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**“Impact of Face book Advertising on Consumer Perception: A case  
of Real Estate Marketing in Twin Cities”**



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## Abstract

**Objectives:** Present study analyzes the impact of trustworthiness, perceived usefulness of Facebook advertisement and social media usage on purchase intention of Real Estate customers through Facebook advertisement.

**Background:** In this study usefulness of Facebook advertisement is highlighted which is an integral component in current marketing paradigm shift. A case of real estate marketing through Facebook in twin cities Rawalpindi and Islamabad is used to highlight this aspect.

**Methodology:** In this study, the population is the customers of real estate sector that are using Facebook from twins' cities Rawalpindi and Islamabad. Sample of 250 respondents is collected through Online Google form from the users of various properties selling Facebook Pages and collected data is analyzed with Frequency Distribution, Correlation and Regression Analysis.

**Results/Outcomes:** This research study found that perceived usefulness, trustworthiness and social media usage strongly and positively influence customers' intention to purchase from Facebook advertisement.

**Keywords:** *Trustworthiness, Perceived Usefulness, Facebook Advertisement, Social Media Usage, Purchase Intention, Real Estate*

## Table of Content

Abstract.....	ii
1.1 Background of Study .....	1
1.2 Problem Statement.....	3
1.3 Research Questions.....	4
1.4 Research Objectives.....	4
1.5 Significance of Study.....	4
1.6 Scope of Study .....	5
Chapter 2.....	6
Literature Review.....	6
2.1 Social Media Background:.....	6
2.2 Facebook as a Marketing Tool.....	8
2.3 What is Facebook Advertisement.....	9
2.4 Consumer Perception in Buying Decision:.....	11
2.5 Impact of Facebook Advertisement on Consumer Perception.....	12
2.6 Relationship of Social Media Usage and Intention to Purchase through Facebook Advertisement.....	15
2.7 Relationship of Perceived Usefulness and Intention to Purchase through Facebook Advertisement.....	17
2.8 Relationship of Trustworthiness and Intention to Purchase through Facebook Advertisement.....	19
2.9 Theoretical Framework .....	21
2.10 Hypotheses.....	24

Chapter 3.....	25
Methodology.....	25
3.1 Design of Study.....	25
3.2 Research Approach and Strategy.....	25
3.3 Population and Sample.....	26
3.4 Sampling Technique.....	26
3.5 Data Collection Sources.....	27
3.6 Research Instruments.....	27
3.7 Analysis Procedures.....	28
Chapter 4.....	29
Results and Discussion.....	29
Table 1. Gender.....	29
Table 2. Age.....	29
Table 3. Qualification.....	30
Table 4. Monthly Income.....	30
Table 5. Reliability of Purchase Intentions from Facebook Advertisement.....	31
Table 6. Reliability of Trustworthiness.....	31
Table 7. Reliability of Perceived Usefulness.....	31
Table 8. Reliability of Social Media Usage.....	32
Table 9. Pearson Correlation.....	32
Table 10. Multiple Regression Analysis.....	33
4.1 Discussion.....	35
Chapter 5.....	40
Conclusion.....	40
5.1 Conclusion.....	40

5.2 Recommendations.....	41
5.3 Reflection.....	42
References.....	43
Questionnaire .....	54