



FACTORS AFFECT THE EFFECTIVENESS OF FACEBOOK ADVERTISING

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ABSTRACT

Nowadays, advertising are important for marketers also to the consumers. Through Facebook advertising marketers can disseminate information, get engage to the consumers and it is effective medium to build relationship with consumers. On consumers behalf, Facebook advertising are fastest way to get about product update, to know about the product information .This medium where the can communicate with the marketers directly. Hence this research paper are execute to determine factor that affect the effectiveness of Facebook advertising .The methodology used in this research are quantitative .Research framework that proposed in this research were customer engagement, product and service offering, brand image and effectiveness of Facebook advertising. A total 100 questionnaire were distributed to respondent from diverse background. The data collected are analyze using SPSS software where researcher do descriptive, reliability and regression analysis. The result show customer engagement and product and service offering play role to the effectiveness of Facebook advertising. Meanwhile the brand image affect the effectiveness of Facebook advertising in small portion. This finding help marketers in order to do effective advertising in Facebook.

CHAPTER ONE

INTRODUCTION

1.0 Introduction

Social media is defined as a series of technological innovations in terms of both software and hardware that facilitate inexpensive content creation and interaction by online users (Berthon,2012). The social media tool usually a portable Web-enabled tool or technology, which can be access through platform independent Web browsers that stress on social activities for collaboration, creativity, community and communications (Joosten, 2012; Dabbas and Kitsantas, 2012).In General, social media can be classified to seven group which are based on media sharing, text based, mobile based application, social networking, virtual world and games synchronous communications and conferencing applications and mash-ups.

Many types of social media such as blogs, community sites, video sharing sites that can be used by marketers to market a product or a business. According to the International Telecommunication Union (2011), there are around one billion active users of social media all over the world, and social media such as Facebook and Twitter has dominate digital scene. However, social media both has opportunity and threat for advertisers. In the very competitive world we live in today, social media marketing has become the new trend and is a trend where marketers using social media such as blogs, video sharing sites , community sites to market a product or a business (Naidoo, 2011).

To sum up, even though there are a vast number of social media sites that could be used for advertising, the social media chosen for this study is Facebook. The reason for this is that Facebook is the most popular social media website in the Internet. Facebook has over 955 billion active users, which they log in at least once a month and on average, consumers spent one third of their time on online at social media.