

IMPACT OF FACEBOOK ADVERTISEMENTS ON PURCHASE INTENTION USING WEB ADVERTISING MODEL, FLOW THEORY AND PERSONALIZATION

By

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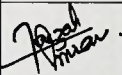
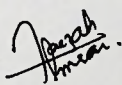
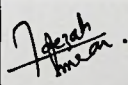
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7	25 th - May	Bahria Campus	Final formatting, conclusion, abstract	

APPROVAL FOR EXAMINATIONCandidate's Name: FAEZAH IMRAN Registration No. 28689Thesis Title: IMPACT OF FACEBOOK ADVERTISEMENTS ON PURCHASE INTENTION USING WED ADVERTISING MODEL, FLOW AND PERSONALIZATION

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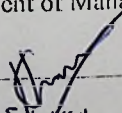
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ABSTRACT

Facebook, a social media platform, has evolved as an advertising channel for many brands. It has become vital for businesses to have presence on this large audience platform to ensure success. Having become a part of our lives, Facebook serves advertisers the ultimate opportunity to target the audience with enticing advertising messages. This paper suggests an advertising model that combines personalization, flow theory and advertising value to understand the factors in Facebook ads that help in the formation of consumer purchase intention. The results demonstrate that consumer purchase intention is increased by advertising value and flow experience. Advertising value and flow experience are positively associated with informativeness, credibility, entertainment and incentives, while, and negatively associated with irritation. Personalization has a positive relationship with informativeness, entertainment and credibility while a negative association with irritation. This study is intended towards helping advertisers understand the factors for effective advertising, so they can incorporate those factors in Facebook advertisements to create much effective ads.