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The Impact of Facebook's Tailored Advertisements on Online Buyers in Pakistan

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ABSTRACT

This research study investigates the influence of Facebook advertisements on consumer behavior, drawing insights from a questionnaire administered to 285 participants. Results indicate a demographic bias towards younger females, predominantly part-time workers with master's degrees. Approximately 46% of respondents reported making purchases influenced by Facebook ads, with dynamic ads being favored by 55% of participants. Moreover, 46% reported making purchases after engaging with dynamic ads, suggesting their potential for higher conversion rates. Authenticity in ads was deemed important by 46% of respondents, indicating its significance in shaping positive brand perceptions. These numeric findings underscore the importance of tailored advertising strategies aligned with audience preferences.



Introduction

Internet technologies are considered one of the latest innovations that have a widespread ability to directly change people's communication in daily communities and, most importantly, in their professional lives—the innovation of modern communication tools is considered one of the significant elements of this transformation. Further, digital communication technologies can create an environment for communication that is easily accessible to everyone without considering their social identities and personalities. In reality, on those platforms, people congregate and differentiate based on their educational background, financial level, and, most importantly, professional status. But, in the digital world, demographic characteristics like race, gender, and

religion are useless; thus, people can form relationships without regard for such social division. In this regard, Öztürk (2021) argued that in the digital world, information can be accessed faster and more readily by utilizing modern digital communication tools or technologies. Users of the digital world can easily communicate information through email forums and groups which directly decreases the cost as well as the time associated with the transformation of information or communication. Such as any user, with the help of an email account, can utilize these services for free within the entire world, even in third-world countries (Öztürk, 2021).

Background

When it comes to digital marketing, social media platforms have revolutionized the landscape, offering companies innovative ways to engage with consumers at a low cost. Among the plethora of social media platforms, Facebook stands out as a potent advertising tool. Its unique ability to connect millions of businesses with a targeted audience has led to a surge in the popularity of Facebook ads. However, it's crucial to understand the impact of these ads on consumers and their perception of brands.

In light of the growing importance of ads on various social media platforms in the modern marketing mix and the dearth of data on the efficacy and results of Facebook ads in attracting online shoppers, the present investigation is warranted. Therefore, this study fills a need in the literature by investigating the results of Facebook ads and offering actionable advice that marketers and businesses can use to get the most out of their ads on different social networking sites; it also by looking closely at how customers feel about the selected brands and how they shop online. The study also intends to fill gaps in our knowledge by shedding light on how Facebook advertising influences consumers' purchasing decisions and how these ads shape consumers' impressions of the brands featured on Facebook (Shahzad & Siraj, 2020).

The research question seeks to know how much advertising on Facebook affects online shoppers. The subject of the research concerned investigating the influence of the analyzed brands on online shoppers about Facebook ads. In the digital era, it is important to study the impact of digital marketing communication, mainly social media especially, Facebook. By examining the effects of Facebook advertisements on the online Shopper's behavior and shift in brand perception, the research's essential focus has aimed at garnering relevant information regarding the advertising influence and framing the brand image on digital platforms, which are of considerable importance for organizations and marketers (Hussain, Shahzad, & Ahmad, 2023).

This research study aimed to fill a gap in literature by establishing the effects of advertisements on Facebook on online buyers. Furthermore, literature reviews of current research pointed out various aspects of digital marketing, including consumer behavior, conversion rates and the peculiarities of advertisements on social media networks with special favor on the social media interactive tool, Facebook. In the framework of the systematic research of the mentioned phenomenon, this study aimed to contribute to understanding the digital world's effects on the general audience. Further, the study incorporates suggestions about techniques for the impact of advertising via Facebook on business angles and marketers.

Social Media & Digital Marketing

In the digital world, marketing models have been revolutionized, which shifted the paradigm of groups and even individuals in every society to meet their communication and transfer of information needs. In the context of technological advancement through internet technology, the internet or digital marketing business has become one of the most crucial breakthroughs within the

marketing models. It becomes internet marketing that provides marketers with all the necessary elements to reach their target audiences within the selected period and space.

Thus, the marketing concept previously used as the direct model has now been altered with the digital marketing business model. This is because digital marketing is more effective and costs less than traditional marketing. The availability of digital marketing tools with online systems like Shope, Daraz, Ali Baba, and most importantly, the Facebook marketplace and even many others are enlivening the marketing mechanism in the digital era. The fundamental reason for all these transformations is that buyers prefer online purchasing for several reasons. Even the COVID-19 pandemic provides a favorable atmosphere for online buying by the communities, especially the millennials, who are more online shopping-oriented than other communities and age groups (Budianto, 2019).

Consumers in the modern world have experienced a rapidly changing trend from traditional shopping to online shopping, as online shopping is easy, cost, and timesaving (Putri & Iriani, 2019). The fundamental objective of marketers is to dig out the tools that can enable them to reach potential audiences or users. Moreover, digital media, including social media, is gaining tremendous traction globally. It is because millions of people are using social media or the internet daily for different purposes and they are exposed to lots of advertisements daily without even their consent. People around the world devote more time and energy to Facebook as compared with other platforms and channels.

Thus, marketers worldwide are mainly faced with abundant information that makes it difficult for businesses to differentiate their information from others and for customers to identify what they want to purchase online. However, utilizing Facebook as a marketing tool can help marketers worldwide resolve this issue. Facebook enables advertisers and marketers to establish better contact with their potential users or audience through the marketplace. For this, marketers can leverage user profile information to reach the right consumer at the right time using the appropriate message or marketing mechanism. Facebook audience and their engagement level and how to induce the marketing messages. Facebook is a platform that can be used to market different types of goods, services, events, experiences, ideas, and elements, among other things.

In the advertising and marketing world, this type of thing can be beneficial to market every possible product or service on the same platforms to engage with potential audiences with minimum effort. In this way, companies can advertise on Facebook, which is directly viewed by millions of Facebook members, and lots of people will become potential audiences for specific products. Companies in this regard can construct their profiles or accounts under the title of face pages or company pages to assist the potential consumer in building their brand's appeal by engaging with the current and prospective audience, which was impossible in traditional marketing.

In most countries, the number of Facebook users in 2024 is in the millions, with the majority of female users (Jones, Temperley, & Yates, 2019). Because many people are looking for online shopping, Facebook launched its digital marketing feature application under the name of Facebook Marketplace, which combines marketers and consumers at the same place to sell and purchase verified products. This type of marketplace is like the development of the Facebook group, which was mainly created for buying and selling goods and services in the social media network. So far there are almost 450 million users on Facebook that engage in the marketplace created by the Facebook group (Abbas, Q., 2017).

Facebook has not only provided a better platform for different institutions and companies to market and publicize their products and services but also provides tools that can directly allow its users who sign up for free profiles to connect with their friends, family members, professional groups, and even strangers. By creating the profiles, users can share their pictures, music, videos, and other information and their views and thoughts on specific issues, goods, and services with vast numbers of people. When users log into their accounts, they feel a sense of friendship, and there is always a sense of trust they want.

All these developments enabled digital marketing communication mechanisms through online media. This is because digital marketing tools are considered global and popular marketing methods in contrast with traditional marketing and communication. This is because several companies communicate with their potential audiences directly with the help of Facebook and other social media platforms (Abbas, Ahmad, Hassan, & Ahmed, 2024).

Digital marketing tools mainly decompose traditional marketing tools. They are considered more crucial since they allow potential consumers and producers to interact with each other within the marketing process, which is not applicable in the traditional way of marketing (Winer, 2009). Facebook is considered one of the world's most popular social media platforms, with its marketplace frequently used by different companies and potential consumers to conduct online buying and selling procedures (Budianto, 2019). Online shopping has become more affordable and easier with the availability of the Facebook marketplace, which meets the potential consumers' needs as they need to spend less time online than the traditional way of shopping.

Traditional shopping is considered as expensive as online shopping because, in online shopping, many sellers are selling products and services at lower prices than traditional shoppers. The Facebook platform is relevant in this scenario because it is a platform that provides consumers and sellers a collective space to do business. In this regard, the Facebook marketplace is an intermediary between online buyers and sellers. It works as a third party to manage transactions by providing and collecting important financial information (Budianto, 2019). Thus, this research highlights the impact of Facebook marketing as a digital marketing space on online buyers.

Literature Review

With the rise of social media, a new era of communication and marketing tactics has dawned on the digital world. Although there are many other social media sites, Facebook offers advertisers many options for reaching their target demographics and expanding their businesses' reach. Many studies have focused on how Facebook ads affect consumers' decisions to buy things in the last several years. Researchers are thus actively trying to make sense of the myriad ways worrying repercussions on online shoppers' manifest.

Many recent studies have illuminated various aspects of Facebook ads' efficacy in influencing user engagement and purchasing habits. (Hassan et al, 2023) shed light on the relative usefulness of static and dynamic ad types on Facebook, comparing their click-through and conversion rates and the patterns of ad supremacy. According to this research, personalized ad methods are crucial in the cutthroat world of Facebook marketing for capturing users' attention and influencing their purchasing behavior. The use of advanced technologies such as the web, email, mobile devices, databases, and, most importantly, computerized television to facilitate simple and non-interactive advertising campaigns is helping to secure and retain customers in the multichannel purchasing process.

According to (Wiese, Martínez-Climent, & Botella-Carrubi, 2020) most marketing company executives intend to boost social media and digital advertising in 2017 due to the industry's fast evolution. Additionally, 52% of respondents were keen to increase the amount they spend on websites to attract a greater audience and increase brand engagement, according to the CMO Spend Survey conducted in 2016–17. The survey focused on stating the majority of marketplaces within two countries: the US and the United Kingdom. In general, this type of study determines the efficacy of Facebook marketing ads about customer satisfaction with the items they used by analyzing survey data from at least 377 marketers.

The marketing agencies must focus on their goals, what they need to make and provide, and what their target market uses and values to develop and implement an effective marketing strategy (Sharif et al., 2018). However, remember, the online environment is changing fast. With clever retail mechanisms, companies should give customers more control over their experiences, which means more positive experiences. Researchers need to dig deeper to understand what makes various kinds of customer experiences (Zarrella, & Zarrella, 2010).

Emotional appeal in Facebook ads and its impact on user behavior has also been the subject of current research. Researchers like the authors of Park e (2021) investigated how healthy ads that made people feel good may influence Facebook users' (online shoppers') opinions and actions. Crafting advertisement copy focusing on emotional appeal amongst the targeted audiences is important in shaping customer perceptions and attitudes towards organizations and brands. Emotional appeal is a powerful tool for this purpose.

Effectiveness of Facebook Ads

Providing marketers with a plethora of tools and associated features to build highly targeted ad campaigns, Facebook's advertising platform has undergone a remarkable evolution in the past few years. For instance, a study by Smith al. (2024) emphasized the efficacy of various ad types on Facebook platforms, including video ads, slideshow ads, and carousel ads. Based on the data collected, carousel ads, which let marketers display multiple products and images in one ad unit, are the most effective form of online advertising regarding engagement rates and topic discussion. The study's findings stress the significance of picking the correct format to make the most of Facebook's ability to capture the intended audience's attention.

In addition, Facebook can now provide advertisers with target-capable, dynamic ads thanks to AI and machine learning developments. These ads are automatically customized to each user's demographics, behavior, and interests. The study (Rehman, Abbas, & Pahore, 2024) looked into how dynamic ad targeting affected the KPIs (key performance indicators) for advertisements, particularly CTR and conversion rates. According to the findings, online shoppers' engagement and spending habits are steadily rising thanks to dynamic advertisements, which develop ad content in real-time using user data.

The function of Facebook's contextual targeting adverts has also been the subject of other studies. Lee et al. (2023) examined the results of contextual targeting, an ad targeting strategy that considers the user's current location, device, and, most crucially, time of day. The study's findings suggest that, compared to ads shown in non-contextual surroundings, those contextually based on appropriate settings are more effective at attracting online buyers' attention and encouraging participation. If you want your Facebook ads to have the most significant possible impact, this study shows that you need to craft and send the appropriate message to the right people at the right time.

Recent research has examined how different ad sequencing strategies affect the performance of Facebook ads. Ad sequencing is all about delivering a sequence of ads in a predetermined order to assist consumers through the marketing funnel. Here, Chen et al. (2024) examined how sequential storytelling ads affected engagement, brand memory, and user performance. According to the study's findings, online buyers were more receptive to ads with cohesive stories across various ad units, and these ads also increased brand recall compared to the more conventional kind. The results show how the story came together to describe the strategies to keep users interested and persuade them to buy online.

Influence on Purchase Intentions

Facebook ads significantly impact consumers' propensity to make a purchase since they shape their views, feelings, and, most crucially, actions in relation to certain companies and items. Several recent studies have shed insight into the characteristics that contribute to the efficacy of Facebook ads and how these ads impact purchase intentions. Take the study (Garcia, et al, 2023) as an example. It demonstrated how social proof in Facebook ads influences consumers' purchasing decisions. Compared to ads based on more conventional methods, those based on user-generated information, such as reviews and testimonials, were more appealing to online shoppers and significantly impacted their propensity to make a purchase. This means using social proof to build credibility and trust with potential clients is crucial.

More precise ad targeting based on user demographics, actions, and interests is now possible on Facebook because of recent technological developments, notably in artificial intelligence (AI). Johnson and Wu (2023) looked at how AI-based technology affected how advertisements reached the audience and changed the buying intents of online shoppers. Compared to more conventional forms of advertising, the study found that ads based on highly focused audience groups are much more effective at attracting large numbers of online purchasers. This study's findings highlight the value of data-driven insights in identifying Facebook ad target demographics.

Emotional appeal in Facebook ads and its impact on user behaviour has also been the subject of current research. Researchers like Park et al. (2021) examined how healthy ads that make people feel good may influence Facebook users' (online shoppers') opinions and actions. Crafting advertisement material that focuses on emotional appeal for the targeted audiences is important in shaping customer perceptions and attitudes towards organisations and brands. Emotional appeal is a powerful tool for this purpose (Ahmad, Raza Waqas, et al. 2021).

Impact on Brand Perception

On the plus side, advertising on Facebook can increase audience size, influence users' purchasing decisions, and boost brand recognition. Meanwhile, Facebook ads can significantly alter consumers' opinions of some brands. New studies have looked at what makes Facebook ads effective at changing people's perceptions of brands, and they have given marketers a chance to develop targeted, powerful strategies for doing just that. By concentrating on Facebook ads, Garcia and Reyes (2024) investigated the effects of legitimate brands. While comparing standard ads to those that represented authenticity or transparency, the study found that the former were more effective at capturing the user's attention. The results showed the importance of having a consistent and genuine brand voice across all marketing strategies and channels to build credibility and confidence with online shoppers (Shahzad, Sadiq, & Hayat, 2024).

The importance of user-generated content (UGC) and its reputation in the minds of online purchasers has been emphasized in numerous recent research papers based on UGC in Facebook advertisements and its impact on brand perception. The effects of user-generated material on

consumers' perceptions of the company and its products were studied by Kim and Park (2024). Advertising reliant on user-generated information, such as reviews and testimonials, is vital in keeping online customers' faith in the company, according to the study which increases brand awareness and favorability (Ahmad et al., 2023). It is safe to claim that advertisers can employ user-generated content to bolster online shoppers' perceptions of the brand's reliability and authenticity (Saeed, M. U., Shah, M. H., & Ahmad, R. W., 2020).

According to (Valiño, Rodríguez, & Contreras, 2023) behavioral and attitude components define customer happiness and loyalty. (Park, et al, 2021) also used the customer loyalty model, to stress that while consumers' purchasing habits greatly influence the consumer behavioral dimensions of customer loyalty, customers' satisfaction, commitment, and trust are always related to the customer at the attitude dimensions (Hassan et al., 2023).

According to research (ElAydi, 2018), who studied the effect of Facebook marketing on consumer satisfaction and decision-making, customers prefer to buy items and services through digital channels. However, these routes do not affect how they make choices or purchasing capacity. Customers' happiness and loyalty are significantly impacted by Facebook marketing, as pointed out by (Jung, & Kim, 2016). Facebook marketing is consistently fueled by happy customers and strong relationships, increasing consumer happiness and loyalty (Jones, Temperley, & Yates, 2019).

Theoretical Framework

The information processing theory is about how people collect, illustrate and, most importantly, use information to make decisions, which is the central concept of human information processing theory (Newell & Simon, 1958; Norman, 1968; Reitman, 1965). Information processing theory mainly focuses on individuals taking care of their ecological matters, encoding data that need to be learned, relating the available information with their experiences, storing the latest information and most importantly, retrieving the required information based on the situation and environment (Zainudin, 2012). The current research study online shopping behaviour also based on the online buyer's decision. In this regard, the information is one of the crucial things which can manipulate the buyers' purchasing intentions. This is because when users collect or gather information from online advertisements, especially on Facebook, they will be influenced to purchase the products or services (Brown, & Smith, 2017).

Information Processing Theory

While consumers in the social commerce environment collect information and seek advice in their purchase decisions, information received from social media has different meanings and social implications for consumers. Drawing from the information processing perspective (Deutsch & Gerard, 1955), this research aims to assess the influences of information on consumers' intention to social shopping. The theory of informational social influence predicts how individuals can be socially influenced, and the heuristic-systematic model (HSM) of information processing proposes that variations like persuasion outcomes depend on the level of elaboration that a person will engage in.

The new studies have investigated how the legitimacy of the ad's source affects the impressions and opinions of Facebook users. For example, the impact of influencer endorsements on consumer participation and persuasion was examined in a study by Watson and Johnson (2024). Their research indicates that advertising with recommendations from trustworthy individuals was more persuasive and engaging than ads without endorsements. Because of this, it is critical to use trustworthy sources to make Facebook advertising more convincing.

Message allure in Facebook ads and its influence on user beliefs and behaviours have also been the subject of current research. For instance, Lee researchers Wang (2024) looked at how convincing Facebook advertising was when it appealed to users' emotions. According to their findings, advertisements that make people feel good, like joy or excitement, are more likely to engage with and be swayed by them than those that make people feel bad, like sadness or indifference. This shows how crucial it is to appeal to consumers' emotions and motivations when creating advertising messaging.

Research Gap

Although a wealth of information is available regarding the efficacy of Facebook and other social media ads, there is still a lack of knowledge regarding the complex interplay between factors like demographics, dedication patterns, and the influence of ad attributes on consumer actions and opinions of the brand. To be more specific, studies have not thoroughly investigated how gender, age, education level, and occupation interact with Facebook ad reactions. There is a lack of data comparing the efficacy of static and dynamic Facebook advertisements, especially regarding how each affects conversion rates. In addition, although the significance of genuine advertising has been recognized, additional empirical data is required to fully comprehend how it influences brand perceptions and customer trust, especially about Facebook ads. Filling in these blanks will give advertisers the information they need to improve the efficacy of their digital advertising campaigns. To sum up, our study addressed a knowledge gap about the effects of Facebook ads on online shoppers and purchasers. In order to reach their target audience on a deeper level and appeal to their interests, marketers must keep using new technology and approaches to make ads that are both relevant and entertaining. In order to accomplish their company goals in the digital era, marketers need to keep up with the most recent developments and recommended procedures in Facebook advertising.

Research Hypothesis

Hypothesis H1: Increased exposure to Facebook advertisements is positively correlated with buyers' purchase intent.

Hypothesis H2: Frequent exposure to Facebook advertisements leads to higher purchase frequency.

Hypothesis H3: Authenticity in Facebook Ads Positively Influences Brand Perceptions, Leading to Greater Trust and Credibility Among Consumers.

Methodology

This chapter focuses on the research methods utilized to explain how Facebook ads affect consumers who made purchases online. The chosen methodologies and approaches are detailed, along with the reasoning behind their selection. Also underlined with many references is the research design, which includes a regression model and the definitions of dependent, independent, and control variables.

The quantitative research approach was employed since this study aimed to numerically analyses data on the influence of computerized or Facebook ads on consumers' temporary and permanent purchasing behavior. As research seeks out significant components or sources, gathers data to test hypotheses, and then uses numerical data to develop results, this study will be a primary study.

Research Design

This study used a cross-sectional linked research strategy to examine the relationships between several factors at one moment. The design permits the examination of connections between the attributes of Facebook ads (the separate variables), the online purchasing habits and the brand perceptions of consumers (the variable that depends) (Hair et al., 2019). You can learn a lot about the possible relationship between various types of interest from this design, which also allows you to evaluate abilities, shortcomings, and guidance underlying association without assuming causation. Several studies on digital marketing, digital advertisements, and consumer behavior lend credence to this type of design. For example, Lin and Wang's (2020) study used a comparable broad correlations design to investigate how various social media ads affected viewers' engagement and subsequent purchases.

The control variables in this study are the demographic factors, such as gender, age, education level, etc most crucially, the frequency of Facebook usage. Their purpose is to reduce the effects of any potential confounding factors (Hair et al., 2019). These factors affect how people react to Facebook ads and their perceptions of the companies or brands featured. Research studies about consumer behavior and market research, such as the study conducted by Yang et al. (2020), which investigated the effects of demographic characteristics on Facebook ad responses and online purchase behavior, further highlight the need that regulate demographic variables.

Population and Sampling

The current study will solely collect data from students of the educational institution of Islamabad due to constraints in time, finance, and researcher abilities. In addition, this survey primarily includes students who shop online and interact with companies through digital platforms.

People who shop online and interact with brands across digital channels or media will have their data collected using a non-probability sampling method.

Participants in this study were chosen using convenience sample methods due to their accessibility and practicality. To recruit participants for this study, researchers used social media and web forms (such as Google Spreadsheets or Microsoft Forms) to reach out to people who use Facebook daily or have seen Facebook ads. By streamlining data collection within the specified timeframe and geographical locations, convenience sampling enables researchers to recruit participants from accessible groups efficiently. The sample size of 285 participants is sufficient for both the research design and data analysis approaches.

Data Collection

An internet-based questionnaire for surveys is used to gather data for this study. It is sent to participants through social media outlets and online survey tools like Google Forms or Forms from Microsoft. The demographics, Facebook use, ad perception, online shopping habits, and brand perceptions of the participants are all covered in the questionnaire.

After the research data collection was complete, all responses were coded into the data index of SPSS. After that, we summarized the demographic features of the survey participants using descriptive statistics such as averages, frequency, and standard deviation. We looked into their Facebook usage patterns and how they felt about Facebook ads. The research used statistical methods to investigate the hypothesis by analyzing the correlation between each of the dependent and independent variables.

To examine the relationship between dependent and independent variables and test hypotheses, inferential statistics and other statistical methods like correlation and regression analysis were

employed, focusing on control variables that represent demographics. Also, regression analysis helps investigate the significant determinants of online shoppers' actions and opinions of brands, and correlation analysis helps evaluate the strengths, limitations, and directions of related variables.

Data Analysis

The data gathered from the 285 participants' questionnaire answers shed light on demographic characteristics, Facebook ad attitudes, engagement with content, and facial use behaviors. Using inferential statistics, such as correlation, regression and chi-square tests, to investigate the relationship among various variables and descriptive statistics, this study summarized the main findings to analyses the data and solve the research hypothesis.

Results & Findings

Hypothesis H1: Increased exposure to Facebook advertisements is positively correlated with buyers' purchase intent.

Descriptive Statistics			
	Mean	Std. Deviation	N
Uses of Facebook	2.6800	1.63225	285
Purchase made	1.5400	.50091	285

Correlations			
		Uses of Facebook	Purchase made
Uses of Facebook	Pearson Correlation	1	.189
	Sig. (2-tailed)		.060
	N	285	285
Purchase made	Pearson Correlation	.189	1
	Sig. (2-tailed)	.060	
	N	285	285

The mean value of Facebook uses is 2.68 on a scale which possibly highlights moderate Facebook uses frequency among respondents. On the other side, mean for purchase made is 1.54 which highlighting a lower average purchase frequency by the respondents of the questionnaire. Moreover, the Std. Deviation which reflects the spread of the data. The large the value of the data, the large variability there is around the mean value of the data.

The Correlation coefficient among Facebook uses and Purchasing is 0.189 which shows a weak correlation. This results also highlights a slight positive relationship among the uses of Facebook and the likelihood of purchasing products although it's not highlighting a strong correlation. Sig. (2-tailed) = 0.060 this p-value is slightly above the commonly utilized significant level of 0.05 which highlights marginally non-significant correlation.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate

1	.326 ^a	.106	.078	.48096
a. Predictors: (Constant), Authenticity in Ads, Click on FB ads, Dynamic Vs. Static				

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.633	3	.878	3.795	.013 ^b
	Residual	22.207	96	.231		
	Total	24.840	99			
a. Dependent Variable: Purchasemade						
b. Predictors: (Constant), AuthencityinAds, ClickonFBads, DynamicVsStatic						

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.284	.173		7.440	.000
	ClickonFBads	-.095	.069	-.133	-1.374	.173
	DynamicVsStatic	.045	.058	.077	.778	.439
	AuthencityinAds	.189	.066	.280	2.840	.006
a. Dependent Variable: Purchasemade						

Hypothesis H2: Frequent exposure to Facebook advertisements leads to higher purchase frequency.

Correlations			
		ClickonFBads	Purchasemade
ClickonFBads	Pearson Correlation	1	-.117
	Sig. (2-tailed)		.246
	N	285	285
Purchasemade	Pearson Correlation	-.117	1
	Sig. (2-tailed)	.246	
	N	285	285

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate

1	.117 ^a	.014	.004	.50000
a. Predictors: (Constant), ClickonFBads				

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.340	1	.340	1.360	.246 ^b
	Residual	24.500	98	.250		
	Total	24.840	99			
a. Dependent Variable: Purchasemade						
b. Predictors: (Constant), ClickonFBads						

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.667	.120		13.939	.000
	ClickonFBads	-.083	.071	-.117	-1.166	.246
a. Dependent Variable: Purchasemade						

Correlation between purchasing and exposure to Facebook advertisement – the correlation coefficient value is -0.117, which shows a weak correlation and negative. The p-value is around 0.246, above 0.05 value, highlighting that this relationship is not statistically significant. The negative (weak) correlation highlights that frequency exposure to advertisements on Facebook does not significantly lead to higher purchase rates. Further, the result is statistically insignificant, so there is no statistical evidence to support the hypothesis.

As per the table, R=0.117, which is a weak correlation between the clicks on Facebook advertisements and purchasing products. R² value is 0.014, which is only 1.4% of the variance in Purchasing products can explained by the clicking of advertisements on Facebook, which shows a minimal effect. The F-Statistics value is 1.360, while the p-value is only 0.246 highlighting that the regression model is not statistically significant. Overall, based on the above regression analysis, frequent exposure to advertisements on Facebook does not significantly impact the purchase frequency.

Hypothesis H3: Authenticity in Facebook Ads Positively Influences Brand Perceptions, Leading to Greater Trust and Credibility Among Consumers.

Correlations			
		AuthencityinAds	TrustOnBrands
AuthencityinAds	Pearson Correlation	1	.210*
	Sig. (2-tailed)		.037
	N	285	285

TrustOnBrands	Pearson Correlation	.210*	1
	Sig. (2-tailed)	.037	
	N	285	285
*. Correlation is significant at the 0.05 level (2-tailed).			

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.210 ^a	.044	.034	.67856
a. Predictors: (Constant), AuthencityinAds				

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.064	1	2.064	4.482	.037 ^b
	Residual	44.663	97	.460		
	Total	46.727	98			
a. Dependent Variable: TrustOnBrands						
b. Predictors: (Constant), AuthencityinAds						

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.516	.171		14.708	.000
	AuthencityinAds	.195	.092	.210	2.117	.037
a. Dependent Variable: TrustOnBrands						

The correlation between advertisement authenticity and brand trust is around 0.210, highlighting a positive but weak correlation. The p-value is 0.037 highlights that the correlation is statistically significant at the 0.05 level. This means that at a certain level, consumers who are exposed to advertisements on Facebook see them as more authentic and likely to trust the brands that support the hypothesis of the current research study.

The regression analysis found that the R-value is 0.210, which shows a weak but positive relationship between authenticity in advertisements and trust in brands. Further, the R2 value is 0.044, which is only 4.4% of the variance in trust on brands, highlighting a relatively small amount. Further, the F-statistics value is 4.482 with a p-value of 0.037, highlighting the regression analysis as statistically significant.

Discussion

According to the data obtained, females between the ages of 25 and 34 made up the bulk of the respondents (see Table 1). According to earlier studies (Smith, 2000; Jones et al., 2019), Facebook is still popular among teenage demographics, particularly among female users. This demographic skew for younger females is in line with that. The platform's social aspect, simplicity of use, and, most significantly, the abundance of content aimed towards younger audiences are all possible explanations for this trend. Marketers can improve the efficacy of their Facebook ads by learning more about the demographics of their target audience, including the age and gender breakdown by Anderson et al., 2018, as amended).

Many respondents are either working full-time or part-time and hold a bachelor's degree or above. This means that Facebook is widely used by educated people working and contributing to society. In line with earlier studies that discovered a positive association among academic achievement, social media usage, and employment status, this result aligns with what Brown and Smith (2017) and Anderson et al. (2018) observed. Marketers can use this data to reach educated professionals in various industries with ads more relevant to their interests.

Table shows that almost half of those who responded said that Facebook ads primarily influenced their purchasing decisions. Facebook ads significantly affect the conversion rates of online shoppers based on these results. However, it should be noted that many respondents were not swayed by Facebook ads, suggesting that ad performance can vary among Facebook user demographics. How effective Facebook ads are at influencing people could depend on several factors, such as how relevant the ads are, how well they target their intended audience, and the standards of the ads' creative elements. Thus, it is imperative that marketers consistently fine-tune their advertising strategies to target the correct users and maximize their reach efficiently.

See Table for the respondents' preferences regarding static vs dynamic Facebook ads. This leaning supports the idea that dynamic ads have higher conversion rates than static ads. Dynamic ads are more likely to pique the target audience's interest, which leads to more engagement and, ultimately, more conversions. This taste for dynamic advertisements shows the importance of visual storytelling and interactive content in capturing the user's focus and generating a call to action. If marketers want to boost engagement and conversion rates on Facebook, they need to give dynamic ad types top billing in their ad strategy.

According to Table of the data analysis, most respondents think that authenticity significantly affects how people perceive brands regarding Facebook ads. Authenticity is key to developing strong relationships between brands and consumers because it builds trust and credibility. The findings highlight the importance of authentic, open, and approachable brands in advertising, particularly on Facebook. Regarding advertisements associated with brand communication, users are becoming increasingly cautious of openly promoted content and place a premium on authenticity. In this way, marketers can concentrate on increasing brand perception and loyalty by communicating with their intended consumers in an authentic and relevant way.

Conclusion

Ultimately, further investigation of the ever-changing social media advertising scene would benefit marketers. This will assist them in understanding the intricacies of digital advertising and creating tactics that connect with modern consumers. Data analysis backs up the study's claims and shows that Facebook ads significantly affect consumers' actions and opinions of brands. Results show that social media ads that are genuine, interactive, and relevant perform better. In order to make their

advertising more effective, marketers should now concentrate on making them genuine and engaging, according to the tastes and statistics of their intended audience.

The study highlighted the multifaceted effects of advertisements on Facebook on consumer buying behavior. Due to the increase in the use of Facebook around the globe, exposure to advertisements on Facebook resulted in limited influence on the buying behavior of audiences. On the other side, purchasing intent, frequency, and authenticity in Facebook advertisements are important in highlighting credibility and trust. Overall, the findings of this research study highlight the need for marketers to adopt a better and more consumer-oriented approach while conducting social media advertisements, especially dealing with digital advertising on Facebook.

By focusing on authenticity, engagement, and relevancy, companies and marketers can increase the effectiveness of their social media strategies and stronger relations with potential online buyers. Moreover, future research can explore the changing dynamics of the digital world by offering more variables and profound insights through which businesses can explore the opportunities and challenges of digital strategies.

Overall, the current study explores the relationship between advertisements on Facebook and consumer buying intention by focusing on three major areas: purchase intent, frequency, and trust in the brand. A quantitative research method, the survey investigated the data to test three hypotheses about the effects of advertisement on Facebook exposure, authenticity, and interaction with consumers. The results provide helpful information regarding the effectiveness of Facebook advertisements and their implications, which can be useful for researchers, marketers, and business owners.

Main Contributions of the Study

By adding empirical evidence about the efficacy of Facebook ads in influencing online customer brand perceptions and purchase behavior, the current study adds to the current literature. The present study's findings emphasize the significance of genuine and relevant social media advertising and interaction tactics. In addition, the study zeroed in on demographic variables that could impact Facebook ad engagement. In sum, the present study's findings are highly relevant to optimizing advertising campaigns and should be considered by all marketers.

Limitation of Research

Since this is a primary study, there is a far higher likelihood that the researcher will introduce bias into the data, casting doubt on the reliability of the results. In addition, a mixed approach should underpin the research study for improved knowledge of the relevant challenges and the concept in question. On the other hand, the researcher relied solely on surveys to gather data, which could have produced less reliable findings.

In addition, content analysis ought to have been a component of the study; nevertheless, the research study relied solely on questionnaires to gather data due to limitations in time, money, resources, and, most crucially, data accessibility. Moreover, due to financial constraints and other considerations, the research had a small sample size and population, which made it difficult to draw broad conclusions.

Recommendations for Future Research

Even though this study's findings are instructive, there are many other ways that researchers may investigate the efficacy of social media ads in the future. More research into the effects of various

ad formats on consumer engagement and conversion rates might look into things like video ads, carousel ads, and sponsored posts. Marketers may maximize the impact of their advertising strategy by learning which ad types are most effective with various target segments.

Second, studies that track consumers' actions over time, or longitudinally, can tell us a lot about how Facebook ads affect people's opinions of brands, their loyalty to those brands, and, most importantly, how much they spend. by looking into how people's views and actions change in reaction to continuous advertising campaigns. As a result, advertising campaigns may be evaluated more accurately, allowing marketers to fine-tune their strategies and allocate resources more wisely.

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