

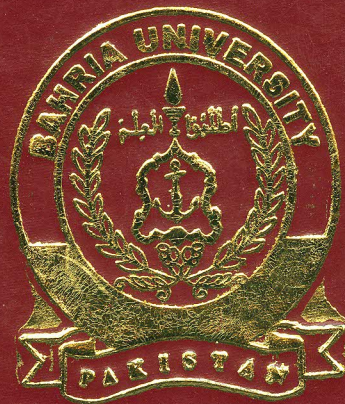
Impact of Facebook Advertisement on Consumer
Online Purchasing Behaviour: Investigating the
Moderating Role of Brand Origin and Perceived
Product Value

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MBA (MARKETING)



DEPARTMENT OF MANAGEMENT SCIENCES

BAHRIA UNIVERSITY LAHORE CAMPUS

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Abstract

The study found a positive collective and individual impact of all three types of facebook advertisements (homepage impression, social impression, and organic impression) on purchase behavior. However, homepage facebook advertisement had least impact on purchase behavior of the facebook users, social impression facebook advertisement had more impact on purchase behavior of the facebook users than homepage facebook advertisement and organic impression facebook advertisement had the largest impact on purchase behavior of the facebook users. The study also found country of origin and perceived value as significant moderators between facebook advertisements (homepage impression, social impression, and organic impression) and purchase behavior. However, moderation effects of perceived value were more than the interaction (moderation) effect of country of origin between the relationship of Facebook (Homepage Impression Advertisement, Mobile Facebook Social Impression Advertisement and Facebook Organic Impression Advertisement) and Purchase Behavior.

The study concluded facebook advertisement as a creative source which might be utilized by the companies. The study also recommended the corporations to utilize facebook advertisement technique for being lower cost and with high coverage. However, this impact can be enhanced if the corporations use ethnocentricity (country of origin) in their favour in the domestic market and utilize positive aspect of perceived value. They can enhance purchase intentions by creating value in the mind of the potential customers regarding their products. The study also has discussed important managerial implications for the marketers and marketing firms and Facebook incorporations. This chapter also discussed its limitations and recommended important areas for future research.

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