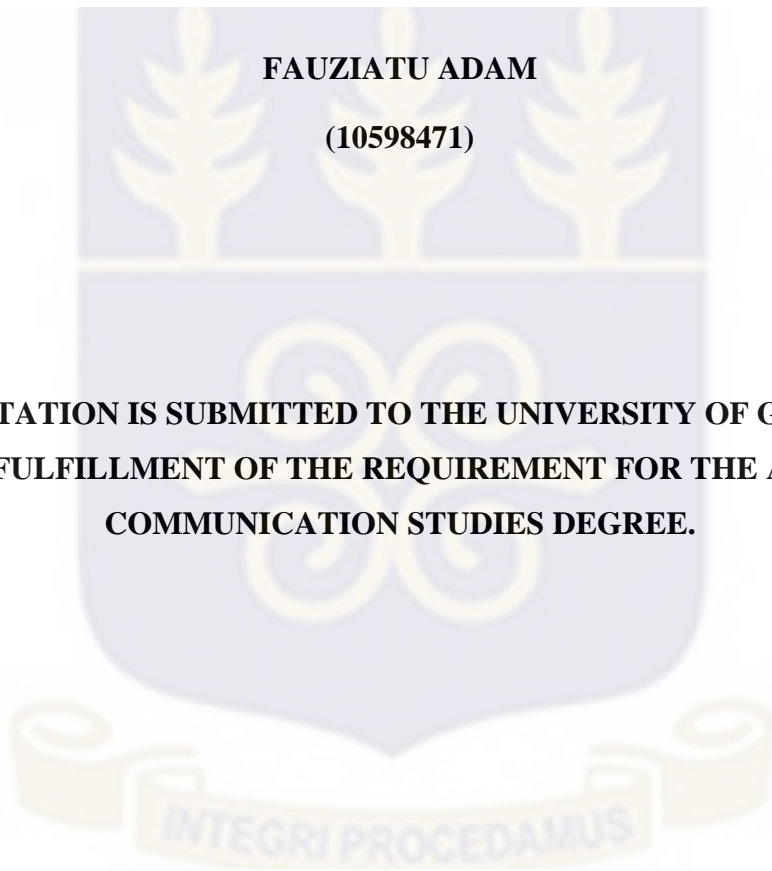
**THE INFLUENCE OF FACEBOOK ADS ON CONSUMER PURCHASING  
DECISIONS: A STUDY OF UNIVERSITY OF GHANA STUDENTS**

**BY**

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**THIS DISSERTATION IS SUBMITTED TO THE UNIVERSITY OF GHANA, LEGON  
IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE AWARD OF MA  
COMMUNICATION STUDIES DEGREE.**



**OCTOBER, 2017**

## DECLARATION

I hereby declare that, except for references to other people's work have been duly acknowledged and this dissertation is the result of my own research work carried out at the Department of Communication Studies, under the supervision of Dr Abena Animwaa Yeboah-Banin.

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(Student)

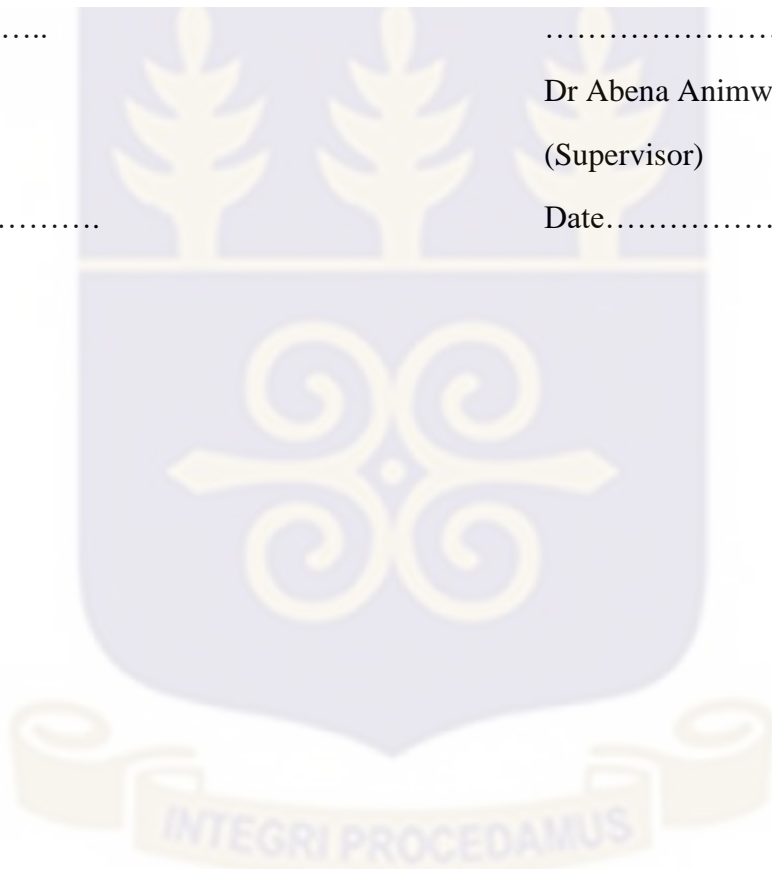
Date.....

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Dr Abena Animwaa Yeboah-Banin

(Supervisor)

Date.....



## **DEDICATION**

I dedicate this work to Shaibu Ali for his immense support rendered me throughout my study.

TO ALLAH BE THE GLORY



## **ACKNOWLEDGEMENT**

I wish to extend my sincere gratitude to Dr Abena Animwaa Yeboah-Banin whose contributions and criticism have been of immense help in making this write up a success.

Special thanks to my family especially my mum for the support and encouragement rendered me throughout my study.



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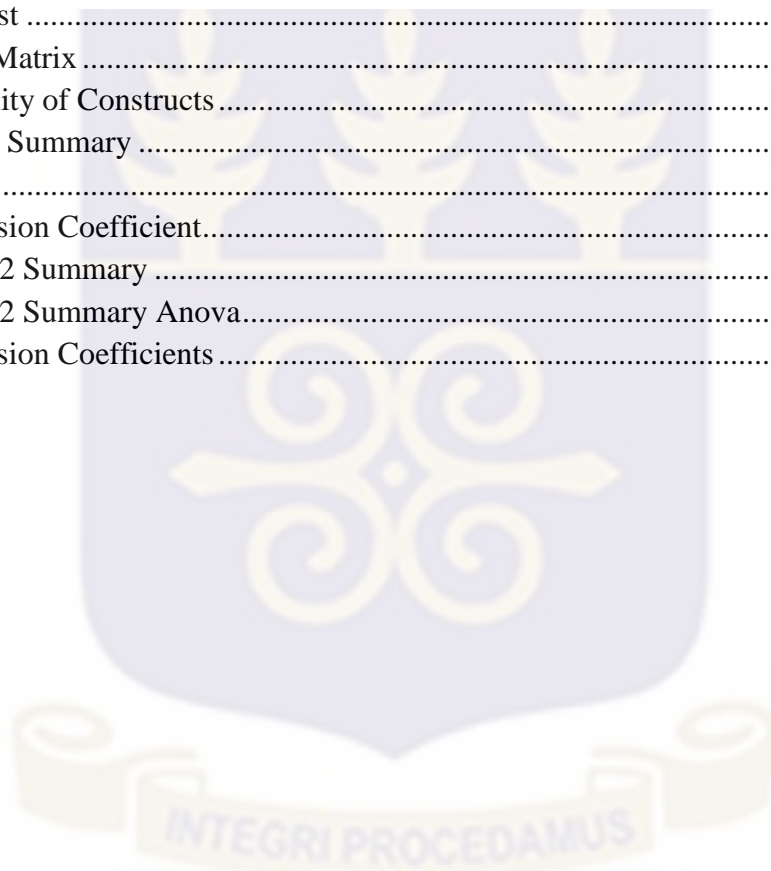
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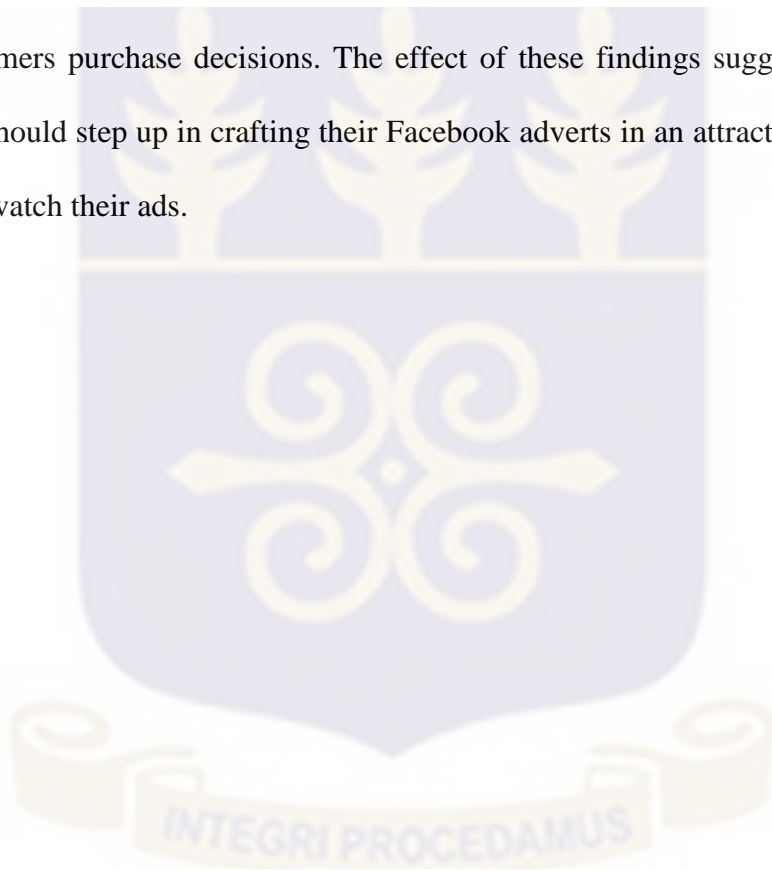
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## ABSTRACT

This study investigated the influence of Facebook ads on consumer purchasing decisions. This study employed an explanatory research design to explain the cause-and-effect relationship among Facebook users, their attitudes towards Facebook ads and their purchasing decisions. The study sampled 200 resident students who are Facebook users from University of Ghana (UG). Results of the findings revealed that UG students who are Facebook addicts had positive attitudes towards Facebook ads. Again, the research discovered that, attitude towards Facebook adverts significantly influences consumers purchase decisions. The effect of these findings suggests that marketing communicators should step up in crafting their Facebook adverts in an attractive manner so as to entice people to watch their ads.



## **CHAPTER ONE**

### **INTRODUCTION**

#### **1.0 CHAPTER INTRODUCTION**

This is the introductory chapter which entails the background, problem statement, research objectives, significance and organization of the study.

#### **1.1 BACKGROUND**

In this contemporary world, almost everyone has been influenced to some degree by marketing communications and some forms of advertising campaigns. Businesses in all sectors (public and private) have found efficient ways to communicate effectively to their target market which is critical to their successes (Belch, 2003). With the emergence of computer networks and entertainment programs, traditional media, including television, has lost viewership which has reduced the marketing communication effects. Furthermore, the speed at which these virtual communication and various information sources travels, makes marketing communication sourced promotion, less significant (Anthonio, 2012).

Social Networking Sites (SNS) has transformed advertising by “shifting the scalability of influence and the ways in which consumers share, evaluate and choose information” (Smithee, 2011). Therefore, social media advertising is able to reach out to audience in a wider variety of ways than other online platforms, because these social media sites collect such a larger volume of consumer details. “Extending beyond general demographic and geographic data, social media advertising has opened the door to interactive, deeper interest and connection-based targeting methods” (Ganguly, 2015 p.7). Therefore, social networking sites have become a domineering channel for global advertising and it is commanding a larger stake in marketing communication budgets, specifically to reach the millennial generation. Accordingly, the value of marketing

communication on media sites like Facebook, Instagram, Youtube, Twitter etc is of great concern to organisations, managers and academics (Saxena, 2013).

According to Stelzner (2016), Facebook is the most important social media platform to most advertisers among the social networking sites. Founded in 2004 by Mark Zuckerberg, Facebook commands an astonishing “1.23 billion daily active users and 1.86 billion monthly active users” as at December 2016 (Facebook, 2016). This fact signifies a big opportunity for brand communicators who explore advanced methods of connecting their messages to targets (Wright, 2012). Particular evidence on the number of Ghanaians on Facebook is sketchy. But popular website such as ‘Internetworldstats’ indicates that there were 3.5 million Ghanaian active users of Facebook as of June 2016 (Internetworldstats, 2017).

Facebook is a “web based site which brings different people together in a virtual platform and ensure a deeper social interaction, stronger community and implementation of cooperation projects” (Yang, 2013). With Facebook’s massive customer base, the social media platform has gained so much interest from marketing communicators who are looking for ways to interact with customers on an individual level (Shu-Chuan, 2011). Indeed, this is an indication that advertising on Facebook is becoming an imperative channel for businesses because the social media site allows advertisers target specific customers to promote their product or services.

According to Wright (2012), Facebook advertising is in two forms: the first form is paid promotion where the marketing communicator posts an advert that appears on the sides of the profile page of the Facebooker or on their home page. In that paid format, the advertisers can customize their advertisement to appear only on targets Facebook page. The second form is the free form where businesses create a fan page on the Facebook platform. Facebookers then like these pages and they

become fans of these companies or brands. Facebook managers of these pages keep updating the page with the company's products and services for consumers to connect and engage with the company.

## **1.2 PROBLEM STATEMENT**

In spite of the popularity of advertising on the Facebook, not much is understood about the key issues regarding its effectiveness, particularly as it relates to the purchase decisions of users. In addition, most of the literature on online advertising is based on US, Asia and Europe (Bakshi and Gupta, 2013). However, since attitudes and behaviour vary across nations, it is meaningful to research on consumer attitude and what influences their purchasing decisions from an angle of an evolving country such as Ghana. Notwithstanding the astonishing opportunities presented by Facebook advertising, the attitude of Ghanaian Facebookers towards social media advertising remains vague. Accordingly, this study is to investigate Facebook ads influence on the purchasing decisions of a sample of Ghanaian Facebook users drawn from the University of Ghana.

## **1.3 RESEARCH OBJECTIVES**

The study is to examine Facebook ad influence and its impact on purchasing decisions of Ghanaian consumers. The study therefore, first, seeks to empirically discover consumers' attitudes towards Facebook ads. This study explains different behavioral attitudes towards Facebook ads. The study unravels the level of connection of consumers when they are exposed to Facebook ads.

The second objective is to determine the factors that shape consumers' attitudes towards Facebook ads. The study, as much as possible explores the elements that outline their attitudes towards these ads.

The third objective is to ascertain the extent to which Facebook ads influence consumer purchasing decisions. This study establishes the extent to which these attitudes go to influence consumers purchase decisions.

#### **1.4 SIGNIFICANCE**

The findings of the study will contribute greatly to research and practice. Literature on Facebook ads and its influence on consumer purchasing decisions in Ghana are arguably scarce. This research goes beyond the current research works on Facebook in Ghana by examining its relation to the critical areas of advertising and consumer purchasing decisions. Thus, the information gathered will give advertisers a clearer understanding of how to effectively target when it comes to Facebook advertising in the Ghanaian setting. This research will aid marketing communicators explore innovative and more customer friendly ways of creating Facebook ads in order to attract more customers to their Facebook pages.

#### **1.5 CHAPTER SUMMARY**

Chapter one of the study discussed the background to the research, taking into consideration the impact Facebook ads have on consumer purchasing decisions. The chapter also discusses the problem the study seeks to address, the objectives the research seeks to achieve, and significance of study.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.0 CHAPTER INTRODUCTION**

This chapter presented the appropriate theory to the study. The literature was reviewed on key constructs of the influence of Facebook ads on consumer purchasing decisions. The hypotheses and the conceptual model were also presented.

#### **2.1 THEORY – ELABORATION LIKELIHOOD MODEL (ELM)**

As the popularity of Facebook advertising increases, communication professionals continue to look for ways to explain consumer purchasing decisions. One theory that supports the idea of Facebook advertising is the Elaboration Likelihood Model (ELM) of persuasion. Therefore, the theory of relevance to this study is the ELM. The theory helped explain better consumers' attitudes towards Facebook adverts and their level of involvement when they are exposed to these ads. The theory brought to light the cues consumers take when they see ads on Facebook and the extent to which these ads influence their purchasing decisions.

The ELM of persuasion was developed by Richard E. Petty and John Cacioppo in 1986. The model “proposed two distinct routes to persuasion, the central route and the peripheral route” (Shrum, 2012). When involvement is high, a consumer processes a message via the central route, whereas when involvement is low, the message is processed through the peripheral route (Leon G. Schiffman, 2006). These central or peripheral route processes can produce an attitude change, with further possible changes in intentions to perform certain behaviors (Leon G. Schiffman, 2006). Attitudes are defined as “general evaluations people hold in regard to themselves, other people, objects and issues” (Petty & Cacioppo, 1986 p. 127). Through the use of the ELM, it can be

determined what sorts of stimuli (cues) lead to processing through either a central or peripheral route, with the central route often yielding a more durable effect on the attitudes changed.

According to the ELM, to achieve attitude change, it is first necessary to have a good argument and message quality or effective peripheral cues. Arguments are considered “bits of information contained in a communication that are relevant to a person’s subjective determination of the true merits of an advocated position” (Cacioppo, 1986 p. 133). Everyone holds certain aspects of message information at higher levels of importance than another person. Through the ELM, it is necessary to use an overall basis of argument elements that almost everyone can agree are crucial characteristics of a persuasive message. Moreover, a positive or negative attitude change is directly related to the degree of attitude (positive or negative) that was held before the message was given to the individuals (Petty & Cacioppo, 1987). For example, to receive a positive attitude change, it is necessary for the thoughts prior to message exposure to be favorable.

Even in the absence of a strong argument, however, it is still possible to change attitudes through the use of peripheral cues. The use of these cues triggers a subconscious reaction that individuals relate to a current attitude they already have about the issue or object. That is, in the case of Facebook communications, messages communicated (i.e. liked, commented on) by friends who demonstrate deep knowledge of a product, are likely to drive the message processing via the peripheral route. Again, consumer’s addiction to the social networking site (Facebook) is likely to drive advertising message process via the peripheral route. Once an argument or peripheral cue has been established, it is necessary to determine the amount of cognitive effort that is exerted from individuals. Some individuals will have an objective processing method in which they process by thinking about the issue factually and non-discriminately, while other individuals will have a biased approach to processing in which they automatically associate the message with

another topic of thought. Research has found that by manipulating argument quality with another variable, it enables an objective approach to discovering whether that variable contributes to argument processing through a positive or negative relationship (Petty & Cacioppo, 1987). Therefore, for the purpose of the study, variables, (Facebook addiction, gender and ad response scrutiny is added to discover consumers attitudes towards ads. Tang and colleagues (2012) studied the dual-route information processing in the context of destination websites. They confirmed that people are more likely to elaborate the persuasive messages through the central route when they are relatively involved; however, people are more likely to go through peripheral route if they can make less cognitive efforts following the heuristic rules (Junjie Qin, 2012). Moreover, SanJose-Cabezudo et al, (2009) posited that people may apply central and peripheral routes simultaneously in high involvement context of web advertisements. For example, presentation of a new travel agency on the website, which generates peripheral cues, can influence people's attitude in high-involvement situation. This phenomenon is found in the subjects of empirical studies conducted by SanJose'-Cabezudo and colleagues. It was proposed that one route, such as peripheral route, may enhance the effects of the central route, which argued the possibility of joint influence in the web processing (SanJose'-Cabezudo et al. 2009).

## **2.2 LITERATURE REVIEW**

Marketing communications has become an important part of our society. Advertising has improved into a vital communications system for both consumers and businesses (Belch, 2003). According to Nielson (2012), social media is coming of age. Since the emergence of the first social media networks some two decades ago, social media has continued to evolve and offer consumers around the world new and meaningful ways to engage with the people, events and brands that matter to them. With Facebook's massive base of 1.55 billion monthly active users, it continues to be a

critical digital channel for reaching existing and potential customers. This highly engaged audience offers a tremendous opportunity for marketing communicators to not only build brand awareness, but also drive real revenue growth on a global scale (Partners, 2016). Over the past decade, Facebook has become a leading channel for digital advertisers aiming to find and retain new customers. With its unparalleled audience reach and targeting capabilities, Facebook is a powerful marketing force. Its effectiveness is thanks in large part to a record of rapid and constant innovation (Partners, 2016). Given this pivotal role Facebook plays for advertisers, it is important to look at consumers' attitude towards Facebook ads, what factors influence their attitudes towards these ads and what drives their purchase decisions after exposure to these ads.

On discovering the attitude of consumers towards Facebook ads, Duffet (2015) established that Facebook advertising had the greatest influence on behavioural attitudes on Millennials who spent longer periods of time on the social network site confirming that nearly six out of ten Millennials spent one hour or less on Facebook per log on session, which was important to marketing communication efforts. Consequently some other scholars like Bannister, Kiefer, & Nellums, (2013) explored the attitude of college students towards Facebook advertising and the influence on purchasing behavior. They found out that respondents were more likely to click on advertisements for events, movies/television programs or games but generally believed Facebook advertisements were irrelevant, uninformative and not of interest. While their attitudes toward Facebook were more positive, this did not translate into advertising or purchase behaviour. Khan & Zafar, 2011 examined the attitude towards social network advertising among young Pakistani consumers. They found out that young Pakistani consumers have overall positive attitude towards the virtual community advertising. They concluded that "The social networks can be therefore considered to be an effective advertising medium for targeting young consumers". Hong-Youl Ha

(2014) postulated that positive attitudes had an influence on online behavioural intentions. However, Thal (2013) disclosed that marketers were not effectively interacting with consumers who used social media. The research suggested that organisations focus on an array of consumer decision stages, instead of information and knowledge (cognitive) and purchase (behavioural) stages. Another study was made in Finland by Virkkala (2009). She was studying consumer attitude towards Facebook advertising in Finland. She found out that consumers were reluctant to receive advertising within their communities in Finland. Advertisements were experienced more disturbing than useful among Finnish Facebook users. She also found out that some people even avoid advertisements in as many ways as they can. Most of the previous studies considering similar cases have been based either to some certain countries (Virkkala, 2009) or have researched slightly different things; responding to the general behaviour of consumers attitudes towards Facebook ads. All these studies did not explore factors that shaped consumers attitudes towards Facebook ads which this research intends to explore. Duffet (2015) suggested that organisations and managers should attempt to incorporate a selection of Facebook's vast array of social plugins and apps to keep the young consumer entertained on the SNS for a longer period of time, which will, in turn, lead to a positive influence on purchase decisions. Duffet (2015) further suggested that advertisements on Facebook should be changed regularly to prevent advertising wear out, especially those that were directed at Millennials who easily become bored with a static digital environment that they frequent on a daily basis. This study however did not explore gender variable of attitudes towards Facebook advertisement which this study intends to examine. Also Marland (2008) argued that message conveyed through advertising appeals, influences the purchasing decisions of consumers. A key to social media is that the consumer-generated content and consumer-fortified content can also influence purchase decisions.

### **2.3 RESEARCH HYPOTHESIS**

From the above theory and literature, the following hypothesis were developed. Based on the arguments raised in the ELM of persuasion, Dorney (2006), argued that “some Facebook users clicked on advertisements because they liked what they saw”. These users were being persuaded through the central route, simply by the content of the message. However, other users took a more peripheral approach. Facebook is the newest craze to hit campuses across the country. With over 1.2 billion members logging in multiple times per day, Facebook is becoming an obsession (Facebook. 2016). Students felt compelled to log online and check their friend lists and comment walls. Because of this, there is a sense of security and almost an addiction to the community networking service. This sense of security sometimes leads users to click on ads that they are not interested in simply because they are featured on Facebook. These peripheral cues have nothing to do with the content of the message, yet they are influential in getting the viewer to listen to or believe the message (or in the case of a Facebook ad, click on the ad). Based on this argument, the first hypothesis was developed.

**H1:** Facebook addicts have a positive attitude towards Facebook ads

In order to know people’s interests better, Facebook conducted a survey around US audience which clearly depicted that gender positive messaging showed that people responded 8-10% more positively to brands that engaged in gender-positive advertising than to brands that did not engage at all (Facebook, 2016). Research suggested that men and women have different motivations for internet use and therefore different attitudes and behaviors (Korgaonkar, 2003). Therefore it is rational to propose that both gender absorb the social media website differently which also influences attitude towards that site. In that regard, Taylor et al. (2011) suggested a “moderating effect of gender on the perceived ads’ features and perceived social network usage’s impact on

attitude toward ads on social networks. Their findings indicated the motivation to seek entertainment or information from ads on SNS had a stronger effect on women than men; Users who use SNS as a way to improve quality of life had a negative attitude toward advertisements on the sites and that negative relationship was stronger for men than women”. Based on this, it is safe to assume that gender is likely to have a positive relationship with attitude towards Facebook ads such that a person’s gender determines whether they will like or dislike an ad on Facebook.

**H2:** Gender has positive relationship with attitude towards Facebook ads such that a person’s gender determines whether they will like or dislike an ad on Facebook.

ELM provides two different ways of forming attitudes; careful consideration or shortcuts. Peripheral cues or shortcuts are simple cues in the advertising that can trigger primitive affective states that will be associated with the attitude towards the object. If there is a potential cue, it should have the ability to affect attitudes in the absence of any arguments. For example, a message could come from attractive source or unattractive source and a person would be more likely to go for the attractive source that is Facebook (Virkkala, 2009).

Thus those advertisements that are personalized or recommended by a friend will be more attractive to users resulting in more positive attitudes towards advertising in Facebook. When again, in the case where user is following a company, or already is well aware of it the central route is in the picture, meaning that the user has used careful consideration with this brand or product. This would also lead to more positive attitude when the advertisement is being displayed.

**H3:** Ad response scrutiny positively affects attitudes towards Facebook ads

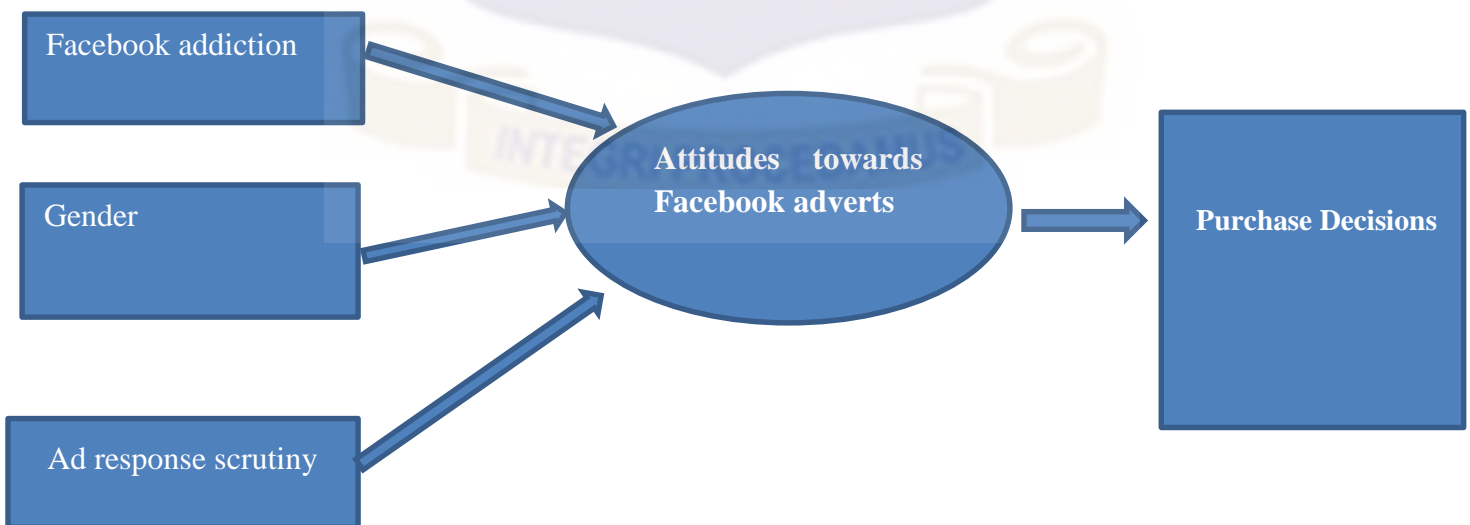
Relating this to the ELM of persuasion, Yocco (2014), argued that *Peripheral route processing* happens on a more superficial level. Audience ‘on this virtual platform (Facebook) pay

less attention to the message presented on the platform while being influenced by secondary factors, such as source credibility, visual appeal, presentation. Wiertz and De Ruyter (2007) conducted a study on “Social media advertising influence on consumer purchasing behaviour. These results indicate a relationship between individuals’ intrinsic motivation of watching ads on the virtual platform and their purchasing behavior”. This provides a link to connect attitudes towards Facebook and their likelihood to purchase from those ads. As argued that Facebook users who are addicts use peripheral cues when exposed to ads of Facebook, this literature support this study’s fourth assumption that people who have positive attitude towards Facebook have an influence on purchasing decisions.

**H4:** Attitudes towards Facebook ads have an influence on purchase decisions

Below is a conceptual model of the relationships expected to exist between Facebook addiction, gender and Ad response scrutiny on attitude towards Facebook ads and between attitude to Facebook ads and purchasing decisions.

**Figure 1 Conceptual Model**



## **2.4 CHAPTER SUMMARY**

This chapter explained the theory, Elaboration Likelihood Model of persuasion and reviewed some related literature on the matter of study. The four hypotheses to be tested were explained and the conceptual model was designed.



## **CHAPTER THREE**

### **METHODOLOGY**

#### **3.0 CHAPTER INTRODUCTION**

This chapter presents the methodology used in the study. It covers the sampling technique, instrument used, data collection procedure, reliability and validity of the research.

#### **3.1 EMPIRICAL SETTING**

The study area was the University of Ghana. It is located in the North of Accra on the Tetteh Quarshie-Madina Road. The University of Ghana campus was chosen for the study because of its proximity hence eases of access to the researcher and because students of the school are known to be heavy users of the internet and Facebook (Kosiba, 2015).

#### **3.2 POPULATION AND SAMPLING**

##### **3.2.1 POPULATION**

The university has a student population of over 38,000. This is made up of students enrolled on regular programmes, sandwich programmes, and distance education and students from affiliate institutions. There are twelve halls of residence and five hostels. The halls are Commonwealth Hall, Volta Hall, Mensah Sarbah Hall with Annexes C and D, Akuafio Hall with Annexes C and D, Legon Hall, Elizabeth Frances Sey Hall, Hilla Liman Hall, Jean Ackah Hall, International Student Hall, Valco Phase 1 and 2, Jubilee Hall and Alex A.Kwapong Hall. Nine of the halls are mixed sex residential facilities while the remaining two are single sex (one male and one female). Of the five hostels, one is for postgraduate students and the other four are for undergraduates, postgraduates and even non University of Ghana students. For the purpose of this study the sample drawn concentrated on halls and hostels that had only University of Ghana students.

### 3.2.2 SAMPLE

The sample for this study was students in the 2016/2017 academic year who are residents on campus. The sample was limited to resident students because of accessibility for questionnaire administration. A sample size of 200 respondents was used for this study

### 3.2.3 SAMPLING PROCEDURE

A probability sampling method (multi-stage) was used in carrying out the study. Sampling was carried out in stages using smaller sampling units at each stage. The multi stage sampling began by using the simple random sampling technique to select five halls from among the 12 halls and hostels of residence facility. Thus the names of the 12 halls of residence was written on pieces of paper and folded and five halls were picked randomly. The halls picked were Legon Hall, Akuafio Hall, Commonwealth Hall, Elizabeth Sey and Volta Hall. This was followed by obtaining the total number of students in each of the five halls from their various tutorial offices. The proportionate random sampling was used to obtain the number of respondents in each of the five halls. This was obtained by dividing the number of students in the selected hall by the total number of students in the selected five halls of residence and then multiplied it by the sample used for the study.

The following formula was used to obtain a proportionate sample from each of the five halls:

$$\frac{\text{Number of students in a hall}}{\text{Total number of resident students in all five halls}} \times \frac{\text{Total number of respondents to be selected}}{\text{Total number of resident students in all five halls}}$$

The number of respondents is shown in Table 1 below

**Table 1: Students data attained from five (5) halls**

Hall	Number of resident students in each hall	Number of students chosen from each hall
Legon hall	1200	43
Akufo hall	1200	43
Commonwealth hall	800	29
Elizabeth Sey	1800	64
Volta Hall	600	21
<b>Total</b>	5600	200

**Source: Tutorial offices of the five halls of residence.**

The secondary stage was made up of the rooms selected on the various blocks of the halls depending on the number of respondents selected from each of the five (5) halls. The researcher used skip logic to select the rooms on the various blocks. With the selected five halls, the researcher sampled odd numbered room and skipped even numbered rooms. Every other room was sampled till the number of students needed per hall was attained. In every room, two people were sampled.

### **3.2.4 UNIT OF ANALYSIS**

The unit of analysis for this study was the individual Facebook user living in residential facility on University of Ghana Campus.

### **3.3 DATA COLLECTION METHODS**

For this study, the quantitative research approach was used to quantify data and generalise results from the population of interest. The survey method was employed in gathering data.

### 3.4 INSTRUMENT

The researcher used a structured questionnaire to collect data for the study. This may be described as closed form because the questions were basically short, requiring the respondent to provide a ‘yes’ or ‘no’ response or checking an item out of a list of given responses. With the exception of the demographics of the respondents and Ad response scrutiny, all other questions were measured using a five-point likert scale to measure constructs in the study. They ranged from “strongly disagree (1)” to “strongly agree (5). Construct Facebook addiction was adopted from the scale developed by Cabral (2011). The items were modified to reflect the extent to which respondents are addicted to Facebook. Items asked respondents to access themselves in terms of their Facebook addiction.

- (i) I spend more time than intended on Facebook
- (ii) I find myself saying “just a few more minutes” when I am on Facebook
- (iii) I check my Facebook page before doing something else
- (iv) I feel my productivity suffers because of Facebook
- (v) I feel stressed out and disconnected when I cannot access Facebook.

Construct attitude towards Facebook ads was also adopted from Effah (2015) to examine the general behavior of an individual when exposed to ads on Facebook. Items included

- (i) It is fun to watch adverts on Facebook
- (ii) I find adverts on Facebook exciting
- (iii) I find adverts on Facebook pleasing
- (iv) Adverts on Facebook make me laugh
- (v) Adverts on Facebook are lively

The research instrument is attached to this study in Appendix A.

### **3.5 GATHERING OF DATA**

Permission was sought from the tutorial offices of the selected halls. The respondents who fell into the sample size were visited, permission sought and arrangements for the day and time of data collection was made. Copies of the questionnaire were given to the respondents for them to answer. After a period of one week and about three call backs, 200 questionnaires were retrieved and used for data analysis.

### **3.6 DATA ANALYSIS**

For data analysis, descriptive and inferential statistics were used. The Statistical Package for Social Scientists (SPSS) software was used for the statistical analysis. Results for the study were presented in tables, bars and frequencies standard deviations. The descriptive statistical analysis was used in describing the sample while inferential statistics inferred data obtained to the entire population. The inferential statistics was also used in testing the assumptions about the population, and helped determine the extent to which the findings represent the entire population. (Discussion in chapter four)

### **3.7 RELIABILITY AND VALIDITY SCALE:**

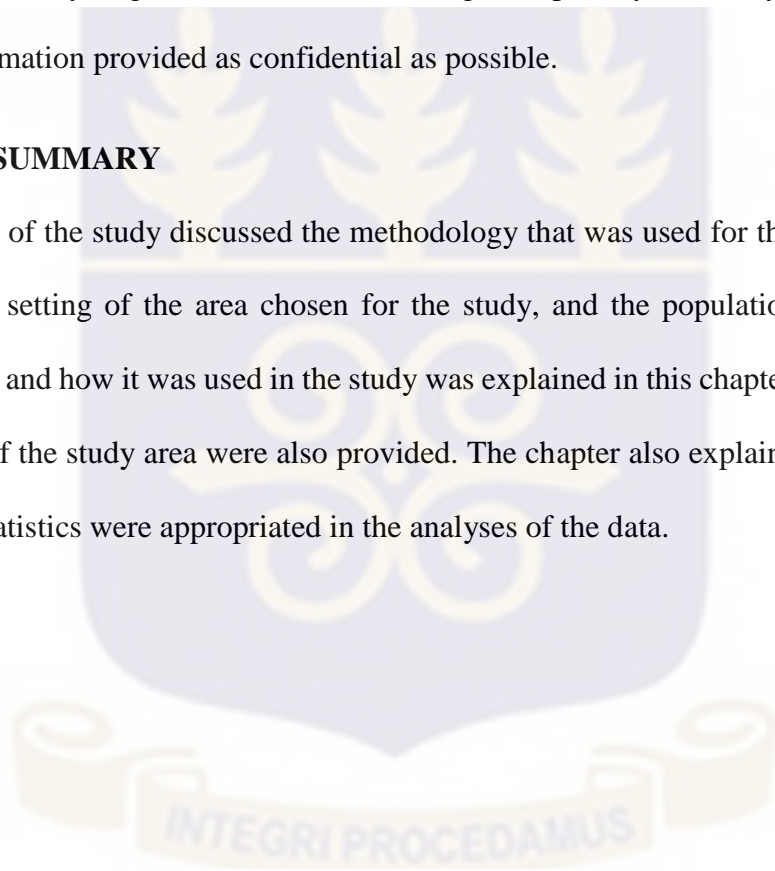
The researcher validated the study by reviewing literature carefully to ensure that relevant variables are included in the design of the research instrument. Again, the instrument was validated by a research supervisor of the researcher's institution and content of the instrument was designed based on previous studies on the subject of Facebook advertisement and consumer purchasing decisions. Finally, the Cronbach's alpha statistics was used to test reliability of constructs used.

### **3.8 ETHICAL CONSIDERATIONS**

Ethics is critical for the success of any research work. The researcher ensured that the research was conducted in a morally responsible manner. In order to ensure that the research does not violate any ethical standards, a number of issues were considered. The researcher tried as much as possible to avoid plagiarism. Literature was competently reviewed to produce quality research. The researcher also informed interviewees about the research and avoided forcing respondents to participate in the study. Again, the interviewees' right to privacy was very well protected by keeping the information provided as confidential as possible.

### **3.9 CHAPTER SUMMARY**

The third chapter of the study discussed the methodology that was used for the study, with focus on the empirical setting of the area chosen for the study, and the population. The multi-stage sampling method and how it was used in the study was explained in this chapter, and the sampling size and details of the study area were also provided. The chapter also explained how descriptive and inferential statistics were appropriated in the analyses of the data.



## CHAPTER FOUR

### DATA ANALYSIS

#### 4.0 CHAPTER INTRODUCTION

In chapter three of this study, the methodology and sources of data were discussed. This chapter provides the analysis and discussion of the data obtained from the field. An Exploratory Factor Analysis was used to generate the needed factors, as well as reliability and validity tests on the factors generated. Regression analysis was also carried out on the constructs obtained, and the hypotheses test results were presented.

#### 4.1 DESCRIPTIVES STATISTICS

The survey was distributed using questionnaires to postgraduate and undergraduate resident students of the University of Ghana, Legon. In all, a total of 200 questionnaires were sent out to respondents. From of this number, all respondents successfully completed and returned their questionnaires. This constitutes 100 percent response rate. The age of the participants ranged from 18 years old to 34 years old, with 18-24 years old being the most common age group (85.5%). This survey generated 56% responses from male students, and 44% responses from female students. Majority of the respondents (84.5%) were undergraduate students while 15.5% were postgraduates. Table 2 presents a summary of the background of the respondents.

**Table 2: Sample Characteristics (n=200)**

<u>Variable</u>	<u>Classification</u>	<u>No.</u>	<u>Percent (%)</u>
Gender	Male	112	56
	Female	88	44
Age	18-24	171	85.5
	25-34	29	14.5
Education	Undergraduate	169	84.5
	Postgraduate	31	15.5

#### 4.1.1 RESPONDENTS ATTITUDES TOWARDS FACEBOOK ADS

Some variables were identified in literature as influencing customer attitude towards Facebook adverts. Some of these variables include Facebook addiction, gender, and ad response scrutiny. The researcher sought to empirically test whether these factors affect the attitude of Facebook users towards Facebook ads. Items Facebook addiction was recoded in two values (addicted (2) and not addicted (1)). The “not addicted” value was ranked from Strongly disagree and disagree as 1 and the Neutral, Agree and Strongly agree as 2. Attitude towards Facebook was also recoded into two values with 1 being negative and 2 being positive. A summary of the cross tabulations of some variable are listed in the following tables below.

**Table 3 Attitude towards Facebook ads \* Age**

Attitude towards Facebook ads	Age	
	18-24	25-34
Negative	78 45.6%	13 44.8%
Positive	93 54.4%	16 55.2%

The results as presented in Table 3 shows that respondents aged 25-34 have a more positive disposition with attitude towards Facebook ads than those aged 18-24.

**Table 4 Attitude towards Facebook ads \* Education**

Attitude towards Facebook ads	Education	
	Undergraduate	Postgraduate
Negative	79	12
	46.7%	38.7%
Positive	90	19
	53.3%	61.3%

With education, Table 4 shows that both undergraduates and postgraduate have positive attitude towards Facebook ads. However, postgraduates showed more positive attitude than the undergraduates.

**Table 5 Gender \* Facebook addiction**

Gender	Facebook addiction	
	Not Addicted	Addicted
Male	61	51
	54.5%	45.5%
Female	45	43
	51.1%	48.9%

The above table shows that gender does not have an influence on Facebook addiction. More than 50% of male and female showed that they are not addicted to Facebook.

#### **4.2 MEASURE ASSESSMENT AND DEVELOPMENT**

The Statistical Package for Social Sciences (SPSS) was used in analyzing the data. The analyses began with the conduct of an Exploratory Factor Analysis (EFA) to measure scales used. The observed variables were permitted to load onto their respective factors. The strength of the loads served ( $\geq .50$ ) as the basis for deciding whether an item belonged to a factor or not. Items that were above the standard signified a strong correlation to the underlying factor and were to be included

in further analyses. However, items below the standard were not included because they represented a weak correlation. The pattern matrix was used to identify the number of items that loaded on particular factors. The Principal Axis Factoring (PAF) was used to determine the number of suitable factors that appeared and to decide which items to maintain from the original items. The study adopted Kaiser-Meyer-Olkin test to assess the appropriateness of using factor analysis on the sample.

**Table 6: KMO test**

<b>KMO and Bartlett's Test</b>		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.855
Bartlett's Test of Sphericity	Approx. Chi-Square	1348.465
	degree freedom	45
	Sig.	.000

Source: Field work, 2017

Table 2 showed KMO tests which measure the data suitability for sample adequacy. Since the rule of thumb for testing KMO is  $\geq .60$ , the KMO test output showed .855 indicating the sampling adequacy.

Also, two items were loaded because of their inclusion in the model. Factor one was labeled Facebook addiction (FBA) while factor two was labeled Attitudes towards Facebook ads (ATFA).

**Table 7: Pattern Matrix**

<b>Construct</b>	<b>Items</b>	<b>Factor Loading</b>
Attitudes towards Facebook ad	I find adverts on Facebook pleasing	.928
	I find adverts on Facebook exciting	.917
	Adverts on Facebook make me laugh	.893
Facebook addiction	I feel stressed and disconnected when I cannot access Facebook	.898
	I feel my productivity suffers because of Facebook	.876
	I spend more time than intended on Facebook	.866

The pattern matrix as shown above in Table 3, indicates the factor loadings of each of the factors obtained, with Attitude Towards Facebook Ads 2,3,4 loaded on factor one while Facebook Addiction 1,4,5 on Factor two.

#### **4.3 VALIDITY**

Construct validity was measured to determine how well the variables selected by the researcher to represent the hypothetical construct really "capture the essence" of that construct. For construct validity, the researcher conducted an Exploratory Factor Analysis (EFA) on multi item measures or constructs in the study. These were used with item inclusion criteria set at a loading of at least 0.5 for each item.

#### **4.4 RELIABILITY TEST**

Reliability was calculated using the internal consistency measure known as Cronbach's alpha, which tells how well items measure the same construct. Reliability was tested for each of the two constructs extracted. Using the criterion for assessment, which state if the Cronbach's Alpha coefficient exceeds ( $\geq .70$ ) implies that there exists an adequate reliability for group comparison.

Also if Cronbach's Alpha coefficient exceed ( $\geq .90$ ) implies that there exist an adequate reliability for individual monitoring.

**Table 8: Reliability of Constructs**

Reliability Statistics	Attitude towards Facebook ads	Facebook addiction
Cronbach's Alpha	0.905	0.914
Number of Items	3	3

Source: Field work, 2017

The Cronbach's Alpha coefficient obtained for factor one (FBA) was .905, (ATFA) had a coefficient of .914. The strong internal consistency reliability ( $\geq .90$ ) for both factors (ATFA and FBA) shows that the retained items measure the same construct. Thus, a constant high internal consistency has been found in groups of diverse populations of different FBA and ATFA.

#### 4.5 HYPOTHESIS TEST RESULT

Hypothesis was tested to establish the nature of the relationship between the variables. It was to determine if Facebook addiction influence attitude towards Facebook ads. Hypothesis was also tested to see if gender had an influence on attitude towards Facebook ads. And hypothesis was tested to look at the attitude towards Facebook ads and influence on purchasing decisions. To do this, two regressions models were computed. The hypothesis test was divided in two models.

##### MODEL 1

The drivers of Attitude to Facebook ads (Facebook addiction, gender and ad response scrutiny) were allowed to load on that factor. Table 5 below displays the multiple regression coefficients for the model using attitude towards Facebook ads (ATFA) as dependent variable and gender, Facebook Addiction (FBA) and ad response scrutiny as independent variable.

**Table 9 Model 1 Summary**

R	R Square	Adjusted R Square	Std. Error of the Estimate
.867	.751	.749	.35129

Source: Field work, 2017

From Table 5 the R-Squared statistic indicates that the model as fitted explains .751 of the variability in Attitude towards Facebook ads. The R equals 0.867, indicating a strong positive relationship between the dependent and independent variables. The standard error of the estimate shows the standard deviation of the residuals to be 0.35129.

**Table 10 Anova**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	73.418	3	36.709	297.427	.000 <sup>b</sup>
	Residual	24.31	197	.123		
	Total	97.728	199			

a. Dependent Variable: Attitude towards Facebook ads

b. Predictors: (Constant), Facebook addiction, gender, ad response scrutiny

Table 10 indicates that the regression model predicts the dependent variable (attitude towards Facebook ads) significantly well on the independent variables (Facebook addiction, gender and ad response scrutiny) with significant score of .000.

**Table 11: Regression Coefficient**

	Coefficient	Std Error	t-value	P-value
(Constant)	1.128	.079	14.230	0.000
Gender	.004	.053	.084	0.933
Ad response scrutiny	.278	.062	.4.517	0.000
FBA	.595	.025	24.265	0.000

Source: Field work, 2017

From table 7, the coefficient of Facebook addiction ( $\beta = .595, p = 0.000$ ) was significant. This means that Facebook addicts have a significant positive attitude towards Facebook ads. Hence the hypothesis that Facebook addicts have a positive attitude towards Facebook ads was supported. Also, the coefficient of gender ( $\beta = 0.004, p = 0.933$ ) was not significant. This means that gender does not have a significant impact on attitude towards Facebook ads. Therefore, the hypothesis that Gender has positive relationship with attitude towards Facebook ads such that a person's gender determines whether they will like or dislike an ad on Facebook was not supported. Again, the coefficient of ad response scrutiny ( $\beta = .278, p = 0.000$ ) was significant which supports the hypothesis. This means that ad response scrutiny have a significant positive attitude towards Facebook ads.

## MODEL 2

In Model 2, the driver of Purchase Decision (Attitude towards Facebook ads) was allowed to load on that factor. Table 8 below displays the linear regression coefficients for the model using attitude towards Facebook ads as independent variable and Purchase decision as dependent variable.

**Table 12: Model 2 Summary**

R	R Square	Adjusted R Square	Std. Error of the Estimate
.917 <sup>a</sup>	.841	.840	.385

Source: Field work, 2017

Table 12 shows the R-Squared statistic indicates that the model as fitted explains .841 of the variability in Purchase decisions. The R coefficient equals 0.917, indicating a strong positive relationship between the dependent and independent variables. The standard error of the estimate shows the standard deviation of the residuals to be 0.385. This means that attitude towards Facebook ads have a significant influence on purchase decisions. Hence the hypothesis that attitudes towards Facebook ads have an influence on purchase decision was supported.

**Table 13: Model 2 Summary Anova**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11.361	1	11.361	14.008	.000 <sup>b</sup>
	Residual	160.586	198	.811		
	Total	171.947	199			

a. Dependent Variable: Composite variable for purchase decision

b. Predictors: (Constant), Attitude towards Facebook ads

The third hypothesis stated that attitude towards Facebook ads influences purchase decisions.

Since the P-value (0.00) in the ANOVA table is less than 0.05, there is a statistically significant relationship between dependent variable (purchase decision) and independent variable (attitude towards Facebook ads) at the 95.0% or higher confidence level.

**Table 14: Regression Coefficients**

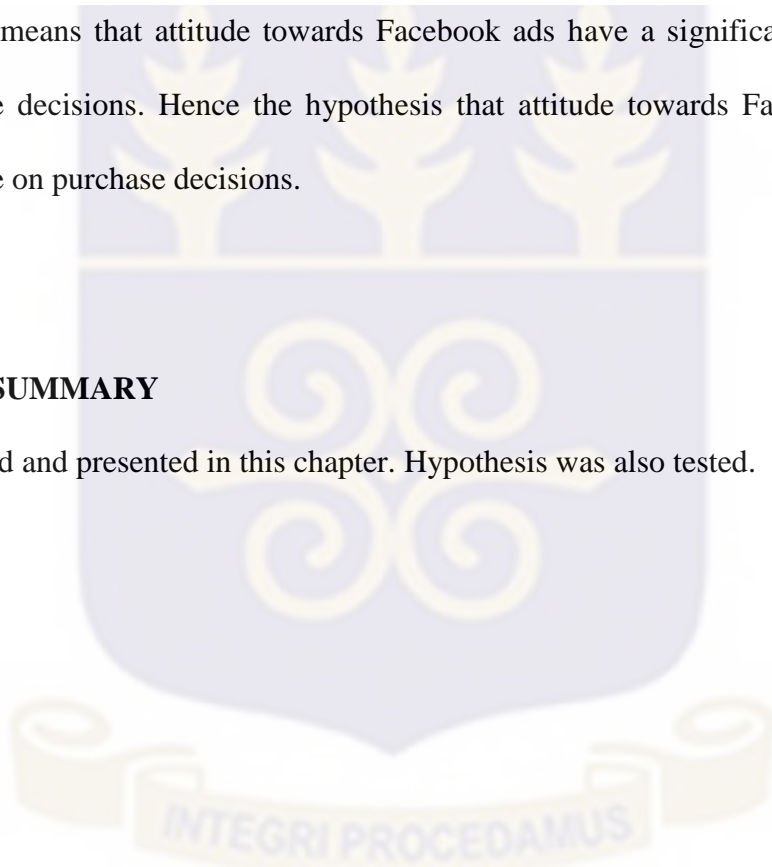
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.186	.211		10.354	.000
	Attitude towards Facebook ads	.265	.071	.257	3.743	.000

a. Dependent Variable: Purchase Decisions

From table 14, the coefficient of attitude towards Facebook ads ( $\beta = .265, p = 0.000$ ) was significant. This means that attitude towards Facebook ads have a significant positive attitude towards purchase decisions. Hence the hypothesis that attitude towards Facebook ads have a positive influence on purchase decisions.

#### 4.7 CHAPTER SUMMARY

Data was analysed and presented in this chapter. Hypothesis was also tested.



## **CHAPTER FIVE**

### **CONCLUSION AND RECOMMENDATION**

#### **5.0 CHAPTER INTRODUCTION**

This chapter presented the general conclusion and provides some recommendation for key stakeholders such as future researchers and advertisers.

#### **5.1 DISCUSSIONS**

As stated earlier, in relations to the Ghanaian context the most used social media platform by individuals is Facebook. Consequently, this study is centered on the use of ELM of persuasion as an establishment for investigating consumer's attitude on Facebook advertising and the influence on their purchasing decisions.

Four key findings emerged from this research. The first finding suggest that hypotheses 1, 3 and 4 were supported, but hypothesis 2 was not supported. This means that, constructs Facebook addicts and ad response scrutiny have a positive attitude towards Facebook ads but Gender was not a positive predictor of attitudes towards Facebook ads. The third hypothesis affirmed people who have positive attitudes towards Facebook ads have their purchasing decisions influenced.

The result of the hypotheses revealed that Facebook addiction had a strong predictive power on consumers' attitude towards the ad. This implies that users who are addicted to Facebook had a high probability of engaging with ads due to the large number of hours they spend online which could lead them to being exposed to lots of online activities, especially ads. Hence, the hypothesis was supported. This is supported by Schlosser et al.'s (1999) claim that the consumers in general hold a positive attitude towards the Facebook advertising than advertising in other media channels. Schlosser found that "this positive attitude was due to the consumer perception of Facebook

advertising as entertaining”. Accordingly, Facebook appears more effective than other media for attracting potential consumers or for developing positive brand attitudes (Gordon & De Lima-Turner, 1997). With the aim of understanding consumers' attitudes towards advertising in Facebook which is considered the most widely used social media network worldwide, Chu & Kim (2011) found that “users who are Facebook group members hold favorable and positive attitudes towards Facebook advertising”. Their study suggested that college students and young users as the age group were more likely to have positive attitudes towards social media advertising.

The hypothesis test revealed that gender had a no predictive power on the attitude of consumers towards Facebook ads. The result did not support the hypothesis. The result however supported Weiser's (2006) research on gender similarities in Facebook use patterns. His result showed “no statistically significant difference between males and females with all Facebook experience”. Considering Weiser's investigation was conducted more than a decade ago when Facebook users were perceived to be new technology adopters, “the current finding was reasonable at a time when Facebook has become a site that is tightly integrated into daily media practices” (Ellison et al., 2007). Although no difference in Facebook experience was observed, the result served as a contrast with gender's attitude towards Facebook ads.

The hypothesis test revealed positive attitude towards Facebook influences consumer's purchasing decisions. This is supported in study by Harwinck (2010) that most Facebookers use Facebook only to keep in touch with friends and family members for socializing and as a way for showing that Facebook online ads have influence on purchasing decisions of consumers.

## 5.2 CONCLUSIONS AND RECOMMENDATIONS

This research contributes to understanding of how Facebook ads influence consumer purchasing decisions. Through the use of survey, with administration of questionnaires, four hypotheses were tested and conclusions were drawn from the results generated.

Firstly, the study suggests that Facebook is an addictive medium with 56% respondents indicating that they are addicted to Facebook. This addictive behaviour allows them to engage with adverts they see on that social media site. Advertisers should consider placing ads on Facebook as a means to gain access to consumers.

Secondly, the hypothesis on gender on the attitude towards Facebook ads was insignificant. This implies that brand communicators or marketers do not need to concentrate on targeting either male or female when creating Facebook ads. Brand communicators thinking of using Facebook to advertise their products should invest more in making their advert attractive and easy to access on the virtual platform.

With ad response scrutiny on the attitude towards Facebook ads, since the research found that consumer's friends comments have a positive attitude towards Facebook ads, social media moderators must make their posts more engaging by creating attractive posts that encourage the consumers to have a say in what they see. This can be done by posting pictures and posts that ask the viewers about their opinions and feedback. Also, promotions where users are entitled to prizes on these pages will always have positive and active participation and will lead to positive comments that will be in the favor of the ads which will lead to purchase decisions. In addition, advertisers are also encouraged to have doyens on Facebook who can comment positively on their products or brands so as to drive consumers to the ads. When friends of consumers comment

negatively or positively on the ads, it tends to have an influence on consumers when exposed to these ads. Therefore with the ad response construct, it showed that respondents responded favourable to comment made by their friends towards Facebook ads.

Lastly, the ability to manage the pages successfully in terms of the right content will lead to positive attitudes of consumers towards the posts and accordingly towards the brands. Those who hold a favorable attitude towards Facebook positively affects their purchasing decisions. Moreover, positive attitude towards these ads influence consumer purchasing behavior.

### **5.3 LIMITATIONS AND FUTURE DIRECTIONS**

The conclusions of this research are subject to limitations of the study's methodology. The sample was limited to University of Ghana resident students and was skewed toward only Facebook users. It is recommended that future studies should replicate this study by considering other social media users. In the future it is possible to formulate many hypotheses regarding how the different types of ads on Facebook influences Facebook users' attitude toward these ads. In this research, only three individual variables, Facebook addiction, gender and ad response scrutiny, were controlled while exploring the relationship between consumers attitude towards Facebook and purchasing decisions. However, the roles of these individual variables in shaping purchase decisions were not fully investigated. Moreover, there might be many other confounding individual factors influencing Facebook users' reaction to ads on Facebook such as age, educational level or computer skills. Future studies can also explore product category and e-word of mouth constructs since this study could not explore these variables on the purchasing decisions of consumers. Also, since the study revealed that Facebook users use their peripheral cues when exposed to ads on Facebook, advertisers are encouraged to use short and appealing messages in their ads so they can influence consumers in their purchasing decisions. Also, regarding Facebook ads, the conclusion

only goes to the ads as general group. This research does not differentiate the ads according to product categories or message strategies. In other words the exact value of Facebook ads to the users is unknown. Future studies should differentiate the types of ads that have influence on consumers and those that do not.

#### **5.4 CHAPTER SUMMARY**

A discussion of the findings obtained is done in this chapter, and conclusions were made based on these findings. The limitations of the study were also presented, based on which recommendations were given for further studies



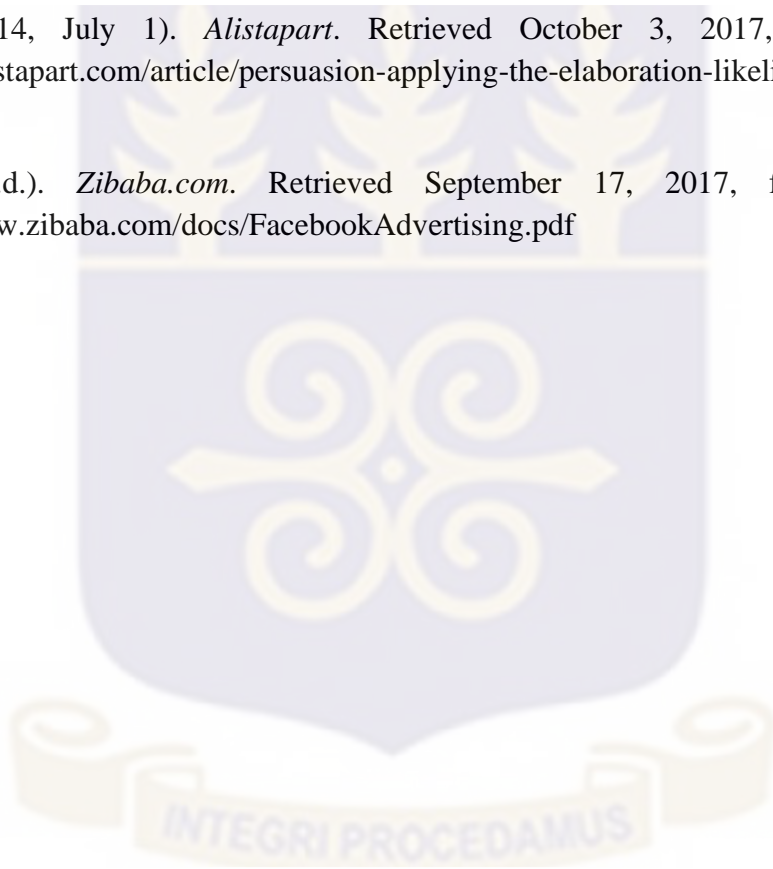
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## APPENDIX A



### FACEBOOK ADS QUESTIONNAIRE

My name is **Fauziatu Adam**, an MA Communications student at the Department of Communication Studies, University of Ghana. I am conducting a study on '*The influence of Facebook ads on the Purchasing decisions of University of Ghana Students*' and I would be glad if you could answer the following questions for me.

I assure you that every answer you provide will be treated with the outmost confidentiality. The information gathered is for academic purposes only. Thank you

SECTION A					
This section explores your use of Facebook.					
Please be guided by the following: Strongly Disagree (SD) = 1: Disagree (D) = 2: Neutral (N) = 3: Agree (A) = 4 and Strongly Agree (SA) = 5					
For each statement select ONE number that best suits your answer					
<i>As a person...</i>	SD	D	N	A	SA
I spend more time than intended on Facebook	1	2	3	4	5
I find myself saying “just a few more minutes” when I am on Facebook	1	2	3	4	5
I check my Facebook page before doing something else	1	2	3	4	5
I feel my productivity suffers because of Facebook	1	2	3	4	5
I feel stressed out and disconnected when I cannot access Facebook	1	2	3	4	5
SECTION B					
Please read the following statements tick the boxes that best describes your attitude towards Facebook advertisements.					
<i>As a person...</i>	SD	D	N	A	SA
I think adverts on Facebook are interfering	1	2	3	4	5
I think adverts on Facebook are disturbing	1	2	3	4	5
I think adverts on Facebook are obtrusive	1	2	3	4	5
I think adverts on Facebook are irritating	1	2	3	4	5

It is fun to watch adverts on Facebook	1	2	3	4	5
I find adverts on Facebook to be exciting	1	2	3	4	5
I find adverts on Facebook pleasing	1	2	3	4	5
Adverts on Facebook make me laugh	1	2	3	4	5
Adverts Facebook are lively	1	2	3	4	5
<i>As a person...</i>					
I believe adverts on Facebook are credible	1	2	3	4	5
I believe the content of adverts on Facebook are trustworthy	1	2	3	4	5
I don't trust 'sponsored' adverts on Facebook	1	2	3	4	5
I believe in adverts on Facebook posted by my Friends	1	2	3	4	5
I believe adverts on Facebook can be trusted for relevant information about products	1	2	3	4	5
<i>As a person...</i>	SD	D	N	A	SA
I think adverts on Facebook give complete product information	1	2	3	4	5
I think adverts on Facebook give relevant information	1	2	3	4	5
I think adverts on Facebook are straightforward	1	2	3	4	5
I think adverts on Facebook give interesting information	1	2	3	4	5
<i>When watching adverts on Facebook</i>	SD	D	N	A	SA
I pay attention to what my friends say about it	1	2	3	4	5
<b>SECTION C</b>					

This section explores the factors that influence your purchasing decisions when exposed to adverts on Facebook					
To what extent are you influenced by Facebook adverts as far as your purchase decisions are concerned (Please tick one correct answer)					
No influence [ ]					
To some extent [ ]					
Neutral [ ]					
High extent [ ]					
Very High Extent [ ]					
<b><i>Adverts on Facebook that offer</i></b>					
	SD	D	N	A	SA
Free shipping encourage me to buy the product	1	2	3	4	5
Free delivery does not motivate to buy the product	1	2	3	4	5
'Sales' motivate me to buy the product	1	2	3	4	5
Celebrity hangout encourage me to buy the product	1	2	3	4	5
"You stand a chance of winning' motivates me to buy the product	1	2	3	4	5
<b><i>Facebook adverts that offer</i></b>					
	SD	D	N	A	SA
Product value captures my attention	1	2	3	4	5
Product usefulness to my needs captures my attention	1	2	3	4	5
Factual information makes me interested in the product	1	2	3	4	5
Expert advice makes me interested in the product	1	2	3	4	5
People's testimonies about the product makes me interested in the product	1	2	3	4	5
<b><i>As a person...</i></b>					
	SD	D	N	A	SA

I have shared adverts on Facebook I liked before	1	2	3	4	5
I have commented on adverts on Facebook before	1	2	3	4	5
I have subscribed to adverts on Facebook brand page before	1	2	3	4	5
I have tagged my friends in an advert I disliked before	1	2	3	4	5
I have visited the brand website after seeing the advert before					
I have recommended the product to my friends after seeing advert on Facebook					
Have you ever bought a product whose advert you have seen on Facebook?					
Yes [ ]					
No [ ]					

**Please indicate other factors that influence your purchasing decisions towards adverts on Facebook**

.....

**SECTION D: Demographic Characteristics of respondents**

Gender:

Male [ ] Female [ ]

Age:

18-24 [ ] 25-34 [ ] Above 34 [ ]

Education:

Undergraduate [ ] Post graduate [ ]

***THANK YOU***

**APPENDIX B**

**FACTOR ANALYSIS**

**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.855
Approx. Chi-Square	1348.465
Bartlett's Test of Sphericity Df	45
Sig.	.000

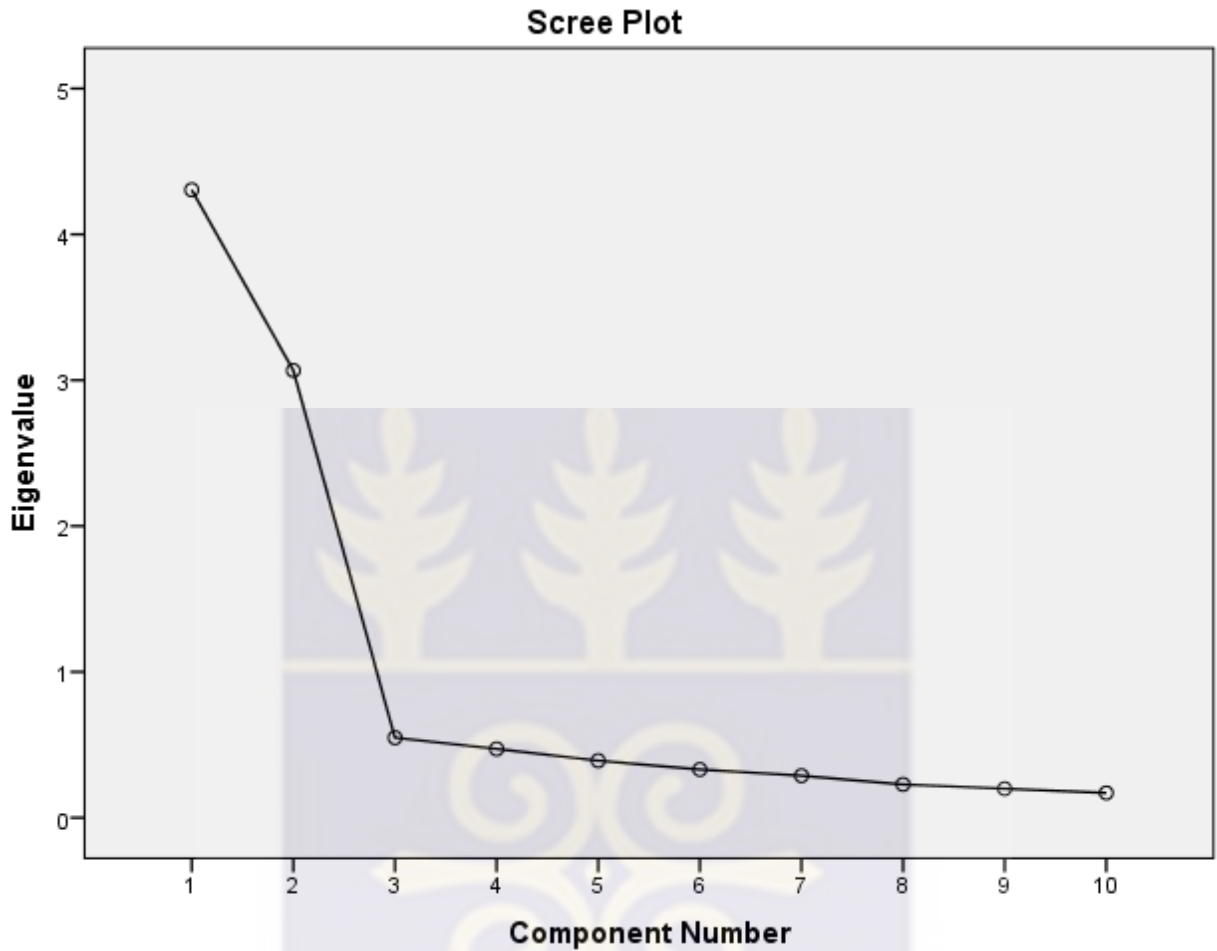
**Descriptive Statistics**

	Mean	Std. Deviation	N
Composite variable for attitude towards Facebook ads	2.8438	.90171	200
Gender	1.44	.498	200
Ad response scrutiny	3.56	.991	200
Composite variable for Facebook addiction	2.8333	1.10680	200

**Residuals Statistics<sup>a</sup>**

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.4514	3.5114	2.9400	.23894	200
Residual	-2.04765	2.34982	.00000	.89831	200
Std. Predicted Value	-2.045	2.391	.000	1.000	200
Std. Residual	-2.274	2.609	.000	.997	200

a. Dependent Variable: Composite variable for consumer purchasing decision



**Component Transformation Matrix**

Component	1	2
1	.740	.673
2	-.673	.740

Extraction Method: Principal Component Analysis.  
 Rotation Method: Varimax with Kaiser Normalization.

**Component Score Covariance Matrix**

Component	1	2
1	1.000	.000
2	.000	1.000

Extraction Method: Principal

Component Analysis.

Rotation Method: Varimax with

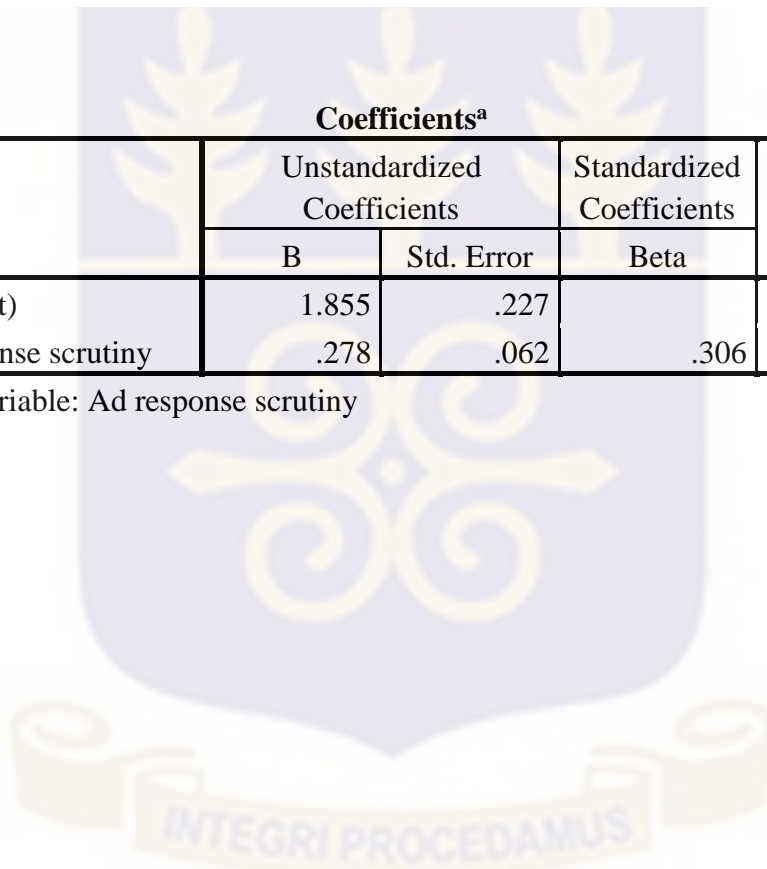
Kaiser Normalization.

Component Scores.

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.855	.227		8.164	.000
Ad response scrutiny	.278	.062	.306	4.517	.000

a. Dependent Variable: Ad response scrutiny



**Correlations**

		Composite variable for consumer purchasing decision	Composite variable for attitude towards Facebook ad
Pearson Correlation	Composite variable for consumer purchasing decision	1.000	.257
	Composite variable for attitude towards Facebook ads	.257	1.000
Sig. (1-tailed)	Composite variable for consumer purchasing decision	.	.000
	Composite variable for attitude towards Facebook ad	.000	.
N	Composite variable for consumer purchasing decision	200	200
	Composite variable for attitude towards Facebook ad	200	200



**Gender \* Attitude towards Facebook ads \* Education Crosstabulation**

Education				Attitude towards Facebook ads		Total
				Negative	Positive	
Undergraduate	Gender	Male	Count	47	52	99
			% within Attitude towards Facebook ads	59.5%	57.8%	58.6%
		Female	Count	32	38	70
			% within Attitude towards Facebook ads	40.5%	42.2%	41.4%
	Total		Count	79	90	169
			% within Attitude towards Facebook ads	100.0%	100.0%	100.0%
Postgraduate	Gender	Male	Count	5	8	13
			% within Attitude towards Facebook ads	41.7%	42.1%	41.9%
		Female	Count	7	11	18
			% within Attitude towards Facebook ads	58.3%	57.9%	58.1%
	Total		Count	12	19	31
			% within Attitude towards Facebook ads	100.0%	100.0%	100.0%
Total	Gender	Male	Count	52	60	112
			% within Attitude towards Facebook ads	57.1%	55.0%	56.0%
		Female	Count	39	49	88
			% within Attitude towards Facebook ads	42.9%	45.0%	44.0%
	Total		Count	91	109	200
			% within Attitude towards Facebook ads	100.0%	100.0%	100.0%