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Facebook 上的廣告如何影響消費者的購買決定：蒙古酸
奶研究

How Facebook Advertising Affects Consumers' Purchasing
Decisions: A Study on Yogurt of Mongolia

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How Facebook Advertising Affects Consumers' Purchasing Decisions: A
Study on Yogurt of Mongolia

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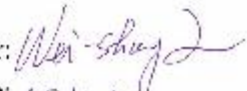
MBA recommendation letter

Letter of Recommendation for ABT Masters

Adiyasuren, a student of NHU Master Program for Business Administration for 1.5 years, has completed all of the courses and theses required for graduation.

1. In terms of studies, _____ has acquired 36 credits, passed all of the obligatory subjects such as Research methodology, Marketing management, Innovation Entrepreneurship etc. (Please refer to transcript.)
2. In terms of theses, Adiyasuren has completed the following:
 - i. Master thesis: "How Facebook advertising affects consumers' purchasing decision: Study on yogurt of Mongolia"
 - ii. Journal :

I believe that Adiyasuren has already received full formative education of NIU Master Program for Business Management and is qualified to apply for Master's Degree Examination. Therefore, I hereby recommend his/her preliminary paper, "How Facebook advertising affects consumers' purchasing decisions: Study on yogurt of Mongolia", for the oral defense.

Academic Advisor: 

Date: 10/15/06

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南華大學管理學院企業管理學系管理科學碩士班

108 學年度第 1 學期碩士論文摘要

論文題目：**Facebook 廣告如何影響消費者的購買決定：蒙古酸奶研究**

研究生：曾蜜

指導教師：范惟翔 博士

論文摘要內容：

自 2008 年至今，蒙古人大約已使用 Facebook。在此期間，用戶數量迅速增長到超過 200 萬。企業家和營銷經理正在積極利用 Facebook 營銷來獲得競爭優勢，改善營銷活動並在短期內推廣和銷售其產品。這項研究旨在調查 Facebook 廣告如何影響購買酸奶的消費者，並確定影響 Facebook 用戶不同行為和購買決策過程的因素。

該研究採用定量方法通過問卷收集數據。該研究是通過對 219 位在蒙古使用 Facebook 和酸奶的 Facebook 用戶進行問卷調查而從數據中收集的。調查方法包括 6 個因素和 29 個變量。通過統計軟件 SPSS 23.0 和 MS Excel 對數據進行了分析和檢查。這些包括描述性統計分析，因子分析和可靠性測試，回歸分析，相關性分析。

研究的重要性在於，消費者將識別出 Facebook 廣告提供的特定產品的優缺點以及其他用戶的觀點和想法。企業家將了解目標用戶，他們希望在 Facebook 廣告中選擇哪種類型，形式和內容，從而確定當前針對 Facebook 制定的促銷政策的困難和機遇。

結果表明，在 Facebook 上的 Reaction，Comment，Post 和 Share 創建了購買酸奶的意圖，並積極地影響了採購。此外，親密朋友，陌生人和名人的廣告態度也會影響購買。此外，根據您在 Facebook 上投放廣告

的內容，形式和時機的不同，會影響消費者的購買決定。

關鍵詞：Facebook、促銷、酸奶、購買決定



Title of Thesis: How Facebook advertising affects consumers' purchasing decisions: A study on yogurt of Mongolia

Department: Master Program in Management Sciences, Department of Business Administration, Nanhua University

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Name of Student: Tsegmid Adiyasuren

Advisor: Wei-Shang Fan Ph.D.

Abstract

Facebook has been used by Mongolians approximately, since 2008 until now. During this time, the number of users has grown rapidly to over 2 million. Entrepreneurs and marketing managers are actively using Facebook marketing to gain a competitive advantage, improve marketing activities and to promote and sell their products in the short term. This research is to examine how Facebook advertising affects consumer who buy yogurt and to determine the factors affecting Facebook user's different behavior and the purchasing decision-making process.

The study used a quantitative approach to collect data through questionnaires. The research was collected from data through questionnaires 219 Facebook users who use Facebook and yogurt in Mongolia. The survey method consists of 6 factors and 29 variables. The data were analyzed and examined via statistical software known as SPSS 23.0 and MS Excel. These include Descriptive statistics analysis, Factor analysis and Reliability test, Regression analysis, Correlation analysis.

The importance of research is the consumers will identify the advantages and disadvantages of selected products offer by Facebook

advertising and the opinions and thoughts of other users. And entrepreneurs will know of target users who preferred which type, form, and content in Facebook advertising, identifying the difficulties and opportunities of the promotion policies currently in place for Facebook.

There were results that Reaction, Comment, Post and Share on Facebook create an intention for yogurt purchase and influence on procurement positively. Also, attitude for the advertising of close friends, strangers, and celebrities affect purchases, too. In addition, depending on the content, form, and timing of your ads on Facebook differentiated to influence consumers' purchasing decisions.

Keywords: Facebook, Advertising, Yogurt, Purchasing Decision



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CHAPTER ONE

INTRODUCTION

1.1 Research Background and Research Motivation

Facebook is one of the leading and rapidly growing online networks. With over 2.41 billion users in the world. The number of active users of Facebook is increasing every month in Mongolia. In 2019, the number of active users is estimated to be over 2 million 300 thousand which shows an increase of 25% than the year 2018. Facebook is an extremely viable spot for businesses. There is a likelihood to draw in new clients, assemble online connections, and use Facebook as an online marketing correspondence channel. Facebook enables businesses to target explicit consumers and advancing their products or services through effective advertising. This has not only changed the way people receive information but also made a huge difference in how the businesses deliver information to their target markets.

Customers' data collection techniques are becoming smarter and it has become a way for people to keep up to date with the current trend brands than the business owners. Consumer purchasing decisions are mainly affected by how their close friends and relatives reacted to a certain product or service or what people are talking about on mass media and which products are being shared on Facebook groups. Advertising on Facebook is the cheapest marketing techniques out there.

The lack of research on the following topics in Mongolia clearly shows the need to study these: how Facebook promotion effects on consumer purchasing decisions? What type of content reaches users more on the social media environment? how contents should be prepared after determining the

type of content? And how marketers will implement the restrictions set forth by Facebook? Does Facebook promotion with different prices and different sector products and services affect users differently?

Grounds for choosing the market for yogurt

Mongolians purchase high-frequency yogurt and it is one of the consumer goods products in Mongolia. Also, the competitiveness of the product sector is noticeable, 4 or more brands are available for comparison and competitors actively use Facebook advertising. In recent years, the three major producers over ten different types of yogurt have been actively used in facebook marketing.

1.2 Research Objective

The main aim of the thesis is to examine how Facebook advertising affects consumers' purchasing decisions. The purposes of this research are illustrated as follow:

1. To determine the users' different behavior to attitude on Facebook advertising
2. To identify factors of Facebook advertising that influences the purchasing decision process a consumer who buys yogurt

1.3 Research Questions

Research questions have developed and purposed after reviewing the research background and motivation those are How Facebook advertising affects consumers' purchasing decisions. The following research questions:

RQ1: Does Facebook advertising affects consumers' purchasing decisions?

RQ2: What kind of factors on Facebook advertising affects consumer who is buying yogurt?

RQ3: Which types, form and content in the Facebook advertising are enjoying for consumers?

1.4 Subject and Research Scope

The purpose of the study is to make a rational conclusion and recommendations based on theoretical design to determine how Facebook advertising affects consumer purchasing decisions. According to the aim and purpose of the research, this study focused on users who use Facebook and yogurt.

Table 1. 1 The scope of this study

| Items | Scope of The Study |
|-----------------------------|--|
| Types of research | The study conducts literature reviews to build up the research hypotheses and framework. Collecting data by using questionnaires to test hypotheses and figure out the results and conclusions. The results of the survey will use the SPSS 23.0 and Excel software. |
| Limitations on the research | The surveys will be developed within 6 district citizens of Ulaanbaatar (Capital city of Mongolia) users who use Facebook and yogurt. Residents of rural areas who do not use Facebook are not included in the survey. |

Source: Original Study

1.5 The Procedure and Research Structure

The study examines of determining How facebook advertising affects consumers' purchasing decisions: A study on yogurt of Mongolia. This thesis consists of the following chapters. These include:

Chapter I: Introduction

This chapter includes the Research background and Research motivation, Research objective, Research question, Research scope, The Procedure and Research Structure.

Chapter II: literature reviews

This chapter introduces the significant previous studies on this topic, including consumer purchasing behavior, The process of consumer purchase decision-making, the theory of planned behavior and Facebook advertising, types of Facebook advertising and hypotheses development.

Chapter III: Research methodology

This chapter describes the Research model, Areas of the study and Data sources, Data collection method, Questionnaire design and Measurement, Sampling technique.

Chapter IV: Data analysis

The section presents the research results from Factor analysis, Reliability analysis, Correlation analysis, Regression analysis.

Chapter V: Conclusions

This chapter contains the research conclusions defined according to the previous results and findings. The limitation of the also future research described at the end of the study.

The research process is describing in Figure 1.1 as below:

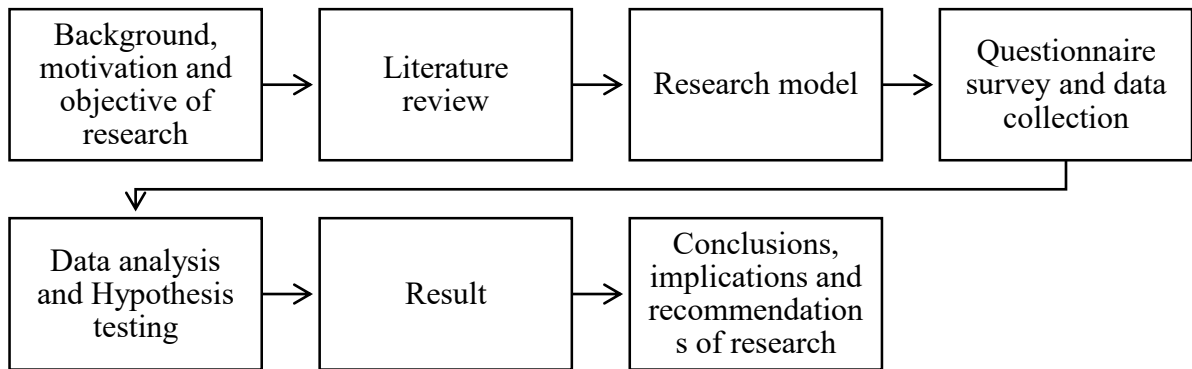


Figure1.1 Research process

Source: Original Study



CHAPTER TWO

LITERATURE REVIEW

2.1 Consumer purchasing behavior

Consumer purchasing behavior is conduct that buyers decide in looking for, offering for, dispensing, evaluating, using and adjusting to items or products that they expect will satisfy their needs and wants.

Consumer purchasing behavior credits to the procedure connected with when customers or a gathering of buyers pick an item or purchase, utilize or animate any items for purchaser needs, needs or requests (Joung, 2016). Shoppers buying conduct is dictated by two determinants.

According to (Sata, 2013) the two determinants are individual and environmental. Demographics attributes, consumers' perception, and knowledge of the products, consumer personal beliefs, personality, lifestyle and individual attitudes, consumer motivation and perception are the components of individual factors that affecting consumers' behavior. Environmental factors are components from outside of the individual, such as family and friends, social groups, peer groups, social community and culture.

2.1.1 Theory of consumer behavior

Customer behavior is the examination of people, gatherings, or affiliations and every one of the exercises identified with the purchase, use, and move of merchandise and ventures, including the purchaser's passionate, mental and social responses that go previously or seek after these exercises. Buyer conduct developed in 1940 and 1950 as an unmistakable sub-discipline in the advertising region (Sheth, 1985).

Consumer behavior is a between disciplinary sociology that mixes components from brain research, human science, social human sciences, human studies, ethnography, promoting and financial aspects, particularly conduct financial matters. It analyzes how emotions, attitudes, and tendencies impact obtaining conduct.

Consumer behavior is a between disciplinary sociology that mixes components from brain research, human science, social human sciences, human studies, ethnography, promoting and financial aspects, particularly conduct financial matters. It analyzes how emotions, attitudes, and tendencies impact obtaining conduct.

The objective of marketing is to keep the intended interest group happy with their needs instead of their rivals. Advertisers must have an unmistakable comprehension of how clients think, feel, and act, and offer a suitable incentive for each target client. A purchaser is an individual or gathering of individuals who straightforwardly or in a roundabout way buy the last item or administration of an organization (Sandhusen, 2000).

Consumer behavior examines the choices, purchases, uses, and rejections of goods, services, ideas and events that meet their needs (Keller, 2006). Marketing and environmental stimuli connect to the consumer's consciousness, resulting in a complex set of psychological processes that integrate with the personality of a specific user and results in decision-making and purchasing decisions.

Consumer defines many different types of people. Consumer behavior is not a set concept and their behavior and purchases are changing over time due to many factors. There is a need to determine all the different behaviors, the reasons for purchasing goods and services, and the demand for the products

and services. In doing so, they are aware of similar behaviors and make decisions based on them and companies can conduct 70 tests to investigate their customers (Weber, 2009).

These include:

- Occupants – Who makes the market?
- Objects - What do you buy in the market?
- Objectives - Why do you buy?
- Operation - How do you buy?
- Occasions - When do you buy?
- Outlets - Where do you buy?

2.1.2 The theory of planned behavior

The theory of planned behavior (abbreviated TPB) is a theory that associates one's feelings and conduct. The theory communicates that aims toward conduct, enthusiastic benchmarks, and social control, together shape an individual's social expectations and practices. The idea was proposed by Icek Ajzen to improve the prescient intensity of the theory of contemplated activity by including apparent social control. (Ajzen, 1991). It has been applied to investigations of the relations among convictions, mentalities, social expectations and practices in different fields, for example, promoting, advertising, publicizing efforts, human services, sport the board, and supportability.

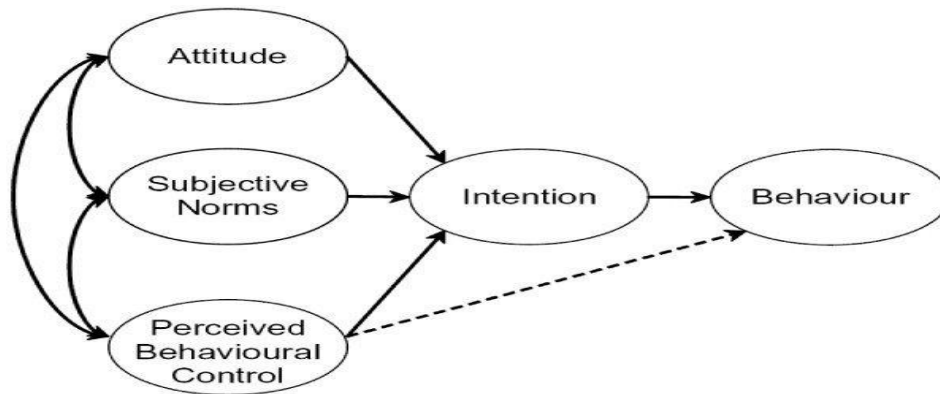


Figure 2. 1 Theory of Planned Behavior

Source: Theory of Planned Behavior (Ajzen, 1991)

As it is found in the figure over, the person's goal to play out given conduct happens at the hearth of the Theory of Planned Behavior. For Theory of Planned Behavior, a frame of mind toward the objective conduct and abstract standards about participating in the conduct are thought to impact expectation and TPB remembers apparent social power overdrawn in for the conduct as a factor affecting goal (Ajzen, 1991). As per Ajzen (1991), one of the autonomous determinants of expectation is the frame of mind toward the conduct and alludes to how much an individual has a great or troublesome assessment of the conduct being referred to. The subsequent determinant is abstract standard which alludes to person's impression of other's conviction or social strain to perform or not play out the conduct.

2.1.3 The process of consumer purchase decision-making

The purchasing decision process is the decision-making process used by customers regarding the market transactions previously, during, and after the buy of a good or service (Weber, 2009). When studying customer behavior, the buyer's Black Box model is popularly used which explores the factors that influence purchases and customer purchasing stages and responses. The black box model is related to the black box theory of behaviorism, where the focus

is not on the processes inside a consumer but the relationship between the stimuli and consumer responses (Kotler, 2009).

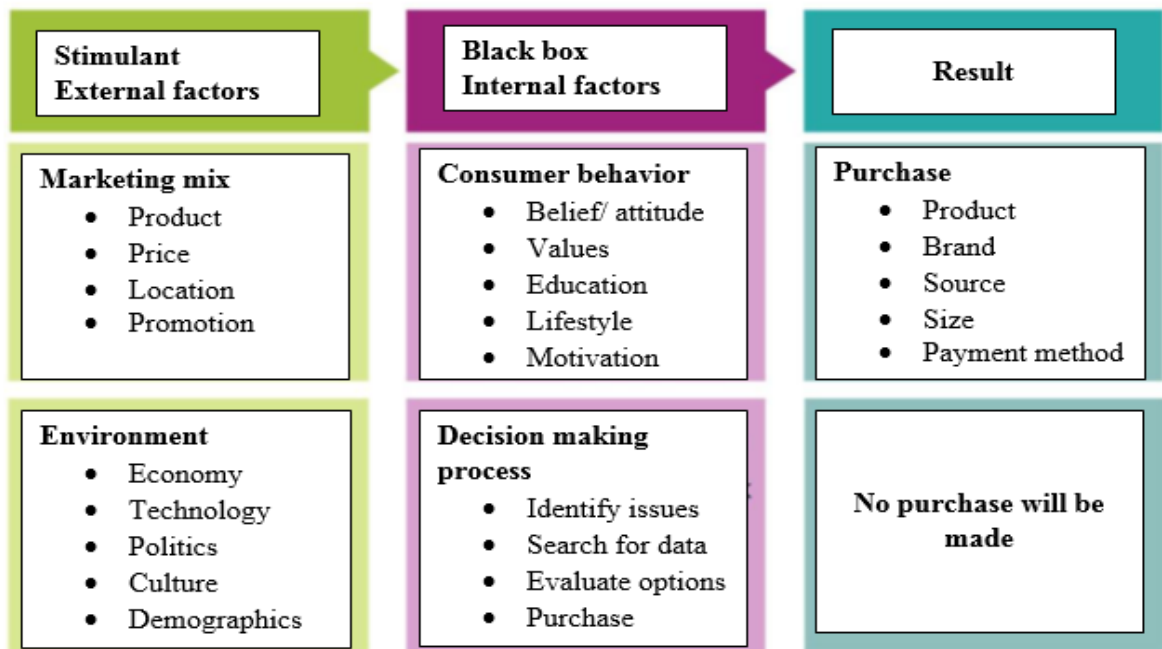


Figure 2. 2 Consumer black-box model

Source: Philip Kotler, Kavin Lane Keller “Marketing Management”

In the over the purchaser discovery model (see figure 2.3), The outer boosts are partitioned into two unique parts. The first, showcasing boosts, comprises of the four Product, value, promoting, and dispersion. The subsequent gathering, natural improvements, is detached with the organization and furthermore with the shoppers. This gathering comprises financial, innovative, political and social viewpoints (Keller, 2006).

The outer improvements have an effect on the purchaser's black box. This case comprises of the purchaser qualities and the purchaser choice procedure. The purchaser attributes can be separated into four sections. Social, social, individual and mental components. The purchaser's choice procedure comprises all elements clarified before, for example, the outer upgrades and

the attributes of the purchaser. Contingent upon those elements, the shoppers will have various needs and various advances and inclinations in the choice procedure.

The central part of consumer behavior is the consumers' decision making. There are also five stages of customer purchase decision-making.



Figure 2. 3 Five stages of purchasing decision

Source: Philip Kotler, Kavin Lane Keller “Marketing Management”

Step 1. Problem/need recognition

Recognizing the problem or feeling the need is the first and the most important stage of the decision-making process. Purchases cannot be made when people do not feel the need, therefore, purchasing decision-making begins when they feel the need arises from internal and external stimuli (Kotler, 2009). The internal stimulus will lead to a higher level of physiological, security, social, respected and self-expression. The demand is also due to external stimuli. Whenever someone is attracted to a friend's new car or watching an advertisement on television, the idea of buying any of those will come to mind.

Step 2. Search for information

The primary source of consumer access to data is partitioned into four gatherings, and these assets change contingent upon the item class and the consumers' behavior (Bunn, 1993).

- Personal - family, companions, neighbors, associates
- Commercial - publicizing, site and sales rep
- Public - mass media and customer assessment associations
- Test - upkeep, testing and utilization of items. Each source has an alternate job in buying choices. While business assets are educational, private sources are lawfully official and esteeming.

Step 3. Evaluation of Alternatives

In all purchasing situations, there is no single assessment process for all clients or one client. There are a few procedures, and most current models regularly observe the client's assessment structure as cognizant and proper. Some fundamental ideas assist us with understanding the assessment procedure of a client. Firstly, customers are attempting to address their issues. Secondly, shoppers look for specific advantages from the item's answers. Thirdly, the customer sees as a mix of properties that have an unmistakable capacity to give the item the advantage of every item. The characteristics of possibly intrigued purchasers will vary for every product.

Step 4. Purchase decision

Consumers are keen to buy their needs, seek information, and evaluate options. Two major factors interfere with the willingness to buy and the decision to purchase (Kotler, 2009).

- The attitude of others

The effect of others' attitudes depends on the intensity of the other people towards our preferred alternative, and our motivation to align with the wishes of others. The negative viewpoints of others tend to be stronger and

the closer than they are to us, the more likely it will affect our willingness to buy. It is the same another way around too.

- **Unexpected factors or customer acceptance risk**

There are unpredictable factors that can lead to a change in the willingness to buy and it is not a perfect prediction of the behavior to buy until the desired choices and the willingness to buy. Consumer decisions, such as modifying, delaying, or discontinuing decision-making, are largely dependent on one or more acceptable risks.

Step 5. Post - purchasing behavior

After hearing the customer finds a certain lack of character or listening to the other brand's advantages, it can be a sign that the product is ineffective and will affect its decision. Consumer purchasing behavior does not just end with purchases. Depending on many factors such as post-purchase satisfaction, use and consumption of the product and discontinuation of the product will affect future purchasing decisions after the purchasing decision already made. Post-purchase satisfaction is the result of a close relationship between expectation and product performance. If the performance does not reach the desired results, the user will be disappointed and if expectations are met, the user will be satisfied and if the expectations exceed users will be happy. These responses will influence the consumers' purchasing decisions later on as well as their comments to others can be in a positive or negative manner. If there is a gap between expectation and performance, dissatisfaction is much greater. It reveals a pattern of the user imitations (Foxall, 2005).

2.2 Facebook

Facebook is an American online web-based life and casual correspondence organization association arranged in Menlo Park, California. It was found by Mark Zuckerberg in 2014 (Sarah, 2017). Facebook is a well-known free person to person communication site that enables enrolled clients to make profiles, move photos, and video, send messages and remain in contact with partners, family, and partners (Sandberg, 2010). The site, which is available in 37 different languages, includes public features, for example, such as:

- Marketplace - enables individuals to post, peruse and react to grouped promotions.
- Groups - permits individuals who have regular interests to locate one another and communicate.
- Events - enables individuals to expose an occasion, welcome visitors and track who intends to visit.
- Pages - enables individuals to make and advance an open page worked around a particular point.
- Presence technology - enables individuals to see which contacts are on the web and visit.

2.2.1 Facebook advertising

Facebook advertising enables customers to share their experiences, contemplations, interest and supportive information about a brand. Facebook advertising is valuable as in it is intelligently useful in gathering input and segment data of focused clients. In the present business condition, Facebook

advertising is a successful source to reach focused on clients (Sandberg, 2010). Facebook promoting gives the chance to develop your image and draws in with clients on a huge informal organization.

According to (Lukka, 2014) Facebook is a successful source to advertising your items in an individual manner. Facebook has enabled promoters to change their notification for a specific social affair of people. Advertisers focus on these people based on segment data and common intrigue. Facebook has made it conceivable to contact these focused on individuals in a financially savvy and intriguing path rather than customary promoting channels. Facebook sponsors are utilizing various procedures to adequately pass on business messages to make a buy choice. Facebook offers a superior "keen promoting" choice that has empowered publicists to alter every one of the realities in their advertisements for watchers relating.

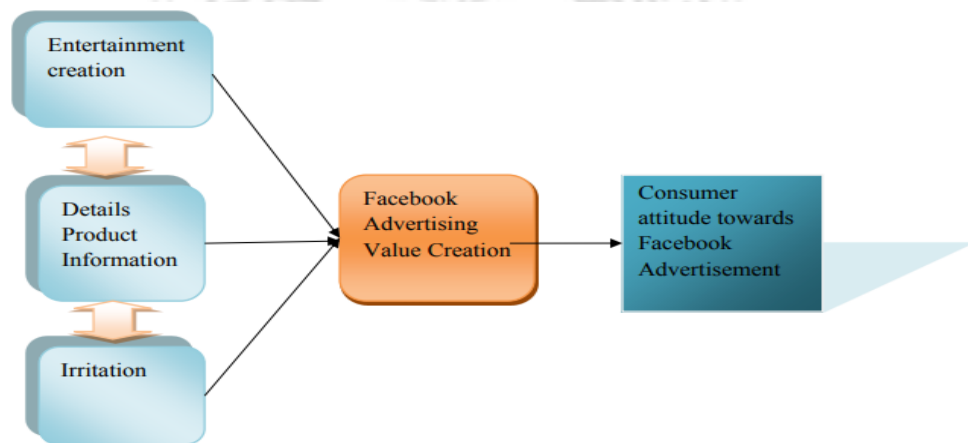


Figure 2. 4 Facebook advertising value creation for consumers

Source: Facebook versus television: Advertising value perceptions among females (Keltly Logan, 2012)

Customers' frames of mind towards FB promotions perceive dependent on three significant impacting variables of FB ads, specifically: amusement, usefulness, and aggravation. Successful notices give engaging messages

respects the items, where purchasers look for delight and fervor (Duffett, 2015). Besides, FB publicizing messages make a fascination of purchasers, when commercial gives definite item data. In addition, bothering additionally makes a group of people consideration towards promoting in plotting and propelling way. Despite the fact that this promoting esteem model develops publicizing an incentive to impact shoppers towards buy expectation and the outcome demonstrates publicizing adequacy (Roberts, 2010).

2.2.2 Types of Facebook advertising

There are so many types of Facebook advertising. In general terms, Facebook ads are divided into two categories (Jennifer Beese, 2011). These two types can be divided into several forms. External and internal Facebook ads can be created in many forms. External advertising means that it promotes websites, apps, videos, blogs, and stores that work in different contexts outside of Facebook. In other words, the site is not related to www.facebook.com Internal ad means that it promotes a post, photos, videos, and Facebook page. In other words, promoting content related to the site will be an internal advertisement (Duffett, 2015).

1. Brand awareness

This type of advertisement does not promote any products or services.

It's a form of advertisement designed to show your brand only or to familiarize page, webpage, logo, title, and other badges. One of the highlights of this type of advertisement form under the advertisement text or content and picture there is a click button which to see the advertisement in full must click on the see more URL link to see in detail (Ellison, 2007).

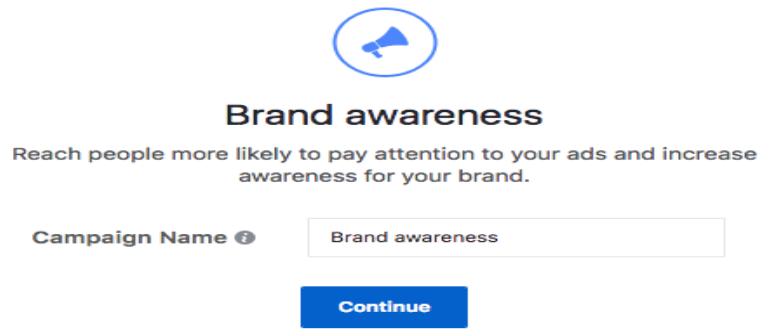


Figure 2. 5 Brand awareness

Source: (Ellison, 2007)

2. Reach

This is a real-time advertisement to showcase something in real sense. Unlike previous advertising forms, it can be anything like products, services, books, magazines, websites and pages, etc. It is the advertisement intended to show you no press or click. This advertisement rating will only be estimated by the price figures and it has a reasonable price. The number of users who see the ad comes clear at the time of creating an advertisement (John, 2015).

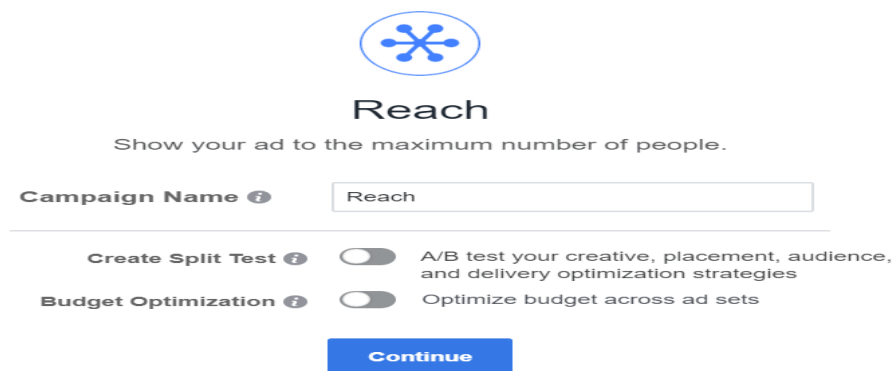


Figure 2. 6 Reach advertisement

Source: (John, 2015)

3. Traffic

This is the most popular form of Facebook advertising. In other words, about 40 percent of all Facebook campaigns are only advertisements. Traffic ad is considered as it is more expensive than other promotional forms. As a result, advertisements bring a lot of benefits to people who have own website and blog shop. As mentioned above, this type of traffic advertisement will be related to domestic advertisements (Smith, 2011).

Traffic-type advertisements contain the number of features that do not exist in other forms of advertising. Such as:

- Press/click rating or COST is higher than the other press/click rating.

Other types of promotional press ratings range between 0.001 and 0.1 dollars. This type of advertising fluctuates between \$ 0.01 and \$ 0.2.

- Each item of this type of content is accessible to a third-party website.
- It can be created by three main sections including description title, top and bottom of the photo description.

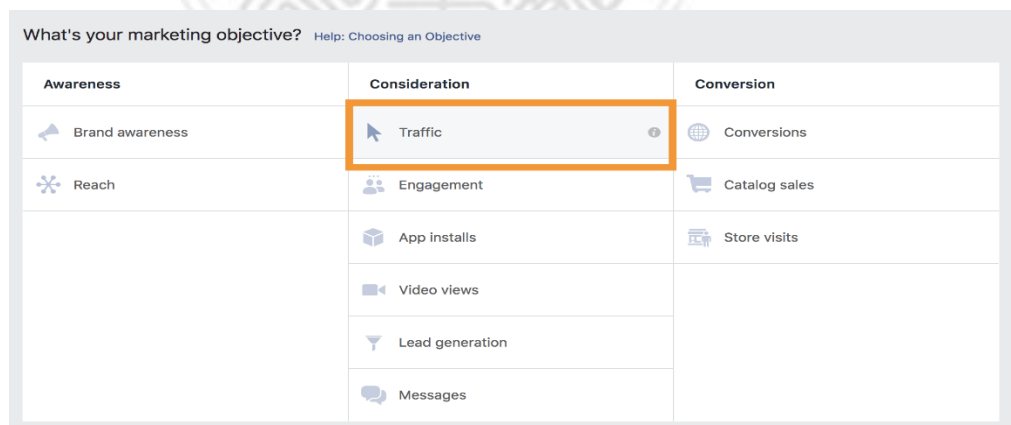


Figure 2. 7 Traffic advertisement

Source: (Smith, 2011)

4. Engagement – Engagement (Internal) ads

Among other types of Facebook advertisements (not including traffic advertisements), engagement ad is the most commonly used advertisement.

It is a form of advertising that contains many advantages including relatively cheap, easy to create, the results can be controlled and managed, and easy to change, etc (Poynter, 2008).

Engagement-type advertising includes three types of forms including:

Post Engagement ads

Post Engagement ads is a way to promote your post or article on the page and there are several advantages of Post Engagement ad including:

- Despite promoting your post, it will help you to increase the likes of your page.
- It does not indicate the number of words like Traffic advertisements. In other words, your post can be longer.
- Instant Article
It can be advertised in a more fashionable way (more stylishly)
- Image and text, video can be combined.
- Web site and other third-party links can be included in your post. It is possible to chat with users and give information with users through their ads related to the post
- You can republish one post from another Facebook account.
- Post Engagement: Another advantage of advertising is that it can be advertised with the help of a button located bottom of the post on Facebook ads manager without promotions.

- Compared with the Traffic ad, Post Engagement has an advantage in publishing directly on the post. Traffic advertisements are displayed in a hidden form, which is a little bit complicated by the fact that the advertisement is viewed again. Post Engagement ads included/absorb some of the Traffic-type advertising and it can be linked to a post-related photo. In other words, if you click on a text link, you will not be able to connect any of the links, but you can create a promotion by clicking on the image (Lange, 2015).

Page Likes

This type of advertising is intended to provide you with the ability to distribute/introduce/spread your Facebook page as many people as possible. Facebook page can be introduced in two ways. Firstly, your page will be displayed on the new page of the Facebook page as a Suggested Page. Secondly, it can be displayed as if post-like campaign like other promotional forms. The difference from any other forms lies in the increasing number of likes on that particular page. In recent times, Facebook users have been previewing a page for the page, which means that you use predefined pages to display the ads and shape them (Paul, 2009).

Event Responses

This is the type of advertising you can use to set up a particular kind of event on your Facebook page and use it for introducing it to more people. In other words, you can use this type of advertisement and it can be shown to even non-friends on Facebook if you want to involve as many people as possible or you might have organized an event in your account.

This type of advertising is relatively recent, so people do not know much about it. However, event-based advertisements can be used to advertise all the data choices that are applied to the one at the same time, as well as other types

of advertisements. In general, organizing events online, especially in the Facebook environment is a great demand for marketing. The advantage of social media marketing is that you have a great idea, it increases your recognition to users and it passed quickly to users by the law of rumors. On the other hand, the likelihood of having a negative impression of a reputation will be too fast by the rumor law. It should be noted that, as far as Event, other forms of advertising are not meant to be created, it is the only way to avoid the ads that are too violent, spoofed, or confusing by the pressure of the truth that it is your business and your social environment (John, 2015).

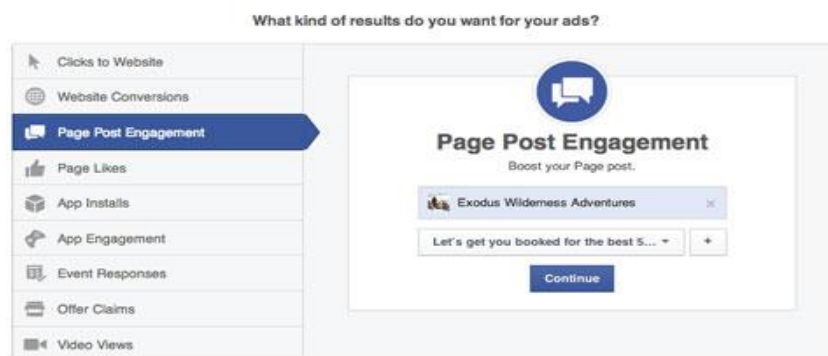


Figure 2. 8 Engagement

Source: (John, 2015)

5. App Installs

| Consideration | Conversion |
|---------------------|-------------|
| Traffic | Conversion |
| Engagement | Product |
| App installs | Store views |

This is a form of advertisement for all kinds of games, app, and programs (Only works on a Facebook environment or work as a Facebook API) that can be worked on Facebook.

Figure 2. 9 App installs

Source: www.facebook.com

6. Video views

This form of advertisement is a more prominent form of advertisement for brand awareness or specific items. It can be used to promote all types of video content. However, the content of the video must be copied to the Facebook environment. This means that a different type of video cannot be advertised on Facebook. This type of advertisement is relatively cheap compared with other types of advertisements (Perry Marshall, 2017).

And the outcome is increasingly recent because people are increasingly interested in the content that has been captured and animated from content on Facebook. This type of pressure rating is approximately \$ 0.001, so you can show that you can have at least \$ 1,000 per person for \$ 1 in advertising.

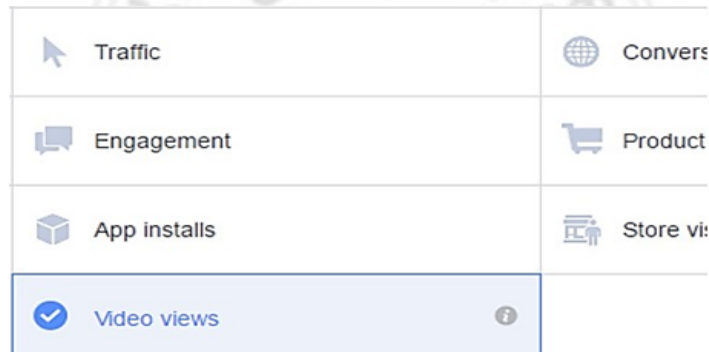


Figure 2. 10 Video views

Source: (Perry Marshall, 2017)

7. Lead Generation

It is a relatively recent advertisement. It is for form filling, app filling, commenting, doing research, advertising job ad and CV, etc. Advertising is simply the name of a BOOST that can be used to accelerate your business using Facebook rather than just advertising any product. Lead Generation has

a relatively low-price rating, like other internal forms of advertisement (Lukka, 2014).



Figure 2. 11 Lead generation

Source: (Lukka, 2014)

8. Store visit



the store can work as a page or group.

By using Facebook, the worldwide trend has been observed in selling a wide range of products. Facebook has added a feature called Facebook Store. Within this function, you can open a store on a Facebook environment, and

Figure 2. 12 Store visits

Source: www.facebook.com

9. Product Catalog

The difference in this type of advertisement is that it has other formats - you can advertise third-party platforms by linking third-party platforms to your Facebook account. However, the third-party platform must be a platform that is officially approved by Facebook and Facebook APIs. You can also use this type of advertisement to promote your products on Facebook Store (Andrea J. J., 2014).

In other words, if you sell a product on another platform and you want to advertise your product through Facebook, you will be able to create a Facebook campaign before you make it appear, so use this form now to advertise your Facebook product directly on the platform available. Whatever advertising used, the final result is content, therefore, the key importance is the content measurement. Therefore, the promotion measurements on the Facebook environment should be paid attention.

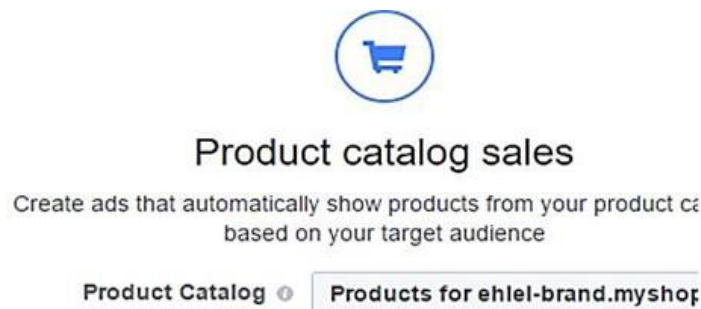


Figure 2. 13 Product catalog

Source: (Andrea J. J., 2014)

2.2.3 Facebook advertising measurement

Here are explanations of the important dimensions used for content advertising on Facebook.

Engagement

The user is measured by your actions on your post. It is measured by clicking on link, sharing, clicking reaction and commenting. Participation is one of the key dimensions of Facebook Promotion. First, it indicates the user likes the content. The following essential features have a significant impact on content users. Facebook calculations show the content which liked mostly on users Timeline. The contents that have the most participation will be

computed on Facebook automatic computation as high response and will reach to more users (Chris, 2010).

Reach

The scope of the content reflects how much of your content was viewed on Facebook. It may be organic or charged. It will allow you to know what your target users like to do with these measurements? and allow the comparison of results with other content (Lukka, 2014).

Impressions

Reach indicates the number of people who viewed the content likewise impression indicates the number of times a user saw it. A user sees the content on his or her current information and then sees his friend's share again there are two comments. The customer has seen marketing promotion 7 times before purchasing the product (Perry Marshal, 2017).

Video Retention

If 10 minutes of a video posted, most viewers only watch 30 seconds of the video, so you may need to shorten the video. Video retention is a measurement of how many percentages of the audience is watching it. The most prominent part can be used to determine which part of it viewed more or less (Sarah, 2017).

CTR Click-through rate

It will show how many users see the ads shown on Facebook. According to Wordstream's research, the average advertising campaign for all sectors of the CTR is 0.9%. A low CTR indicates that people are not interested in advertising (Helen, 2015).

CPC & CPM Cost per thousand impressions. Cost per click

Cost per click is a measure of how much you pay on advertisements on Facebook. CPM is when the number of comments reached thousand, CPC is paid by the number of users clicked on the advertisement. Whatever form is used depending on the products and service the benefit arises (Chia-Hui, 2010).

2.2.4 Current situation on Facebook usage in Mongolia

As of January 2018, 2 million people are actively using Facebook, which is 25% higher compared to last year. 95% of all users have access to Facebook through their phone of which 51% are female, and 49% are male users.

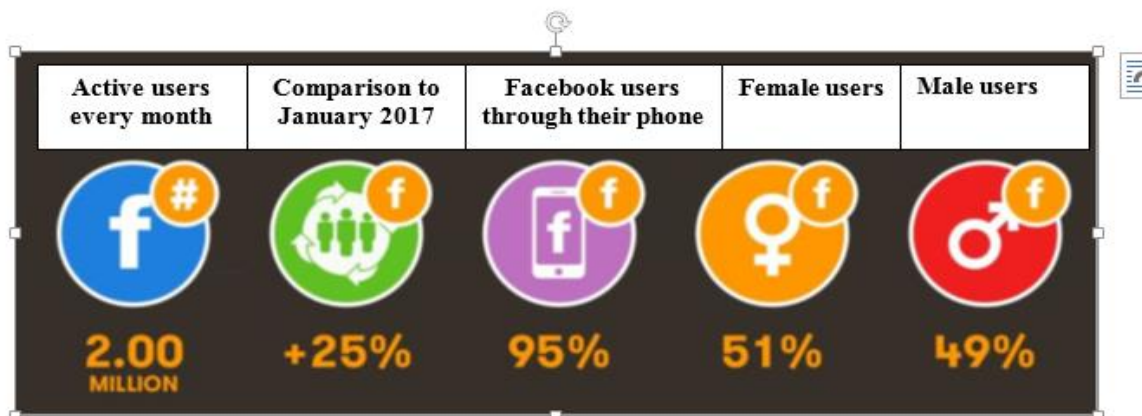


Figure 2. 14 Facebook usage in Mongolia №1

Source: We are social. Digital in 2018 in Eastern

The average user engagement is 2.83% for all kinds of posts on Facebook. Similarly, video content engagement is 2.83%. But graphic content engagement at 1.84%, 1.99% for posts with links and 3.84% for simple posts.

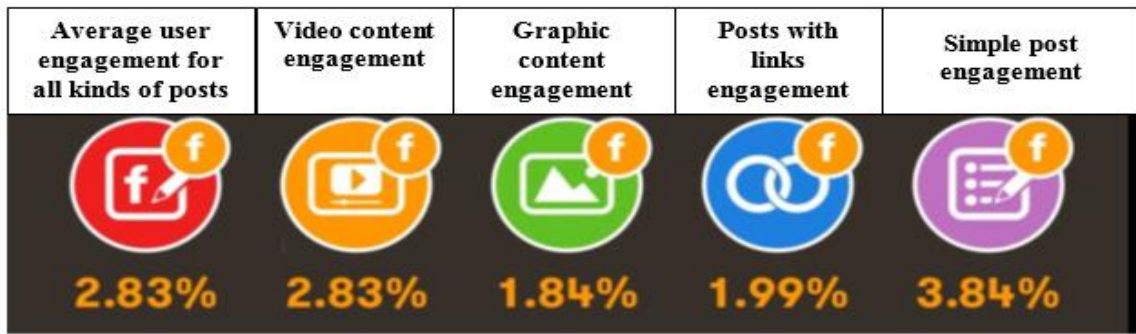


Figure 2. 15 Facebook usage in Mongolia №2

Source: We are social. Digital in 2018 in Eastern

2.3 Hypotheses Development

2.3.1 Reaction

The Facebook Reaction function was originally known as Like Button, which allows users to easily respond to the promotion and news on the Facebook environment (Dennis, 2011).

As for the like, you can also tap on the promotion of the organization, and it is important to note that the user likes their Facebook page. In this sense, the user expresses his / her love and willingness to have a consistent relationship with the owner of the page. This helps organizations deliver targeted service users to their target audience (Nelson-Field, 2012).

A reaction is a response to a Facebook post or promotion in which an individual picks one of a few emojis (Like, Love, Haha, Wow, Sad, Angry) to demonstrate their sentiments about the substance of a post or advertisement. Thusly, commercials for new things, limits, suggestions, and audits by others can and will be seen by the client. Therefore:

H1: Reaction positively affects purchase intention to buy yogurts.

2.3.2 Comment

Writing a comment allows users to provide short explanations. It helps you to share your thoughts with your friends on Facebook (Debatin, 2009). Feedback on products and services and the exchange of views create a conversation on the social environment (Thurau, 2004). Facebook users tend to notice comments together while looking for information and watching promotions on the Facebook environment.

H2: Comment positively affects purchase intention to buy yogurts.

2.3.3 Share

Sharing allows Facebook users to spread, any information product and service promotion that thought to be necessary important or even to sharing other users about liked and disliked things. We share and spread 1 million links on Facebook every 20 minutes. The promotion is seen by the number of people in the News Feeds of the users, and also by the user to make Facebook announce to others, which is a great way for organizations to drive their promotion (Triantafillidou, 2018). It will be visible to all users' friends who are then able to comment and further share the link to their friends, which leads to the fifth hypothesis:

H3: Share positively affects purchase intention to buy yogurts.

2.3.4 Post

The post is about publishing links from Facebook, uploading photos, and posting favorite things from your account. Posts can be made using a personal account but also enable to post from the Facebook official page that becomes a good promotion method for companies. One post can be spread among Facebook users' friends and furthermore to friends' friends and in this way to the public. Similarly, a Facebook page is publicly available through a share, reaction, and comments, even if people do not follow the page (Brian, 2018).

H4: Post positively affects purchase intention to buy yogurts.

2.3.5 Intention

Purchase intention is the inclination of purchasers to buy the item or administration. In other words, buy expectation has another perspective that the purchaser will buy an item after assessment. Numerous elements influence the shopper's goal while choosing the item and a definitive choice relies upon customers' expectations with enormous outside components (Sandhusen, 2000).

H5: Intention positively affects the purchase of yogurts.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Research Model

The purpose of the study is to make a rational conclusion and recommendations based on testing theoretical design to determine how Facebook advertising affects consumer purchasing decisions.

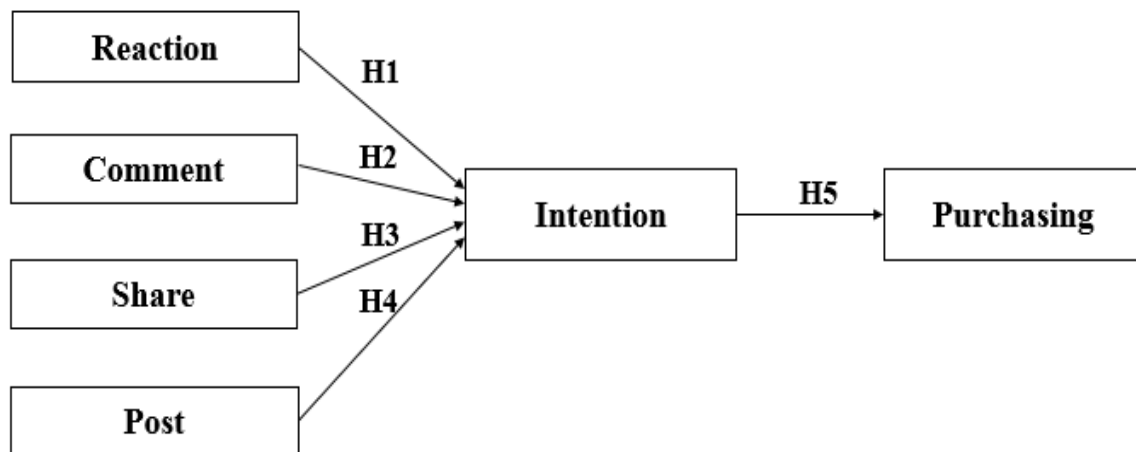


Figure 3. 1 Research model

Source: Original study

Research hypothesis

Within the framework of the study, the following hypothesis was developed. These include:

Table 3. 1 Research hypothesis

| | |
|----|---|
| H1 | Reaction positively affects purchase intention to buy yogurts |
| H2 | Comment positively affects purchase intention to buy yogurts |
| H3 | Share positively affects purchase intention to buy yogurts |
| H4 | Post positively affects purchase intention to buy yogurts |
| H5 | Intention positively affects the purchase of yogurts |

Source: Original study

3.2 Areas of the study and Data sources

Research study planned to use primary data users who use yogurt and Facebook. In the research study, sampling size and collection method are essential to produce a veracious result and therefore, the primary data will be collected by paper-based and sampling size is around 219 respondents. Survey design included questionnaires related to Facebook advertising, consumer purchasing decision, yogurt, An analysis will be created using MS Excel and SPSS 23.0 software.

3.3 Data collection method

In this study, the primary data has been utilized. Primary data collection is the fundamental purpose of business look into. Essential information is the primary information gathered dependent on the exploration objective. The study is a pivotal method to assemble essential information dependent on an organized poll on an enormous number of factors from countless respondents (Bryman B., 2011). In this manner, so as to all the more likely explore examine questions, have utilized the quantitative methodology whereby

information can be portrayed numerically as far as items, factors, and qualities.

Furthermore, have conducted a standard questionnaire that addressed users who use Facebook and yogurt. The survey collected from data through 219 Facebook users in Mongolia via online and personal conduct questionnaires. The study the contact with some users who use Facebook and yogurt in Ulaanbaatar city, Mongolia asked for personal information, define Facebook usage, Determine the source of yogurt purchasing, define what type of Facebook advertising affects to purchase yogurt and distributed the questionnaires for consumers. Achieving primary data necessitates that the scientist's full mindfulness and thoughtfulness regarding the investigation we are directing serves as far as our exploration reason and inspiration (Kumar, 2011). It is additionally essential to make reference to that this exploration fundamental spotlight is on the primary data assortment, henceforth, the most material technique to achieve such information is through directing questionnaires and surveys. After filtering the questionnaire to get a better quality questionnaire, the quantitative approach is applied to collect and analyze data for finding out the solutions for How Facebook advertising affects a consumer purchasing decision.

3.4 Questionnaire design and Measurement

This study has analyzed the four main factors on Facebook advertising and selected the survey questionnaire with a total of 29 variables and 6 factors. These concluded 5 Reactions, 5 Comments, 5 Shares and 5 Posts and Intention, Purchasing had 9 variables. The survey questionnaire was prepared

for users who use yogurt and Facebook and it consisted of three parts. These include:

PART 1 of the survey consisted of 3 multiple choice questions and 3 one choice questions to determine their Facebook usage.

PART 2 of the survey consisted of 2 multiple choice questions and 4 one choice questions to determine their yogurt usage.

PART 3 of the survey was to determine which advertisement on Facebook factor has influenced consumer's purchasing decisions via Facebook actions and Facebook advertisements. It consists of 29 questions to evaluate from 1 to 5, where one strongly disagrees and five strongly agree. An extra 8 multiple choice questions were added to determine which type of Facebook advertisement is more favored by the users.

3.5 Sampling Technique

A Sample of the population is vital in quantitative research (Alan, 2015). The sampling is the determination of a subset of people from inside a factual populace to appraise qualities of the entire populace (Lance, 2016). There are two sorts of a conventionally inspecting system utilized for quantitative research, specifically probability sampling and nonprobability sampling (Cohen, 2012). In the probability sampling test, the population is known and the example is chosen through an arbitrary choice strategy (Alan, 2015). On the opposite side, the populace is obscure in a non-likelihood examining technique, where the example has not been chosen through an arbitrary determination strategy (Cohen, 2012).

Non-probability sampling was selected in this research to save time and costs. The target citizens in this study were defined as all consumers of Mongolian. There are around 2 million users who use Facebook in Mongolia. For the data pool to be sufficient enough, have used to random sample formula. Also to determine the number of P, set questionnaires whether they use yogurt on popular public groups.

Table 3. 2 Sample size

| Groups | Yes | No | Percentage |
|---|-----|--------------------------------|------------|
| Group 1 | 24 | 5 | 82% |
| Group 2 | 104 | 13 | 88% |
| Group 3 | 41 | 9 | 82% |
| Group 4 | 27 | 0 | 100% |
| Group 5 | 38 | 0 | 100% |
| | | Number of P | 90.4% |
| $(3.84 \times 0.904 \times (1-0.904)) / 0.0025 = 133.3$ | | | |
| Probability | 95% | $n = \frac{Z^2 p(1 - p)}{d^2}$ | |
| Sample size | 133 | | |

Source: Original Study

3.6 Data analysis

Data analysis regularly involves the altering and decrease of information into increasingly reasonable parts to make outlines, distinguish designs and apply factual strategies with the express motivation behind deciphered information to answer the current RQ at hand (Bhattacharjee, 2012). Information examination began in the wake of gathering essential information. Data analysis was analyzed and inspected by means of factual

programming known as SPSS 23.0. These include Descriptive statistics analysis, Factor analysis, and Reliability test, Regression analysis, Correlation analysis.

3.6.1 Descriptive statistics analysis

A descriptive statistic is a synopsis measurement that quantitatively depicts or outlines the highlights of an assortment of data (Mann, 1995). Expressive insights can be helpful for two purposes: 1) to give essential data about factors in a dataset and 2) to feature potential connections between factors. Unmistakable insights are methods for condensing enormous arrangements of quantitative (numerical) data (Trochim, 2006).

After the effect of Descriptive insights have the following implications:

Mean - Mean or Average is a focal propensity of the information, for example, a number around which entire information is spread out. As it were, it is a solitary number that can appraise the estimation of entire informational collection.

Std. - The standard deviation is the "normal" degree to which scores veer off from the mean. All the more accurately, you measure how far the entirety of your estimations are from the mean, square every one, and include them all up. The outcome is known as fluctuation. (George C. Boeree, 2005).

3.6.2 Factor analysis

The factor analysis is a strategy that is used to diminish a gigantic number of variables into fewer amounts of components. This technique expels greatest normal difference from all factors and places them into a typical score. (Bryant Y. , 2015).

Factor loading

Factor loading is the convection coefficient for the variable and factor. Factor stacking shows the change clarified by the variable on that specific factor. In the SEM approach, as a dependable guideline, 0.7 or higher factor stacking speaks to that the factor removes adequate change from that variable (Fabrigar, 1999).

Eigenvalues: Eigenvalues are additionally called trademark roots. Eigenvalues show change clarified by that specific factor out of the complete difference.

Criteria for determining the number of factors: According to the Kaiser Criterion, Eigenvalues is a decent model for deciding a factor. As indicated by the fluctuation extraction rule, it ought to be more than 0.7. On the off chance that a difference is under 0.7, at that point it ought not to think about that a factor (Kumar, 2011).

3.6.3 Reliability test

Reliability in statistics and psychometrics is the general consistency of a measure (Trochim, 2006). A measure is said to have high steadfast quality in case it produces near results under relentless conditions (Miller, 2012). The procedure of Reliability analysis contrasts information appropriation and general dispersion and the outcome is communicated by Cronbach's coefficient. Cronbach's alpha is an extent of internal consistency, that is, the way by which immovably related a great deal of things are as a social event. Exploratory factor examination is one methodology for checking dimensionality. Actually, Cronbach's alpha is anything but a measurable test – it is a coefficient of unwavering quality (Cohen, 2012). The general dependable guideline is that a Cronbach's alpha of .70 or more is acceptable, .80 or more is better, and .90 or more is ideal (Singh, 2011).

3.6.4 Regression analysis

Regression analysis is a lot of factual techniques utilized for the estimation of connections between a reliant variable and at least one free factor. It very well may be used to evaluate the quality of the connection among factors and for displaying the future connection between them (David A. Freedman, 2009).

To comprehend relapse investigation completely, it's fundamental to appreciate the accompanying terms:

Dependent Variable: This is the principal factor that you're attempting to comprehend or anticipate.

Independent Variables: These are the elements that you theorize affect your needy variable (Aldrich, 2005).

3.6.5 Correlation analysis

Correlation analysis is a technique for factual assessment used to ponder the quality of a connection between two, numerically estimated, persistent factors (David Garson, 2014).

Types of correlation analysis:

1. **Positive and Negative Correlation:** Whether the connection between's the factors is certain or negative depends upon its bearing of progress.
2. **Simple, Partial and Multiple Correlation:** Whether the relationship is essential, fragmented or distinctive depends upon the number of factors considered.

3. Linear and Non-Linear (Curvilinear) Correlation: Whether the relationship between's the factors is straight or non-direct relies upon the consistency of the proportion of progress between the factors.



CHAPTER FOUR

DATA ANALYSIS AND RESULTS

4.1 Descriptive Analysis

Descriptive Analysis is presented in this section to provide information about the characteristics of respondents and means and standard deviations of relevant research variables. The respondent rate is also presented in this chapter.

4.1.1 Characteristics of respondents

Table 4-1 displays the characteristics of respondents, including age, gender, education, employment status, monthly income, the number of family members of participation. It is shown that the majority or 36.1% of survey participants were people aged 26-35 years old, also 32.4% were aged 19-25 and 61.6% of them were women. Then the majority or 51.6% of the participants who involved in the survey had bachelor's degree, 30.8% of them work in business organizations, 39.3% had 4-5 family members and 29.7% earned on average more than 1,300,000 ₺ per month.

Table 4. 1 Characteristics of respondents

| Age | Frequency | Percent |
|------------------------|-----------|--------------|
| Up to 18 years old | 16 | 7.3% |
| 19-25 years old | 71 | 32.4% |
| 26-35 years old | 79 | 36.1% |
| 36-45 years old | 40 | 18.3% |
| 46 or ever | 13 | 5.9% |
| Gender | Frequency | Percent |
| Male | 84 | 38.4% |

| | | |
|--|------------|--------------|
| Female | 135 | 61.6% |
| Education | Frequency | Percent |
| High school | 2 | 0.9% |
| College/University | 55 | 25.1% |
| Bachelor's degree | 113 | 51.6% |
| Master/Doctor | 49 | 22.4% |
| Employment status | Frequency | Percent |
| Business organization | 67 | 30.8% |
| Government organization | 39 | 17.8% |
| Non Governmental Organization/ International organization | 7 | 3.2% |
| Other | 41 | 18.7% |
| Student | 65 | 29.5% |
| Average monthly income | Frequency | Percent |
| Up to 100,000¥ | 28 | 12.7% |
| 100,001¥-400,000¥ | 8 | 3.7% |
| 400,001¥-700,000¥ | 29 | 13.2% |
| 700,001¥-1,000,000¥ | 49 | 22.4% |
| 1,000,001¥-1,300,000¥ | 40 | 18.3% |
| 1,300,000¥ or over | 65 | 29.7% |
| The number of family members | Frequency | Percent |
| Single | 44 | 20.1% |
| 2-3 | 72 | 32.8% |
| 4-5 | 86 | 39.3% |
| 6 or over | 17 | 7.8% |

Source: Original Study

4.1.2 Measurement Results for Relevant Research Variables

Table 4.2 provided descriptive statistics of questionnaire items that correspond with the respondent's satisfactory level in 1-5 point Likert scale rating. These included means and standard deviations of 5 items of Reaction, 5 items of Comment, 5 items Share, 5 items of Post, 5 items for Intention and 4 items for purchasing.

With regard to Reaction, respondents tended to perceive high levels of agreement on R5 (5.62) and followed by R3 (4.57). While the lowest extent of the agreement was shown on R2 (3.61) and followed by R4 (3.32). The results indicate that the number of Reactions such as like, love, haha, sad, angry on yogurt advertisement on Facebook is strongly influenced by its public satisfaction. Also, the positive reaction of strangers is positively affected by purchases rather than close friends and celebrities, and negative reactions do negatively.

For the Comment, the highest extent of the agreement was shown on C1 (4.95), which means positive comments of celebrities influenced positively on the intention. Whereas, the lowest extent of the agreement was shown on C5 (3.49).

For the Share, respondents tended to perceive high levels of agreement on S2 (5.13), and the lowest extents of the agreement were shown on S4 (3.62). These results indicated that It makes it easier to make a purchasing decision if there are more people shared the yogurt advertising on Facebook.

For the Post, the highest extent of the agreement was shown on P1 (5.14) and followed by P4 (4.88). The lowest extent of the agreement was shown on P5 (3.63). It showed that positive posts regarding yogurt on Facebook affect purchasing decisions positively.

With regard to Intention, respondents tended to perceive high levels of agreement on I1 (4.94) and followed by I2 (4.83). While the lowest extent of the agreement was shown on I4 (3.97) and followed by I3 (3.67). The results indicate that yogurt advertising on Facebook affects Intention and makes purchasing decisions easier.

For the purchasing, the highest extent of the agreement was shown on Pu4 (4.69). The lowest extent of the agreement was shown on Pu3 (3.43). It showed that respondents had a positive evaluation of reaction, comment, share, post on Facebook is affected by purchasing decision.

Table 4. 2 Descriptive analysis for questionnaire items

| Factor Dimentions | | Research items | Means | Std.dev |
|----------------------|----|--|-------|---------|
| Reaction | R1 | Negative reaction of close friends on Facebook affects my purchasing decisions negatively | 3.95 | 0.74 |
| | R2 | Negative reaction regarding yogurt from strangers on Facebook affects my purchasing decisions negatively | 3.61 | 0.72 |
| | R3 | The positive Reaction of strangers on the Facebook advertisement of yogurt affects my purchasing decisions positively | 4.57 | 0.87 |
| | R4 | Reactions of yogurt advertisement on Facebook makes it easy to make a decision and purchase the product | 3.32 | 0.76 |
| | R5 | A number of reactions of yogurt advertising on Facebook affect me to like the product. | 5.62 | 1.41 |
| Comment | C1 | Positive comments on yogurt advertising from celebrities on Facebook affects my purchasing decisions | 4.95 | 0.98 |
| | C2 | Negative comments on yogurt advertising from strangers on Facebook affects my purchasing decisions | 4.14 | 0.87 |
| | C3 | Negative comments on yogurt advertising from celebrities on Facebook affects my purchasing decisions | 3.57 | 0.71 |
| | C4 | Comments on the advertising of yogurt make it easier for me to choose to purchase | 4.92 | 0.92 |
| | C5 | Positive comments on yogurt advertising from people who are close to me on Facebook affects my purchasing decisions | 3.49 | 0.75 |
| Share | S1 | If I really dislike the yogurt advertising on Facebook, I will not share the content to let others know | 3.86 | 0.73 |
| | S2 | It makes it easier for me to make a purchasing decision if there are more people shared the yogurt advertising on Facebook | 5.13 | 1.05 |

| | | | | |
|------------|-----|---|------|------|
| | S3 | It makes it easier for me to make a purchasing decision if celebrities shared the content on Facebook | 4.75 | 0.93 |
| | S4 | It makes it easier for me to make a purchasing decision if strangers shared the content on Facebook | 3.62 | 0.75 |
| | S5 | The number of shares of yogurt advertising on Facebook will influence whether I like the post | 4.50 | 0.89 |
| Post | P1 | Positive posts regarding yogurt on Facebook affects my purchasing decisions positively | 5.14 | 1.55 |
| | P2 | Positive posts regarding yogurt from strangers on Facebook affects my purchasing decision positively | 3.83 | 0.81 |
| | P3 | Negative posts regarding yogurt from celebrities on Facebook affects my purchasing decisions negatively | 3.79 | 0.70 |
| | P4 | Negative posts regarding yogurt on Facebook affects my purchasing decisions negatively | 4.88 | 0.85 |
| | P5 | Negative posts regarding yogurt from strangers on Facebook affects my purchasing decisions negatively | 3.3 | 0.72 |
| Intention | I1 | Yogurt advertising on Facebook positively affects my purchasing decisions | 4.94 | 0.92 |
| | I2 | Yogurt advertising on Facebook makes my purchasing decisions easier | 4.83 | 0.94 |
| | I3 | Yogurt advertising on Facebook increases my loyalty to the brand | 3.67 | 0.85 |
| | I4 | I have bought yogurt after seeing the advertising on Facebook | 3.97 | 0.79 |
| | I5 | The yogurt advertising on Facebook provides sufficient information on the product | 4.01 | 0.81 |
| Purchasing | Pu1 | I want to purchase the product that is being advertised on Facebook | 4.64 | 0.83 |
| | Pu2 | I have enough money to spend, I will buy the yogurt that is being advertised on Facebook | 4.10 | 0.79 |
| | Pu3 | I will purchase yogurt that is being advertised on Facebook in the near future | 3.43 | 0.78 |
| | Pu4 | Yogurt advertising on Facebook positively affects my purchasing decisions | 3.69 | 0.87 |

Source: Original Study

4.1.3 The general condition of Facebook usage of respondents

There was shown an overall condition of yogurt consumption and Facebook usage in the following tables. Regarding Facebook usage the more than half or 51.6% of survey participants logged into Facebook using their mobile phones and 24.8% of them using their laptops. Then the 19.8% of them get information about people they know, the 18.9% - social and topical information and 17.8% -cognitive information. The most of the survey participants or 33.8% had been using Facebook for 7-8 years and 90% of them log into Facebook every day, 37.8% are active between 20-22 p.m and 36.1% spend on average 1-2 hours.

Table 4.3 The general condition of Facebook usage of respondents

| A Device That Sign In To Facebook: | Frequency | Percent |
|--|------------|--------------|
| Mobile phone | 206 | 51.6% |
| Tablet | 23 | 5.8% |
| Laptop | 99 | 24.8% |
| Desktop | 71 | 17.8% |
| Information You Get From Facebook: | Frequency | Percent |
| Cognitive information | 145 | 17.8% |
| Social information | 154 | 18.9% |
| Politics information | 75 | 9.2% |
| Music information | 80 | 9.7% |
| Sport information | 74 | 9.1% |
| Product and Service information | 123 | 15.1% |
| Information about people you know | 161 | 19.8% |
| Others | 3 | 0.4% |
| The Time Spent On Facebook: | Frequency | Percent |
| Up to 1 year | 4 | 1.8% |
| 1-2 years | 13 | 5.9% |
| 3-4 years | 51 | 23.4% |
| 5-6 years | 64 | 29.2% |
| 7-8 years | 74 | 33.8% |

| | | |
|--|------------------|----------------|
| 9 or over | 13 | 5.9% |
| Frequency In Access To Facebook: | Frequency | Percent |
| Everyday | 197 | 90.0% |
| 3-5 times in a week | 12 | 5.5% |
| 1-2 times in a week | 5 | 2.3% |
| 2-4 times in a month | 5 | 2.2% |
| The Time You Actively Use Facebook: | Frequency | Percent |
| 08:01-10:00 am | 15 | 4.6% |
| 10:01-12:00 am | 16 | 4.9% |
| 12:01-14:00 pm | 15 | 4.6% |
| 14:01-16:00 pm | 11 | 3.4% |
| 16:01-18:00 pm | 16 | 4.9% |
| 18:01-20:00 pm | 30 | 9.2% |
| 20:01-22:00 pm | 123 | 37.8% |
| 22:01-24:00 pm | 22 | 27.1% |
| 00:01-08:00 pm | 11 | 3.5% |

Source: Original Study

4.1.4 The overall condition of yogurt consumption

The survey participants are the most likely to 22.6% use the yogurt brand “Goy” and 17.2% use the yogurt of the “Sain” brand. Information about yogurt is delivered to them by TV commercials with the most or 40.4% and by social media with 23.3%. 36.1% of them buy the yogurt they usually use 1-2 times a week; the 26.5% buy it 3 or 4 times a week. The majority of the participants or 74% follow the Facebook page of the yogurt manufacturer, and on average 54.3% see the advertisement on the page. The 30.7% of the survey participants receive information mostly from Posters with pictorial information and 24.8% from a combination of videos, pictures, and texts.

Table 4. 4 The overall condition of yogurt consumption

| Used Yogurt: | Frequency | Percent |
|--|------------|--------------|
| Goy yogurt | 84 | 22.6% |
| Ulzii yogurt | 46 | 12.4% |
| Sain yogurt | 64 | 17.2% |
| Plain yogurt | 47 | 12.6% |
| Amtlag yogurt | 33 | 8.9% |
| Biofit yogurt | 43 | 11.6% |
| Sour cream yogurt | 34 | 9.1% |
| Others | 21 | 5.6% |
| The Frequency Of Buying Yogurt: | Frequency | Percent |
| Everyday | 26 | 11.9% |
| 3-4 times in a week | 58 | 26.5% |
| 1-2 times in a week | 79 | 36.1% |
| 3-4 times in a month | 30 | 13.7% |
| 1-2 times in a month | 22 | 10% |
| Don't buy every month | 4 | 1.8% |
| The Source Of Information About Yogurt: | Frequency | Percent |
| Tv advertising | 149 | 40.4% |
| FM radio advertising | 6 | 1.6% |
| Newspaper and magazine advertising | 24 | 6.5% |
| People speech | 57 | 15.4% |
| Social media | 86 | 23.3% |
| Others | 13 | 12.8% |
| Do You Follow The Yogurt Facebook Page? | Frequency | Percent |
| Yes | 162 | 74% |
| No | 57 | 26% |
| Advertising On The Facebook Page: | Frequency | Percent |
| Poor | 44 | 20.1% |
| Average | 119 | 54.3% |
| Good | 50 | 22.8% |
| Very good | 6 | 2.8% |
| Type Of Yogurt Advertisement The Most Information On Facebook: | Frequency | Percent |

| | | |
|-----------------------------------|-----------|--------------|
| All kinds of videos | 48 | 22% |
| Poster with photo | 67 | 30.7% |
| Only text | 7 | 3.2% |
| Video, image text combined | 54 | 24.8% |
| Others | 42 | 19.3% |

Source: Original Study

4.1.5 Video content

It can be shown from the survey results that which types and meaning of the Facebook advertisement and contents liked or disliked by the consumers. Results for each type of content were shown.

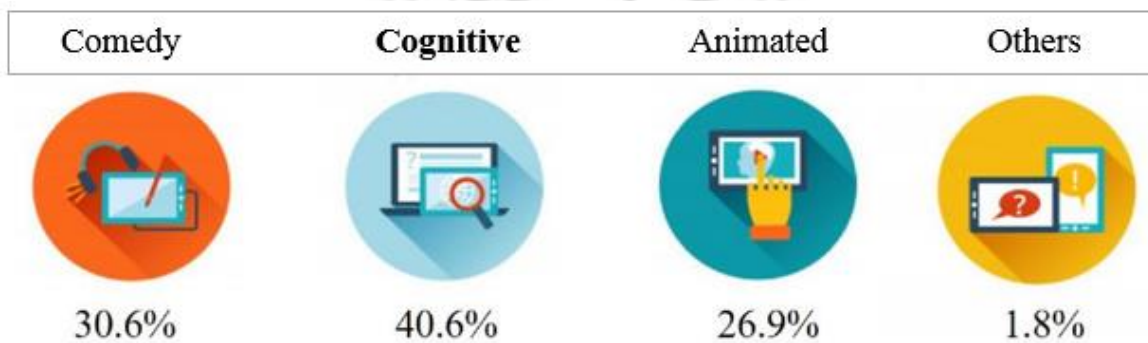


Figure 4. 1 What kind of videos do you like?

Source: Original Study

40.6% of people who involved in the survey and use yogurt mostly enjoy a cognitive type of videos and 30.6% of them like comic types of videos.

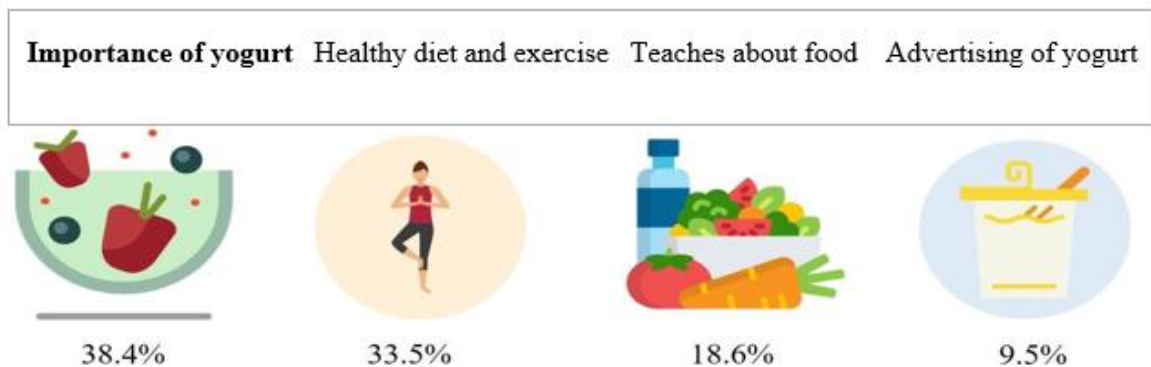


Figure 4. 2 What type of video content do you like the most?

Source: Original Study

For the video content, there were results that 38.4% of the surveyed people like a video that shows the significance of yogurt, and 33.5% of described a healthy diet and exercising.

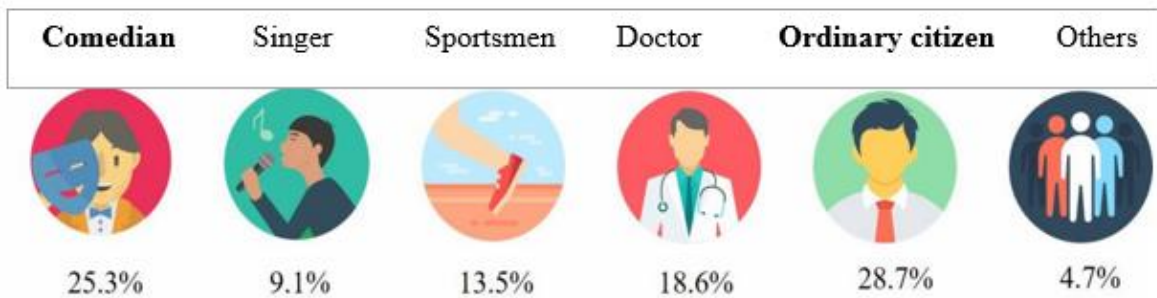


Figure 4. 3 Which person included in the video content do you think reaches the most for you?

Source: Original Study

Most of the surveyed people or 28.7% more liked that ordinary citizen is involved in the yogurt video and 25.3% of them liked the comedian actors to be involved in the video.

4.1.6 Poster content

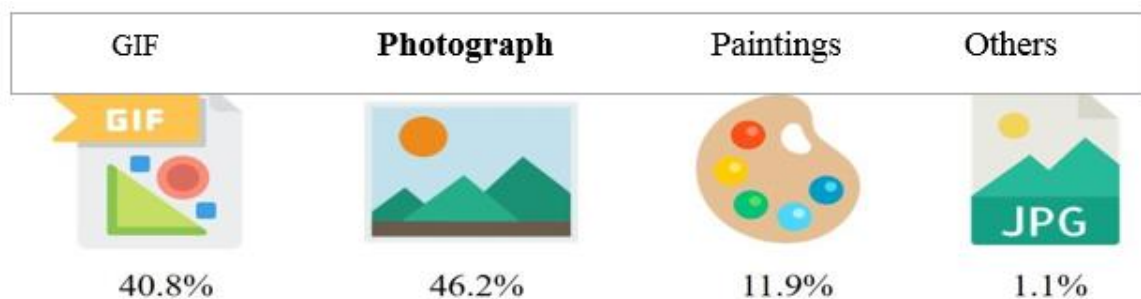


Figure 4. 4 What kind of poster do you like?

Source: Original Study

Of those surveyed, 46.2% said that most of them liked posters with photos and 40.8% of them liked mobile pictorial posters.

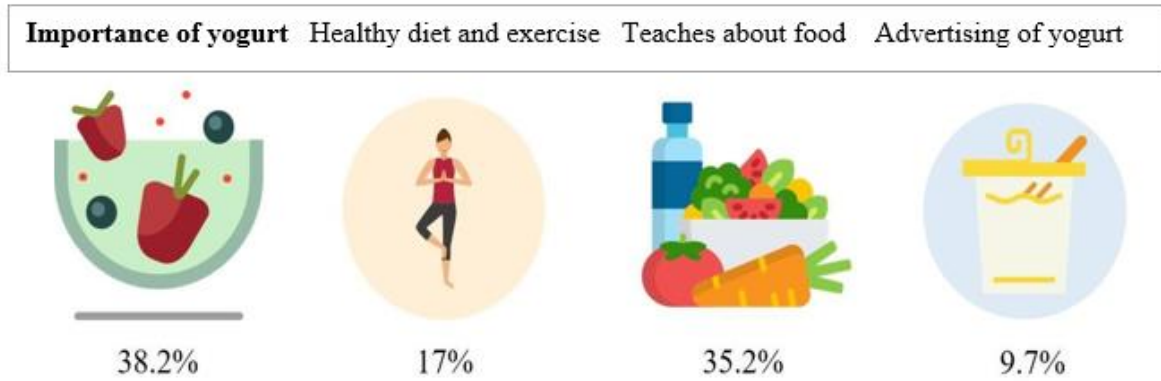


Figure 4. 5 What type of poster content do you like the most?

Source: Original Study

For poster content, 38.2% of survey participants liked posters that showed significance of yogurt and 35.2% of them liked posters where were written about food which can be made of yogurt.

But for the types of posters, for respondents were liked by 35.5% of knowledge-disseminated posters, 33.6% of motivated posters and 30.3% of informative posters.

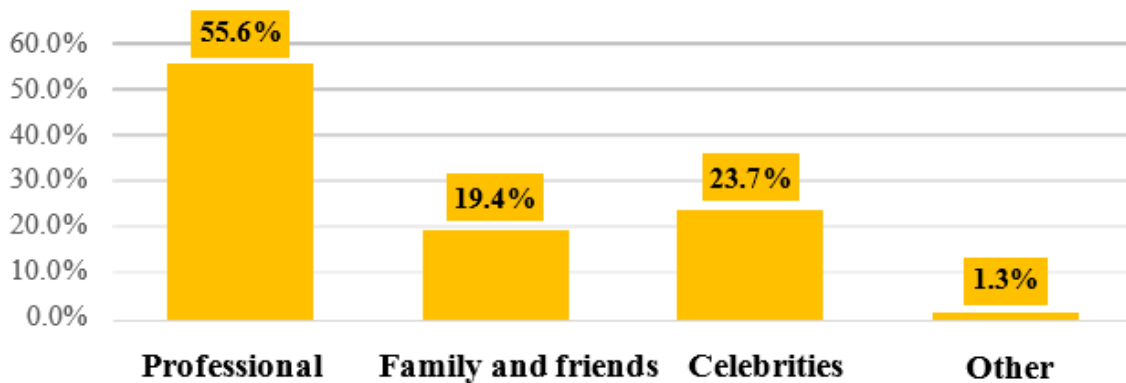


Figure 4. 6 Who does writes texts' content the most will reach to you?

Source: Original Study

If textual information about yogurt is written by professional it can be reached to most of the respondents or 55.6% of them.

For the textual content, people liked 45.4% of explained content, 34.2% with appealed content and 20% of official content.

4.2 Exploratory Factor Analysis and Reliability Tests

To verify the dimensionality and reliability of research constructs, this study used a purification process including factor analysis, correlation analysis and Cronbach's α analysis. The measurement criteria for principal component factor analysis and varimax rotated method to extract the relevant factors was that eigenvalue must be greater than 1. The other two essential criteria were factor loading of each variable greater than 0.6, and the cross factor loadings between each other greater than 0.3. Meanwhile, the community of each factor must be greater than 0.5. In the reliability analysis, the item-to-total correlation must be greater than 0.5, and Cronbach's α must be higher than 0.6.

In order to do the factor analysis, first, the ability to represent the population, in terms of sampling, is measured by the KMO coefficient, which is considered sufficient if it is above 0.6. Similarly, the assumption that factor analysis' variables are the same, they have no differences is checked by Bartlett's test. As a result of the assumptions, in case of Sig is less than 0.05, it is supposed that the results of the analysis are statistically significant, or the reverse assumptions that the variables are different or represent specific factors.

Table 4. 5 Sample adequacy analysis

| KMO and Bartlett's Test | | |
|--|--------------------|----------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | .955 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 6568.475 |
| | df | 630 |
| | Sig. | .000 |

Source: Original Study

From the above, it appears that sampling is sufficiently representative and statistically significant.

4.2.1 Reaction

Table 4.6 presented the results of factor loadings, eigenvalue, percentage of variance explained, item-to-total correlation, Cronbach's α for the reaction. After conducting factor analysis and reliability process, the dimensions of factor identified to explain the reaction.

There are 5 items. All items have factor loading greater than 0.6 and the highest is R5 with factor loading of 0.749 indicating this item had highest relation to item 5. All of the item to total correlation are greater than 0.5. Cronbach's α greater than 0.6 and Eigen value greater than 1 as shown below, $F_1=2.725$. The components had accumulated a total 61.541% of explained variance which show these are important underlying factors. Based on all criteria, we can conclude that the reliability and internal consistency of this factor are acceptable.

Table 4. 6 Results of Reliability Tests of Reaction

| Factors and Items | | Factor loading | Eigen value | Explained Variance | Item-to-total | Cronbach's α |
|-------------------|----|----------------|-------------|--------------------|---------------|---------------------|
| Reaction | R5 | .749 | 2.725 | 61.541 | .723 | .926 |
| | R4 | .684 | | | .676 | |
| | R2 | .669 | | | .669 | |
| | R3 | .623 | | | .653 | |
| | R1 | .618 | | | .622 | |

Source: Original Study

The number of Reactions such as like, love, haha, sad, angry on yogurt advertisement on Facebook is strongly influenced by its public satisfaction and additionally, it has an appropriate impact on yogurt choice of consumers. The positive reaction of strangers is positively affected by purchases rather than close friends and celebrities and negative responses do negatively too.

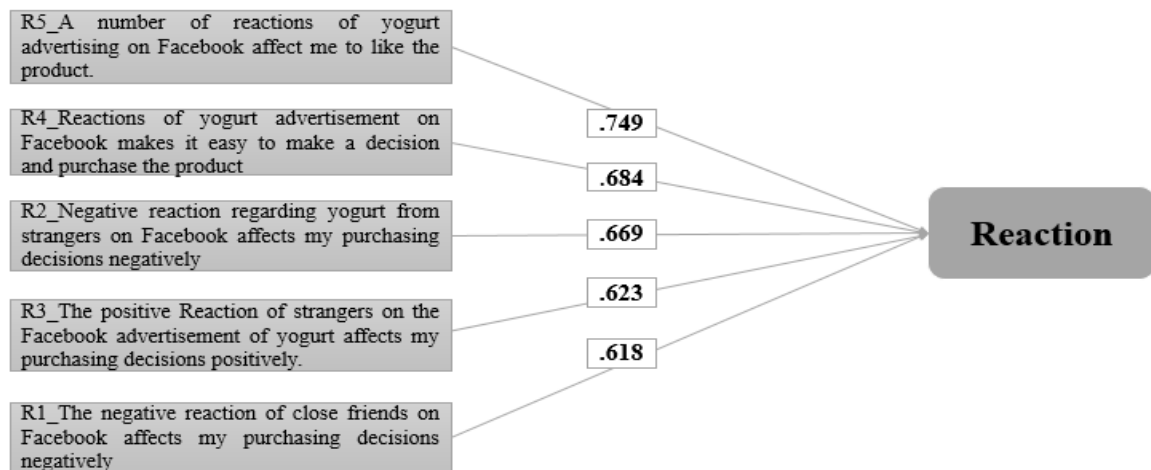


Figure 4. 7 Reaction factor

Source: Original Study

4.2.2 Comment

There are 5 items. All items have factor loading greater than 0.6 and the highest is C1 with factor loading of 0.707 indicating this item had highest relation to item to. All of the item to total correlation are greater than 0.5. Cronbach's α greater than 0.6 and Eigen value greater than 1 as shown below, $F_1 = 3.372$. The components had accumulated a total 67.635% of explained variance which show these are important underlying factors. Based on all criteria, we can conclude that the reliability and internal consistency of this factor are acceptable.

Table 4. 7 Results of Reliability Tests of Comment

| Factors and Items | | Factor loading | Eigen value | Explained Variance | Item-to-total | Cronbach's α |
|-------------------|----|----------------|-------------|--------------------|---------------|---------------------|
| Comment | C1 | .707 | 3.372 | 67.635 | .776 | .923 |
| | C4 | .703 | | | .764 | |
| | C3 | .697 | | | .725 | |
| | C2 | .681 | | | .691 | |
| | C5 | .674 | | | .619 | |

Source: Original Study

From the analysis' results, the total explained value had high indicators, whereas the positive comments of close friends, strangers, and celebrities influenced positively on purchase negative comments influenced on it negatively. In addition, positive impressions and advertising comments of yogurt advertisements on Facebook have a greater impact on purchases. But, the number of impressions on yogurt advertising does not have a strong impact.

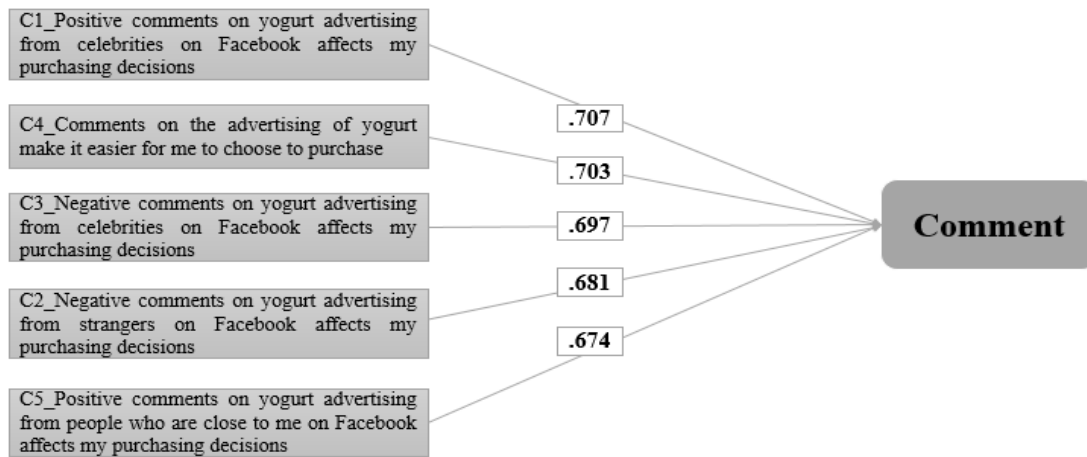


Figure 4. 8 Comment factor

Source: Original Study

4.2.3 Share

There are 5 items. All items have factor loading greater than 0.6 and the highest is S2 with factor loading of 0.761 indicating this item had highest relation to item 2. All of the item to total correlation are greater than 0.5. Cronbach's α greater than 0.6 and Eigen value greater than 1 as shown below, $F_1=3.261$. The components had accumulated a total 66.786% of explained variance which show these are important underlying factors. Based on all criteria, we can conclude that the reliability and internal consistency of this factor are acceptable.

Table 4. 8Results of Reliability Tests of Share

| Factors and Items | | Factor loading | Eigen value | Explained Variance | Item-to-total | Cronbach's α |
|-------------------|----|----------------|-------------|--------------------|---------------|---------------------|
| Share | S2 | .761 | 3.261 | 66.786 | .768 | .922 |
| | S5 | .724 | | | .753 | |
| | S3 | .710 | | | .670 | |
| | S1 | .677 | | | .665 | |
| | S4 | .676 | | | .623 | |

Source: Original Study

The explained value had high indicators, and many people more sharing of the advertisement are strongly influenced by public satisfaction and make easier purchasing for consumers through choosing any doubt the product which was advertised. Also, it is strongly influenced that celebrities shared the advertisement.

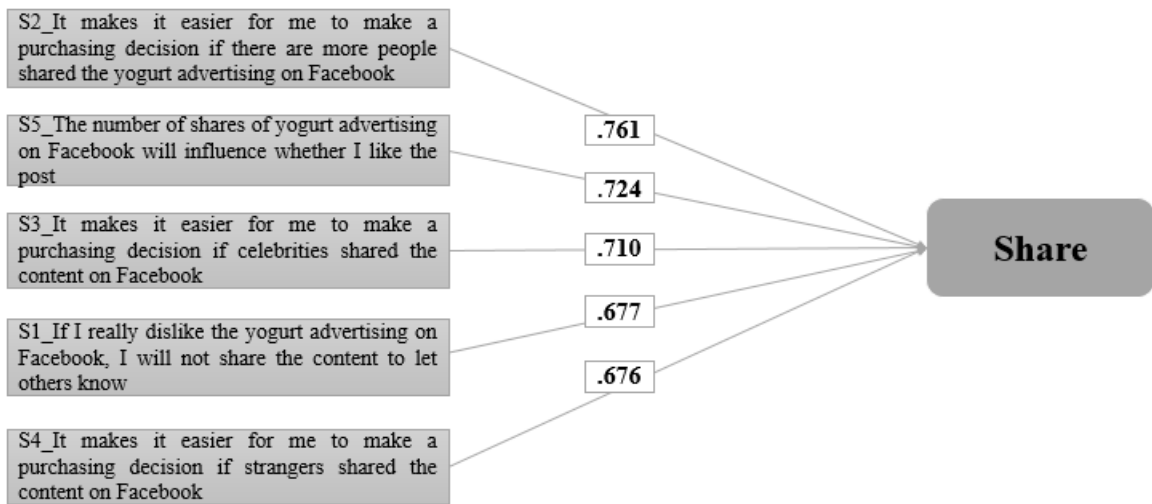


Figure 4. 9 Share factor

Source: Original Study

4.2.4 Post

There are 5 items. All items have factor loading greater than 0.6 and the highest is P1 with factor loading of 0.743 indicating this item had highest relation to item 1. All of the item to total correlation are greater than 0.5. Cronbach's α greater than 0.6 and Eigen value greater than 1 as shown below, $F_1=3.128$. The components had accumulated a total 64.298% of explained variance which show these are important underlying factors. Based on all criteria, we can conclude that the reliability and internal consistency of this factor are acceptable.

Table 4. 9 Results of Reliability Tests of Post

| Factors and Items | | Factor loading | Eigen value | Explained Variance | Item-to-total | Cronbach's α |
|-------------------|----|----------------|-------------|--------------------|---------------|---------------------|
| Post | P1 | .743 | 3.128 | 64.298 | .751 | .926 |
| | P4 | .727 | | | .743 | |
| | P2 | .623 | | | .760 | |
| | P3 | .612 | | | .642 | |
| | P5 | .609 | | | .611 | |

Source: Original Study

The positive post about yogurt on Facebook is positively influenced on purchases if they have the negative post they influence negatively on purchase. Within it, notifications that have a negative post of celebrities influenced more on that the product not to be purchased.

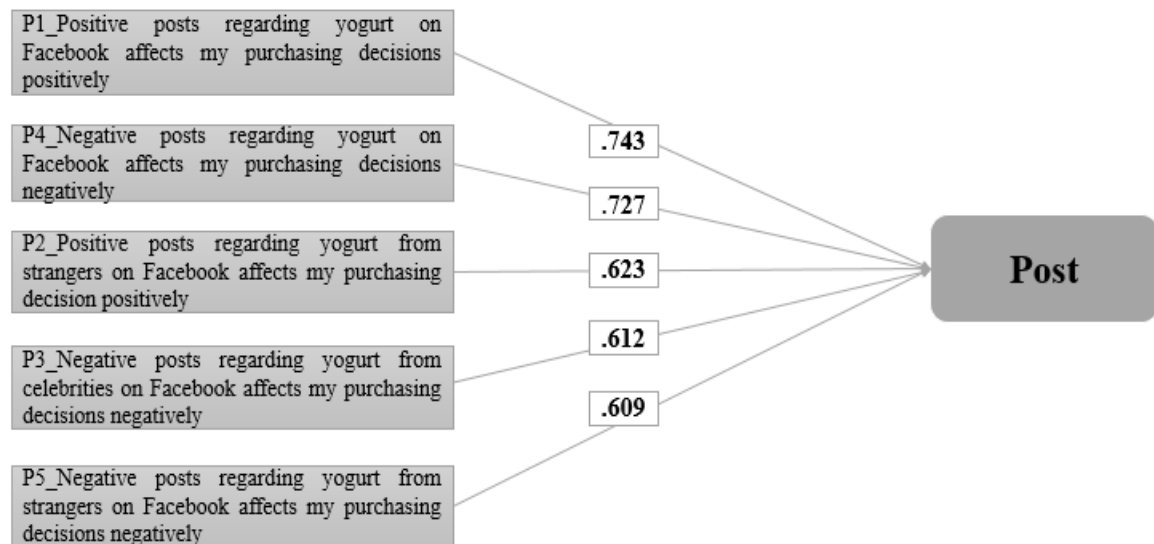


Figure 4. 10 Post factor

Source: Original Study

4.2.5 Intention

There are 5 items. All items have factor loading greater than 0.6 and the highest is I2 with factor loading of 0.723 indicating this item had highest relation to item 2. All of the item to total correlation are greater than 0.5. Cronbach's α greater than 0.6 and Eigen value greater than 1 as shown below, $F1=2.678$. The components had accumulated a total 61.482% of explained variance which show these are important underlying factors. Based on all criteria, we can conclude that the reliability and internal consistency of this factor are acceptable.

Table 4. 10 Results of Reliability Tests of Intention

| Factors and Items | | Factor loading | Eigen value | Explained Variance | Item-to-total | Cronbach's α |
|-------------------|----|----------------|-------------|--------------------|---------------|---------------------|
| Intention | I2 | .723 | 2.678 | 61.482 | .717 | .885 |
| | I1 | .671 | | | .665 | |
| | I5 | .661 | | | .651 | |
| | I4 | .637 | | | .636 | |
| | I3 | .619 | | | .610 | |

Source: Original Study

The yogurt advertising in Facebook influences positively purchase providing enough product information and making the easier choices of people. Seeing the analysis, it is likely that the consumers buy the yogurt after watching the advertising on Facebook and become like a constant user of that Brand through

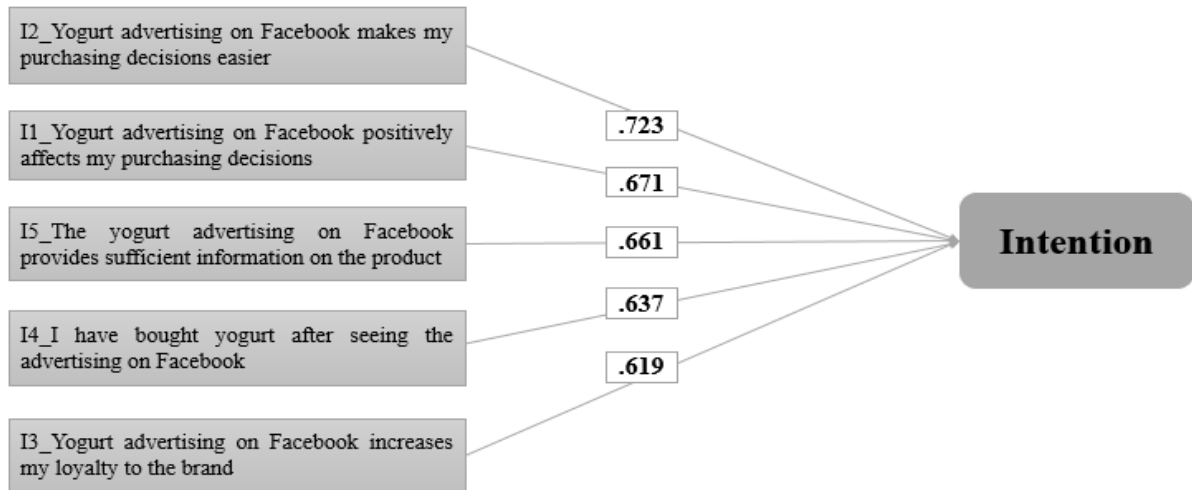


Figure 4. 11 Intention factor

Source: Original Study

4.2.6 Purchasing

There are 5 items. All items have factor loading greater than 0.6 and the highest is Pu1 with factor loading of 0.711 indicating this item had highest relation to item 1. All of the item to total correlation are greater than 0.5. Cronbach's α greater than 0.6 and Eigen value greater than 1 as shown below, $F_1=2.568$. The components had accumulated a total 61.128 % of explained variance which show these are important underlying factors. Based on all criteria, we can conclude that the reliability and internal consistency of this factor are acceptable.

Table 4. 11 Results of Reliability Tests of Purchasing

| Factors and Items | | Factor loading | Eigen value | Explained Variance | Item-to-total | Cronbach's α |
|-------------------|-----|----------------|-------------|--------------------|---------------|---------------------|
| Purchasing | Pu1 | .711 | 2.568 | 61.128 | .711 | .922 |
| | Pu4 | .657 | | | .675 | |
| | Pu2 | .610 | | | .646 | |
| | Pu3 | .603 | | | .623 | |

Source: Original Study

The advertisement on Facebook provokes customers to purchase and influence positively on purchase. If consumers have enough money they are likely to purchase frequently the yogurt.

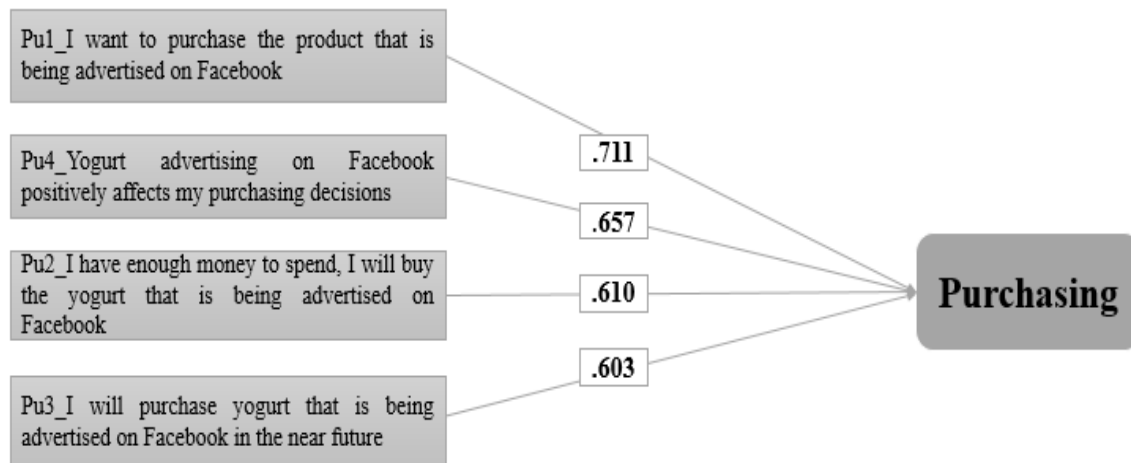


Figure 4. 12 Purchasing factor

Source: Original Study

4.3 Correlation analysis

Determined that the relevant force between factors is measured or how the factors depend on each other which are studied by the Pearson correlation coefficient. It is considered that if the correlation coefficient value is positive, it has a positive relevance, if it is negative, it is correlated negatively. Depending on the correlation coefficient value, its grade is classified as follows:

- 0.0 – 0.50 – weak relationship
- 0.50 – 0.75 – noticeable relationship
- 0.75 – 0.90 – densely relationship
- 0.90 – 1.00 – strong relationship

As the correlation analysis between the factors was surveyed the factor of all factors' coefficient had been reached the level of significance. The Correlation coefficients are shown in the table below.

Table 4. 12 Correlation analysis

| Factor | Comment | Reaction | Share | Post | Intention | Purchasing |
|--|---------|----------|-------|------|-----------|------------|
| Comment | 1 | | | | | |
| Reaction | .754 | 1 | | | | |
| Share | .670 | .614 | 1 | | | |
| Post | .761 | .703 | .721 | 1 | | |
| Intention | .637 | .610 | .614 | .685 | 1 | |
| Purchasing | .655 | .635 | .681 | .705 | .948 | 1 |
| Color code: Green - densely relationship, Yellow - noticeable relationship | | | | | | |

Source: Original Study

This shows that all factors are noticeable and densely correlated. And all of them including Reaction and Comments, Posts and Comments, Intention and Purchase are densely correlated.

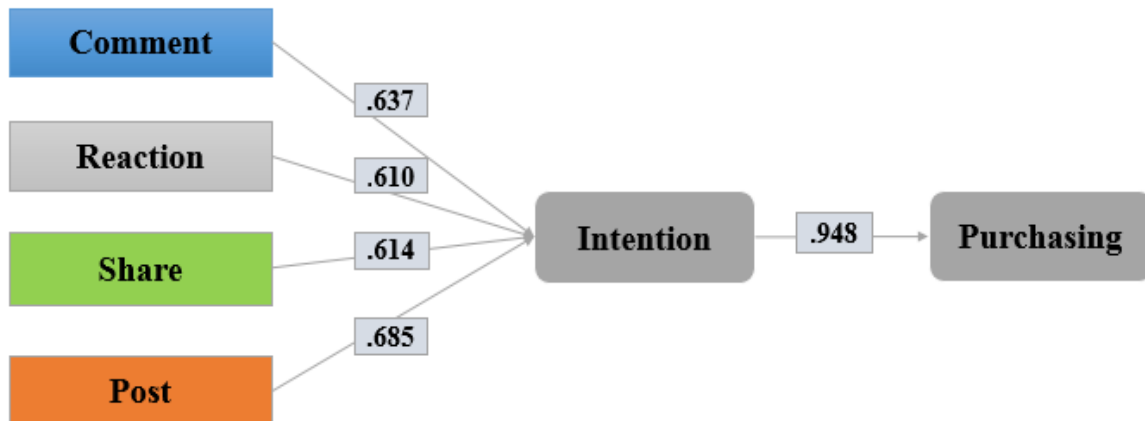


Figure 4. 13 The relationship between the research design factors

Source: Original Study

4.4 Multiple regression

Table 4. 13 Results of the influence of “Facebook actions” on Intention

| Independent Factors | Dependent Factor—In of “Intention” | | | |
|--------------------------|------------------------------------|------------------|------------------|------------------|
| | Model 1 | Model 2 | Model 3 | Model 4 |
| | Beta (β) | Beta (β) | Beta (β) | Beta (β) |
| <i>Reaction — (R)</i> | .531*** | | | |
| <i>Comment— (C)</i> | | .519*** | | |
| <i>Share—(S)</i> | | | .447*** | |
| <i>Post—(P)</i> | | | | .485*** |
| R² | .287 | .251 | .163 | .172 |
| Adj-R² | .283 | .248 | .158 | .169 |
| F-value | 75.126 | 73.188 | 59.592 | 63.676 |
| P-value | .000 | .000 | .000 | .000 |
| D-W | 2.372 | 2.258 | 1.922 | 1.910 |
| VIF Range | 1.000 | 1.000 | 1.000 | 1.000 |

Note: *** $p < 0.001$, ** $p < 0.01$, * $p < 0.5$, + $p < 0.1$

Source: Original Study

The Model 1 in table 4.11 shows that the multiple correlation coefficient (R), using all the predictor simultaneously, is $R^2=0.287$ and the adjusted R^2 is 0.283, Note that $F= 75.126$ and is significant, it is a significant predictor of *Intention*, $p < 0.001$.

The Model 2 shows that the multiple correlation coefficient (R), using all the predictor simultaneously, is $R^2=0.251$ and the adjusted R^2 is 0.248,

Note that $F= 73.188$ and is significant, it is a significant predictor of *Intention*, $p < 0.001$.

The Model 3 shows that the multiple correlation coefficient (R), using all the predictor simultaneously, is $R^2=0.163$ and the adjusted R^2 is 0.158, Note that $F= 59.592$ and is significant, it is a significant predictor of *Intention*, $p < 0.001$.

The Model 4 shows that the multiple correlation coefficient (R), using all the predictor simultaneously, is $R^2=0.172$ and the adjusted R^2 is 0.169, Note that $F= 63.676$ and is significant, it is a significant predictor of *Intention*, $p < 0.001$.

Table 4. 14 Results of the influence of “Intention” on Purchasing

| Independent factor | Dependent Factor—Pu of “Purchasing” |
|--------------------------|-------------------------------------|
| | Model 1 |
| | Beta (β) |
| <i>Intention—(I)</i> | .492*** |
| R² | .184 |
| Adj-R² | .180 |
| F-value | 65.963 |
| P-value | .000 |
| D-W | 2.076 |
| VIF Range | 1.000 |

Note: *** $p < 0.001$, ** $p < 0.01$, * $p < 0.5$, + $p < 0.1$

Source: Original Study

The Model 1 shows that the multiple correlation coefficient (R), using all the predictor simultaneously, is $R^2=0.184$ and the adjusted R^2 is 0.180, Note that $F= 65.963$ and is significant, it is a significant predictor of *Purchasing*, $p < 0.001$.

CHAPTER FIVE

CONCLUSIONS AND SUGGESTIONS

5.1 Research conclusions

There are three major objectives of this study. First, this study examines how Facebook advertising affects consumers' purchasing decisions. Second, this study determines the users' different behavior to attitude on Facebook advertising. Third, this study identifies factors of Facebook advertising that influences the purchasing decision process a consumer who buys yogurt. Based on these objectives, five hypotheses are proposed and tested.

Table 5. 1 Hypotheses and Results

| No | List of Hypothesis | Results |
|----|---|-----------|
| H1 | Reaction positively affects purchase intention to buy yogurts | Supported |
| H2 | Comment positively affects purchase intention to buy yogurts | Supported |
| H3 | Share positively affects purchase intention to buy yogurts | Supported |
| H4 | Post positively affects purchase intention to buy yogurts | Supported |
| H5 | Intention positively affects the purchase of yogurts | Supported |

Source: Original Study

There were results that Facebook actions including 4 factors Reaction, Comment, Post and Share create an intention for yogurt purchase and influence on procurement positively. Except for Facebook actions, attitude for

the advertising of close friends, strangers, and celebrities affect purchases, too. For the comments, not the number but positive comments of celebrities influenced positively on the purchase, negative comments influenced it more negatively. The share of celebrities had a high impact and it is strongly influenced by the satisfaction of the advertising and motivated the purchase intention that more people shared it. Also, posts of celebrities had a higher impact and as reactions are more it is influenced more on the satisfaction of the advertisement. But it was shown that the responses of strangers influenced on purchase decision-making of yogurt more than celebrities.

There was defined how the actions in Facebook influenced procurement and as well as it was observed how the types, form, and content of ads in Facebook motivated the purchase intention of users. For the form of advertising, consumers prefer photo posters and for the types, they prefer GIF to others. In terms of content, posters showed the significance of yogurt and posters where were written about food which can be made of yogurt influence on purchase intention.

Then the survey participants mostly liked ads combined video, pictorial information, and texts. For the videos, they enjoyed cognitive and comic types of videos. Therefore, it was shown that videos that showed the significance of yogurt and videos described a healthy diet and exercising more motivated the purchase intention of users. The yogurt consumers participated in the survey more liked that ordinary people or comedian actors acted in videos. If textual information about yogurt is written by professional or branch specialist it can be influenced more on purchase intention.

Countries around the world are seeing Facebook as a new marketing trend that can be used for reaching to public not spending money for marketing, attracting targeted consumers and accessing their information.

Thus nowadays different researches on it are being done internationally. For I am a researcher, it was one of the rare works in Mongolia that I have done research in this field. And I consider that in the further it was the basis for detailed research in this area.

5.2 Research suggestions

Based on the results of the empirical survey, the following recommendations have been developed.

For the content which delivered to yogurt consumers:

Furthermore, the following recommendations need to be considered. Pictorial posters are more reached to consumers. And videos that showed the significance of yogurt and videos described a healthy diet and exercising more motivated the purchase intention of users. Also, there is a need to pay attention to create content which combines videos, pictures, and texts. There was no trend that long-range advertising with big content, involved famous people and made of the high cost. Simple, creative, colorful videos of 30-60 second and mobile images attract the attention of consumers. Also, the short videos featured a healthy diet and exercising attract consumers, too. For texts, it is recommended to use the advice of professionals and doctor's comments.

For the actions in Facebook:

The most impressive action for consumers is a comment which influences that they enjoyed the advertisement and made a decision to purchase products. In spite of that comments are positive or negative consumers check them carefully and even if it is an advertisement that has many shares and responses there are dominated negative they weren't liked

by people. As well as close relatives and their family members are warned and advised not to buy the yogurt.

For the shares, consumers like the average level of them. Whereas too few shares are impressed by consumers that they not liked by people too many shares are impressed that they are likely to be spam.

A great deal of reactions is directly affected that the advertisement is liked by people. Similarly to the shares, too many of them seem to be reactions that are gathered intentionally by the manufacturer.

For the 3 criterions, there were results that consumers are ready to buy yogurt in case there was the most rational ratio that the comments are positive, shares are medium or 100, and reactions are 1000 or more than it.

5.3 Limitations and Future research

As this was a general Facebook contextual analysis with a tremendous populace, further examinations should be made to littler client gatherings of Facebook. These gatherings could be nourishment related as this would be a lot simpler to inquire about when people share a feeling of excitement towards one certain marvel. This exploration was highlighted all clients of Facebook, yet further research might be pointed towards explicit age gatherings or ethnic gatherings also.

This examination was constrained to Facebook. As virtual systems create, they become the enthusiasm of advertisers. Some virtual systems, for example, Instagram could hold progressively potential data for certain specialists, as more individuals show themselves with genuine names, work history, and other increasingly definite vital data not really available on

Facebook. This investigation did loads of speculations and didn't separate various sorts of publicizing: There are a few various types of promoting even inside standard and viral publicizing, the highlights of these publicizing and their impact on buyers could be additionally contemplated too, for example, how various hues, pictures or certain data may impact shopper buying choice.



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RESEARCH QUESTIONNAIRE

Purpose of the study: To determine how Facebook advertisement affects consumer yogurt purchasing decisions.

The survey is a thesis on a graduate degree from Taiwan's "Nanhua University", and the results of the survey will not be used for any other purposes.

Personal information

| | | | |
|----|-------------------------------|---|---|
| 1. | Age: | <input type="checkbox"/> Up to 18 years <input type="checkbox"/> 19-25 years old <input type="checkbox"/> 26-35 years old | <input type="checkbox"/> 36-45 years old <input type="checkbox"/> 46 or over |
| 2. | Gender: | <input type="checkbox"/> Male | <input type="checkbox"/> Female |
| 3. | Education level: | <input type="checkbox"/> High school <input type="checkbox"/> College/University <input type="checkbox"/> Bachelor degree | <input type="checkbox"/> Master/Doctor |
| 4. | Employment status: | <input type="checkbox"/> Business organization <input type="checkbox"/> Government | <input type="checkbox"/> Student <input type="checkbox"/> Other..... |
| 5. | Average monthly income: | <input type="checkbox"/> up to 100,000¥ <input type="checkbox"/> 100,001¥-400,000¥ <input type="checkbox"/> 400,001¥-700,000¥ | <input type="checkbox"/> 700,001¥- 1,000,000¥ <input type="checkbox"/> 1000,001¥-1,300,000¥ <input type="checkbox"/> 1,300,000¥-c or over |
| 6. | The number of family members: | <input type="checkbox"/> Single <input type="checkbox"/> 2-3 | <input type="checkbox"/> 4-5 <input type="checkbox"/> 6 or over |

Part One. Define your use of Facebook

7. Which devices do you sign up for on Facebook? /You can choose multiple answers from below/

Mobile phone Notebook Tablet Desktop

8. What kind of information do you get from Facebook? / You can choose multiple answers from below/

Cognitive information Sport Social information Product and Service Politics Others

9. How long have you been using Facebook? /You can choose only one answer from below/

Up to 1 year 5-6 years 1-2 years 7-8 years 3-4 years
 9 or over

10. How often do you get access to Facebook? /You can choose only one answer from below/

- Every day 2-4 times in a month 3-5 times in a week Once in a month 1-2 times in a week Don't use it monthly

11. What time do you actively use Facebook? / You can choose up to 2 answers from below/

- 08:01-10:00 am 18:01-20:00 pm 10:01-12:00 am 20:01-22:00 pm 12:01-14:00 pm 22:01-24:00 pm 14:01-16:00 pm 00:01-08:00 pm 16:01-18:00 pm

12. How much time do you spend on Facebook? /You can choose only one answer from below/

- Up to 1 hour 5-6 hours 1-2 hours 7-8 hours 3-4 hours 9 or over hours

Part Two. Determine the source of yogurt purchasing

13. What kind of yogurt do you have? /You can choose up to 2 answers/

- Goy yogurt Biofit yogurt Ulzii yogurt Deej yogurt Sain yogurt Plain yogurt Others.....

14. How often do you buy yogurt? /You can choose only one answer from below/

- Every day 3-4 times in a month 3-4 times in a week 1-2 times in a month 1-2 times in a week

15. What source do you get from information about yogurt you buy? /You can choose multiple answers from below/

- TV advertisement Social media Newspaper Others.....

16. Do you follow the Facebook page of yogurt you buy?

- Yes No

17. How do you like the yogurt ad on the Facebook page of the yogurt manufacturer? You can choose only one answer from below.

- Poor Good Average Very good

18. What type of yogurt advertisement do you get the most information on Facebook /You can choose only one answer from below/

- All kinds of videos Video, image text combined Poster with photo Others

Part Three. Define what type of advertising affects purchase yogurt

Please fill in the gap and rate your point view from 1 to 5 after reading the statements mentioned below.

| REACTION /LIKE, LOVE, HAHA, WOW, SAD, ANGRY/ | | | | | |
|---|--|-----------------------|-----------------------|-----------------------|-----------------------|
| 1 | The negative reaction of close friends on Facebook affects my purchasing decisions negatively | | | | |
| 2 | Negative reaction regarding yogurt from strangers on Facebook affects my purchasing decisions negatively | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 3 | The positive Reaction of strangers on the Facebook advertisement of yogurt affects my purchasing decisions positively | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 4 | Reactions of yogurt advertisement on Facebook makes it easy to make a decision and purchase the product | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 5 | A number of reactions of yogurt advertising on Facebook affect me to like the product. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| COMMENT | | | | | |
| 1 | Positive comments on yogurt advertising from celebrities on Facebook affects my purchasing decisions | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 2 | Negative comments on yogurt advertising from strangers on Facebook affects my purchasing decisions | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 3 | Negative comments on yogurt advertising from celebrities on Facebook affects my purchasing decisions | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 4 | Comments on the advertising of yogurt make it easier for me to choose to purchase | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 5 | Positive comments on yogurt advertising from people who are close to me on Facebook affects my purchasing decisions | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| SHARE | | | | | |
| 1 | If I really dislike the yogurt advertising on Facebook, I will not share the content to let others know | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 2 | It makes it easier for me to make a purchasing decision if there are more people shared the yogurt advertising on Facebook | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 3 | It makes it easier for me to make a purchasing decision if celebrities shared the content on Facebook | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

| | | | | | | |
|-------------------|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 4 | It makes it easier for me to make a purchasing decision if strangers shared the content on Facebook | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 5 | The number of shares of yogurt advertising on Facebook will influence whether I like the post | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| POST | | | | | | |
| 1 | Positive posts regarding yogurt on Facebook affects my purchasing decisions positively | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 2 | Positive posts regarding yogurt from strangers on Facebook affects my purchasing decision positively | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 3 | Negative posts regarding yogurt from celebrities on Facebook affects my purchasing decisions negatively | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 4 | Negative posts regarding yogurt on Facebook affects my purchasing decisions negatively | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 5 | Negative posts regarding yogurt from strangers on Facebook affects my purchasing decisions negatively | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Intention | | | | | | |
| 1 | Yogurt advertising on Facebook positively affects my purchasing decisions | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 2 | Yogurt advertising on Facebook makes my purchasing decisions easier | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 3 | Yogurt advertising on Facebook increases my loyalty to the brand | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 4 | I have bought yogurt after seeing the advertising on Facebook | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 5 | The yogurt advertising on Facebook provides sufficient information on the product | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Purchasing | | | | | | |
| 1 | I want to purchase the product that is being advertised on Facebook | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 2 | I have enough money to spend, I will buy the yogurt that is being advertised on Facebook | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 3 | I will purchase yogurt that is being advertised on Facebook in the near future | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 4 | Yogurt advertising on Facebook positively affects my purchasing decisions | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

19. Which of the following types of video content on yogurt do you like the most? /You can choose as many answers as you like from below/

- Comedy Animated Cognitive Other

20. What type of video content on yogurt do you like the most? /You can choose as many answers as you like from below/
 Advantages of the product are highlighted Teaches healthy diet and exercise Shows the types of food can be made from the product
21. Which of the following person included in the video content do you think reaches the most for you? /Please choose up to 2 of the following/
 Comedian Doctor Singer Ordinary citizen Other.....
22. What kind of posters do you like to see for yogurt /Please choose up to 2 of the following/
 GIF Paintings Photograph Other.....
23. What type of posters do you like to see for yogurt? /Please choose up to 2 of the following /
 Informative Knowledge sharing Other.....
24. What kind of poster do you think is most suited for you? /Please choose up to 2 of the following /
 Advantages of the product are highlighted Teaches healthy diet and exercise Shows the types of food can be made from the product
 Simple product advertisement
25. Which of the following text contents do you like the most?
 Explanatory Official Appealing Other.....
26. Which of the following people will reach to you with text content the most?
 Professional Celebrities Family and friends Others.....

Source: Original Study