



Impact of Face book on Advertising: Analysis of effectiveness of Face book on enhancing customer purchase intention

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Abstract- The emerging usage of Facebook advertisement is altering the businesses world in reaction to the consumer's need and desires. Facebook platform enables marketers to promote their brands in more tailored and customized way. Social media advertisement is a fresh edition for the business promotion which globally the firms are implemented as their new marketing practice. In Pakistan, social media advertisement is in its early stages. The purpose of conducting this study is to investigate the impact of Facebook advertisement on Pakistani consumers purchase intention.

This study has investigated the role of facebook advertisement in developing the brand image and the brand equity which in turn influences consumers to buy the brand. All the constructs are adopted from previous research studies. The key findings of this research is a)facebook advertisement has significant impact on brand image and brand equity b)brand image and brand equity both significantly impacts purchase intention c)brand equity mediates the effect of brand image on purchase intention. All the findings are consistent by the mean of model proposed. A total of 204 questionnaires were circulated amongst the face book users in Karachi. Data collected was examined by SPSS. It is therefore suggested that the proposed model will be helpful for the Pakistani brands.

Keywords: facebook advertisement, brand image, brand equity, purchase intention

I. INTRODUCTION:

These days fast changes are taking place in all sectors, especially in marketing world, as day after day we are witnessing latest ways of communication. Now media is classified as "traditional and non-traditional" (ElAydi, 2018). Unlike traditional medium, non-traditional medium allow customers to use SNS websites to stay in contact with their kinfolk and friends and also let them gather & exchange information and experiences, negative or positive related to brands" (ElAydi, 2018). Keeping in mind many global brands have maintained social media teams so that they can supervise their social media customer better (Nasser aldeen et al., 2017). Communication trends are shifting from one directional way to multi directional communication (Watson et al., 2006). Social media provides a platform which enable the consumers to freely share their fondness and experience about the brand, at the same time it influences buying decision based on other social media user's decisions (Dehghani, 2013). It is observed in researches that unlike traditional marketing which enables the consumer to spread WOM among 7 to 10 consumers, Social media allows to share the brand's views and experiences with other consumers in no time (Mangold & Faulds, 2009). The multi directional communication has been used by number of social media platform and they get the success, this is why most of the brands are using these interactive social media platform for their competitive advantage (Jensen & Vatrapu, 2014). It is now known fact that sale of any brand highly get influenced the way it is marketed by the brand, Social media has helped not only creating synergistic medium for marketers but also has boosted up association with customers (Nasser aldeen et al., 2017).

Companies' marketing strategies are getting change as the Social media platforms providing opportunities in support of the brands to raise brand awareness among their customers (Johns & Perrott, 2008). Most of the renowned companies are using these SNS platform in order to better understand the customers need and want, they adopt it during the advertisement and marketing strategies accordingly (Keller, 2013). Which is why companies are now more focus to conduct researches to better and efficient use of social media sites (Johns & Perrott, 2008). Furthermore, Mutai (2012) in her study found that unlike traditional media, social media is quite fast and is capable to spread the brand information instantaneously and guaranteed a quick customer feedback. Mwaniki (2012) studied the effect of social media on business and it was established that contrasting traditional media, social media is plays an important job in promoting

business operations and open doors for the global opportunities. Social media like facebook enables brand customers to get link effortlessly and extend their brands by sharing its “videos, posts, picture or blogs”(Walker, 2006). Social media is getting more valuable platform for the marketers as it is not only helping to interact with customers but also getting reason for their loyalty(Kim & Ko, 2012). Moreover, studies have concluded brand’s SNS as more reliable for the consumers as compare to brand’s traditional marketing tool (Karakaya & Barnes, 2010) and this is why brand managers consider SNS as more efficient for brand communiqué (Smith et al., 2012). Unlike traditional marketing, social media marketing is about relationships which helps in building brand image and eventually brand loyalty(Gordhamer, 2009). Keller (1993) in his study stated that both “brand image and brand equity” are interrelated. Brand image is linked with relations that the customers have in their memory for the brands and social media enabled the creation of brand communities which eventually help brands in value creation for their customers.(KOTLER & KEVIN LANE, 2012). As from marketing context, social media platform like facebook is at present an important component of any company’s media mixes to change the mode of customers and marketers (Milewicz & Saxby, 2013).It helps proposed latest opportunities to the potential customers.

Facebook is capable to acquire the better results on “productivities, competitive position and customer value” in less time and budget, it perform an important role in making of any brand(ElAydi, 2018). Some researchers debated that consumer buying decision process is getting transform as consumers like to remain in online contact even after buying the brands(Edelman, 2010). Lim(2012) also declared social media as an important factor while effecting customers buying decision process. Though multiple studies have investigated impact of social media marketing (Palmer & Koenig-Lewis, 2009) but few have examined the effect of social media on brand, from company point of view (Odhiambo & Adhiambo, 2012). And these studies examined number of factors through which social media influences customer’s perception of the brand, it included EWOM (Bambauer-Sachse & Mangold, 2011), online reviews (Karakaya & Barnes, 2010), UGC (Muñiz & Schau, 2007), SNS advertisement(Bruhn et al., 2012). Many studies already conducted on “social media communication” but till date few studies have been focused on how effective and beneficial social media might be in developing brands image and brand equity. However, the most related study in this context is done by Harris & Rae (2011), it is about building brand through social media. In Pakistan nearly 48% of internet users used SNS atleast once a day(*Gallup Pakistan*, 2018) and last year SNS user increased by 5.7% (Farooq, 2019). The statistic shows that about 92.06% of Pakistani SNS user are Facebook users (AlphaPro, 2018).In this study we will discuss how SNS Facebook develop and uphold the brand image which eventually influence the customer buying decision (Coelho et al., 2014).

The rational of this study is to examine the effect of facebook advertisement on brand awareness from employer view point, and the relationship among these constructs. (Coelho et al., 2014). These days it is quite common for a brand to have their own face book page or any other SNS to get close to their customers and the observers claimed that such SNS is an interactive platform suitable for relationship among the customers and brands(Nair, 2009).

To inspect the literature gaps delineated above, this study has developed the following research questions

- 1- How does face book advertisement influences brands image.
- 2- How does face book advertisement helps in spreading brand awareness among the FB users.
- 3- How face book advertisement influences purchasing decision of FB users.

II. LITERATURE REVIEW

Hierarchy of Effect Theory:

Lavidge and Sterner(1961) developed consumer model of advertising, is a model which elucidate “consumer thought process” and “consumer decision making”. This theory based on the concept that advertising is a lengthy procedure unlike the common view, that it stimulate customers instant act (Oyoo, 2016). The theory is established on order of six level namely “Awareness, Knowledge, Liking, Preference, Conviction and Purchase”. The theory claimed that the speed of going through this process vary audience to audience as the processing speed depends on customer motivation level and product attachment(Lavidge & Steiner, 1961). He considered that this assumption will facilitate the advertiser to create more influential messages. This theory got effected by the renowned “Cognitive Affective and Conative Psychology model”, both illustrate the behavioral aspect of decision making process proposed

that humans foremost think, later on they create the feelings that in conclusion direct towards acting while influenced by the motivation (Mabry, 2010).

For businesses it is important to spread marketing messages to the customers, conventional media in this context is not sufficient as the media platform should be collaborative which results effective communication (Gillin, 2010). These days traditional media is getting obsolete after the well recognition of social media by the audiences and business (Odhiambo & Adhiambo, 2012). After the arrival of Web 2.0 technologies, Brands are using SNS for spreading the information and the promotion (Kaplan & Haenlein, 2012). In a report by "Digital 2019" there are currently a total 4.39 billion out of which 3.48 billion are SNS users (KEMP, 2019). Gillin (2010) also mentioned how easy it is for an ordinary customer to spread WOM and his brand experiences globally while using the social media at no cost. Palmer and Lewis describe social media as online software, platform and medium that intend to make easy the communication, relationship and exchange of content among the users. The idea behind social networks is to create a platform for user's interaction and sharing of ideas among the user's group (Odhiambo & Adhiambo, 2012). For the past few years, various social networks have come forward that are currently connecting the users among them are Face book, Twitter, LinkedIn, YouTube. Among the renowned networks Facebook, Twitter and You tube are using online marketing for connecting the consumers and developing the brand awareness (Odhiambo & Adhiambo, 2012). Face book is among the most popular social media platform that initially meant for the "peer to peer interaction" it but turns out to become "relationship-building" instrument for the companies (Oyoo, 2016). Facebook initiated in 2004 as a social network, it is estimated that a regular Facebook user have 130 contacts and is linked with 80 community pages, group and event (Odhiambo & Adhiambo, 2012). And as per Facebook annual report, in the year of 2019 there are 2.45 billion monthly active users (PARK, 2019). And now face book has develop into a dominant marketing tool for the marketers as in 2011, it started to let the brands do their promotion on Facebook and which is why it is now a direct rival of Google when it comes about online advertising (Odhiambo & Adhiambo, 2012). This advancement has improved online marketing and now marketers have limitless openings to initiate different marketing practices and strategies (Dehghani, 2013). It is mentioned in Nielsen (2009) that marketers have changed their marketing strategies after the entrance of SNS, as customers have started using social media as to get familiar with the brands and services (Nasseraldeen et al., 2017). Tuten (2008) also mentioned that social media has its reach to large number of social communities and which is why marketers now have realized that social media can be beneficial for them as it has capacity to reach huge viewers. And the regular interaction set off by the marketers can resulted an extended friendship among the firm and customers (Gummesson, 2011). It is rather suggested by Janal (1999) that SNS can help business firms to develop the social communities where these firms and viewers lead the conversation. Moreover vocal viewers act as opinion leaders (Janal, 1999). And it eventually resulted in association among the customers and the business, hence established the fact that devoid of flow of information from marketer end on social communities there would be no strong association between the online communities (Odhiambo & Adhiambo, 2012). Consumers get motivated to intermingle with the brands through SNS websites when they consider it beneficial for them, they can get the benefit in various manner such as "coupons or discounts, purchasing services or products, viewing reviews and product ratings, participating in events and feeling connected, submitting ideas for new products and services, and being part of community" (Anjum et al., 2012). Social media such as Face book is source of acquiring marketing objective through the internet. An excellent marketing objective make it possible for marketers to gain new consumers at the same time retain the present consumers via satisfaction (Odhiambo & Adhiambo, 2012). Online marketers have edge over traditional in a way as information flow is quick and fast as well as it is cost effective but at the same time it has culture and language barrier (Gay et al., 2007). Several studies have investigated the role of "customer engagement" on social networks. Tsai and Men (2013) studied how impact of consumer engagement on brand's facebook page and how it motivate in building relationship among brand and consumer. SNS has the power to transform an ordinary person to celebrity and vice versa. It was used by various politicians for running their electoral campaign, as Barack Obama successfully used it for the same (Carter & Levy, 2011).

Face Book Advertisement

Net users all around the globe are connecting virtually through SNS such as Face book, leading more time on social networks and unintentionally leaving evidences of their contacts, searches and web site visits for the social media managers. (Dehghani, 2013). This is why business firms are using social media for developing long term with the customers. Out of 500 top emergent US firms, 215 firms stated "social media as a significant marketing tool" for their product and services. On the other hand 340 firms agreed that they

do supervise the customer behavior related to their product or services on social media (Barnes & Mattson, 2009). Facebook is famous especially among the youth; they lead most of their time while interacting with users they often know in real life. Statistics shows that number of Facebook users are increasing drastically as in 2012 it was 1 billion but 2019 shows figure of 2.45 billion ("Facebook users worldwide 2019 | Statista," 2019). And in a report by e-Marketer (a marketing research), in 2011 USA business firms spent \$3.08 billion on SNS advertisement out of which 68% of it spent on FB advertisement. (*Social Network Ad Revenues Rising Worldwide—EMarketer*, 2011). Facebook allow users to react promptly through "liking, sharing and reporting content via links". Along with all that being one the leading social network along with its advertising features such as (creating event, face book pages, fan pages, games and applications) face book is considered as best marketing tool by the marketers. (Dehghani, 2013). Advertising has always been considered as apparent and clear bustle of marketing. Social media has changed the dimension of advertisement, we can witness a shift of "push advertising" to the "trust advertising" that is brands now engaged their customer through SNS and let them do WOM promotion for the brand (Knight, 2007). Social media especially Facebook allow users to interact, comment and even share the ads within their social circle (Logan et al., 2012). Facebook enable users to "like & share" the ads on their fb page and even can view who else in their friend list did the same (Dehghani, 2013). The primary concern of social media consumers is that how much it is trustworthy for the users and this is why consumers consider only some of social media ads as trustworthy (Thomas. J. Johnson & Kaye, 1998). And Lee (2013) in his study stated that social media consumers are more motivated by consumer messages than marketers since they considered consumer messages as more trustworthy and more related. Many studies have examined how SNS customer's participation helps in making brand image via activities such as "like", "share" and "comments" (Dehghani, 2013).

Anson (2012) in his blog mentioned that face book new advertisement dimensions bring better change, it helps effortless access to get connected with other SNS or liking posts while using other SNS and let it become visible on face book. Chu and Keh (2006) stated advertisement as a vital construct in developing of "brand recognition", as the more ads generate the awareness the more informed will be the customer about the brand. Brand awareness eventually develop strong relationship among the customers and the marketer (Cobb-Walgreen et al., 1995).

Brand Equity

Yoo and Donthu (2001) describe "brand equity" as the when customer prefers the focal branded product over other product(s) having almost the similar attribute. Brand equity (BE) is considered as foremost topic in marketing (Nikabadi et al., 2015), moreover it is significant feature of branding (Dehghani, 2013). Leone (2006) describe BE from consumer perspective as "the brand has worth when the consumer believed it as worthy" and this is why BE facilitates adding up the value to the brand (Farquhar, 1989). Aaker (1991) declared that BE consist of five dimensions namely "brand awareness, brand perceived quality, brand association, brand loyalty and assets like patent, franchise". Still no frame work has been build up for investigating the connections. This study has analyzed the worth of BE in social media context by studying the existing researches to re-conceptualize "BE". Aaker (1996) later extended his work on BE and declared 10 measures of the five BE dimensions which are, brand loyalty that consist of high price and customer satisfaction. Perceived quality includes the apparent quality of brand and the brand's leadership. Associations consist of the apparent value customer is getting, personality of brand and the brand's association with customers. Awareness includes how much customer is well informed about the brand, Market behavior is about the brand strategy of capturing market share, Price and distribution strategy (Jensen & Vatrappu, 2014).

Some researchers suggested that we cannot overlook brand's potential of utilizing social networking sites for developing "online BE" (Christodoulides, 2006). The study emphasized on how can a brand create online BE by developing emotional connections with the online users, by delivering fast and easy online experience to the customers, improving their responsiveness of services and build trust by keeping their privacy and data secure (Christodoulides, 2006).

Face book advertisement and the BE

Firms these days have released the importance of Internet and now they are getting involved with internet user by SNS (Berthon et al., 2012). It is essential to examine how social media influencing the brands equity now a days. Since this study is analyzing the impact of facebook, this study is analyzing how facebook is influencing BE by providing interactive platform for the consumers and the brand. The relation among

facebook and BE is an “emerging” topic is still is on its initial stage, it fascinated the researchers globally(Alam, 2015). Some research scholars has extended Aaker’s BE model to analyze the contribution of facebook in developing “brand equity”, It includes “Loyalty, Perceived quality, Associations, Brand awareness, Online experience”(Alam, 2015; Jensen & Vatrapu, 2014; Schivinski & Dabrowski, 2014). Yoo, Donthu, & Lee (2000) in his study stated that brand awareness and brand association together forms the “brand image”. These relations and associations are imperative for the brands as it not only facilitates in “brand positioning” but also develop a positive customer attitude towards the brand(Low & Lamb, 2000). It was mentioned by Aaker(1991) that the brand association well made when it is established on numerous experiences or communications. For perceived quality, customers relates the quality of brand’s communication or ads on SNS with the quality of brand itself (Schivinski & Dabrowski, 2014). It was mentioned earlier by Rao and Monore(1989) in his study that customers evaluate “quality of product” by the firm advertisement. Yoo, Donthu, & Lee(2000) also concluded that customers usually associate brand advertisement with brand quality, the higher the advertisement the higher the quality. Most of the researchers consider advertising as an important factor in developing “BE”(Wang et al., 2009). Abu-Rumman & Alhadid(2014) in his study declared that social media advertising has significant affect on BE.

Some of the relevant studies are mentioned in Table 1 along with results findings(Alam, 2015).

Table 1:

Author & Year	Constructs	Key findings
(Kim & Ko, 2012)	*Social media marketing activities Value equity *Relationship equity Brand equity purchase intention and Customer equity.	SNS promotional activities have significant impact to the entire customer equity drivers comprise of “value equity, relationship equity & brand equity”.
(Schivinski & Dabrowski, 2014)	*User generated social media communication *Firm created social media communication * Brand equity Brand attitude & Purchase intention.	User generated communication positively impact brand equity and brand attitude.
(Yasin & Zahari, 2011)	* Family influence Viral marketing Brand loyalty Brand awareness	Family suggestion and SNS marketing significant impact perceived quality and brand loyalty. SNS marketing

	*Perceived quality Brand *Brand equity.	* associations	positively impact brand awareness and association.
(Murtiasih, Sucherly, & Siringoringo, 2013)	*Word of mouth (WOM) *Brand equity *Brand awareness *Brand association *Perceived quality *Brand loyalty		WOM, Brand awareness, brand association, brand loyalty and perceived quality positively influence brand equity.
(Yoo, Donthu, & Lee, 2000)	*Brand loyalty *Perceived quality *Brand awareness *Overall brand equity	loyalty quality associations	Brand loyalty, Perceived quality, Brand awareness, positively impact brand equity.
(Jensen & Vatrapu, 2014).	*Loyalty quality *Association *Brand *online experience	*Perceived awareness	Brand's social media usage positively impact brand equity

Hence on the basis of previous findings, we can claim the following hypothesis:

H1. Face book advertisement positively impact the brand equity

Face book advertisement and the brand image

Keller (1993) describes brand image as “collection of brand associations the consumers have in their minds as the identity of a brand”. It is more about attribute, bonding and liking customer have in mind for the brand, in return of benefits of using that brand (Kevin, 2008). Brand image(BI) can be stated as any brand

or service intelligence which provokes the customers to choose a specific brand (Meenaghan, 1995). At the same time it is stated as “an alert for information” (BHAT & REDDY, 1998), that helps in developing genuine and virtual bonding in customer’s mind (Blackwell et al., 2006). Existing literature concluded that customers get connected through BI, which they these days created through social media(Dehghani, 2013). Studies have discovered multiple factors that affect customer attitude and real success of the advertisement (Naidoo, 2011). Naidoo(2011) mentioned four major elements that enhances the effectiveness of facebook advertising namely “namely brand engagement, brand attitude, BI and consumer engagement”. Companies these days are using SNS platforms like face book, twitter and YouTube for marketing purpose (Nasserldeen et al., 2017). Due to this efficient high speed feature of face book , most of business firms and brands are ready to spend a reasonable amount in order to build their brand image by getting connected with the potential customers (Dehghani, 2013). Positive customers WOM for any brand act as an effective tool in developing the “brand image” (Kaplan & Haenlein, 2010). Some of the brands failed to appeal customer, social media helps them in developing their BI in consumer’s mind which eventually gets enhanced by the number of likes on brand SNS page (Dehghani, 2013). These days we are witnessing strong competition among the brands in order to develop constructive reputation of their brand in customer’s mind(Nasserldeen et al., 2017). In a study on impact of advertisement on consumer, it was concluded that advertisement positively impact on BI which in return strengthen the brand loyalty (Durrani et al., 2015). In another research it is concluded that the brand web sites and brand face book pages positively influences the BI (Jokinen, 2016).

Some of the relevant studies are mentioned in Table 2 along with results findings(Durrani et al., 2017).

Table 2:

Author & Year	Constructs	Key findings
(Bruhn, Schoenmueller, & Schäfer, 2012)	<ul style="list-style-type: none"> *Social media communication [User generated content & Firm created content] *Consumer mindset [Brand awareness, Functional brand image, Hedonic brand image & Brand attitude] *Consumer behavior [Purchase intention]. 	Conventional media positively impact brand awareness, SNS positively impact brand image.
(Severi, Ling, & Nasermoadeli, 2014)	<ul style="list-style-type: none"> *Electronic word of mouth (E-WOM) *Brand equity, *Brand awareness *Brand association *Perceived quality *Brand loyalty *Brand image. 	E-WOM positively affects brand awareness, brand association, brand loyalty, brand image and perceived quality.

(Durrani et al., 2015).	*Brand *Brand *Brand *Teenager Buying Behavior	Image Strength, value Advertisement positively impact on brand image, teenagers buying behavior to some extent depends on the brand loyalty, advertisement and brand image.
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Hence on the basis of previous findings, we can claim the following hypothesis:

H₂: Face book advertisement positively impact the brand image

Brand image and Brand Equity

In some studies BI is mentioned as not only vital factor in consumer’s assessment of a brand and consumer buying decision (Faircloth et al., 2001), but also help in developing strong BE(Holden, 1992; Keller, 1993). Faircloth (2001) declared BE in some measures is associated with the nature of brand which builds the BI. Furthermore Pitta (1995) recommended that distinctive, constructive, well built BI that remains in customer mind help increase BE. Krishnan (1996) in his study mentioned brands of high BE have an added edge of having positive BI in contrast to the brands with low BE. Lassar (1995), further suggested that the intensity of BI is related with the intensity BE. It is concluded that the stronger the BI is, the more are customers willing to buy the brand which means that BI significantly impact the BE(Rizwan et al., 2013). Faircloth (2001) also that BI positively impact the brand equity. Hence we can claim the hypothesis as:

Hence on the basis of previous findings, we can claim the following hypothesis:

H₃: Brand Image positively impact the brand equity

Brand Equity and Purchase Intension

Consumer buying is a complicated process and the consumer purchase intention(PI) is associated with their “behavior, perception and attitudes”(Mirabi et al., 2015). PI is describe as a possibility of purchase that customer has in hand for a particular product (Dodds et al., 1991; Grewal et al., 1998). It is the customer assessment which studies the motive of purchasing specific product or brand(Shah et al., 2012). Some of the researchers stated that in PI consist of six stages that are “awareness, knowledge, interest, preference, persuasion and purchase”(Kotler & Armstrong, 2010). Some of the scholars revealed that the consumer persuade to buy the product which get confirmation from other consumers after product use(Schiffman & Kanuk, 1991; Zeithaml, 1988). It means the product which gets more rating from the customers have more likelihood of getting purchase which helps in forecasting of possible customers (Dehghani, 2013). Brand name and image plays significant role in developing positive image in consumer’s mind(Mirabi et al., 2015). A positive BI plays significant role in elevating any brand perform.mance as BI has the capacity to transform customer’s buying behavior , in other words BI positively impact customer’s purchasing behavior (Malik et al., 2013). Aaker(1991) concluded that BE play a significant role in consumer purchasing decision. Brand equity generates willingness among the customer to buy the product regardless of price. The stronger the BE, the stronger will be the motivation to buy that brand (Dehghani, 2013). Hence it verify that BI and BE provoke customer willingness to buy the brand regardless of price or in other words we can say that BI and BE positively impact PI(Dehghani, 2013). Aaker(1991) in his study claimed that brand equity positively impact PI and later some studies confirmed the same (Ashill & Sinha, 2004; Chang & Liu, 2009). On the basis of prior studies we can claim the hypothesis

Hence on the basis of previous findings, we can claim the following hypothesis:

H₄: Brand equity has a positive relationship with purchase intention.

Brand Image and Purchase Intension

Well built BI help in developing worthy consumer perception for the brand. BI let the brands charge premium price that means strong BI influences consumer's PI (Dehghani, 2013). In a study about counterfeit product in Pakistan, it was concluded that the BI at one hand positively impact brand attitude and product involvement while on the other hand it influences directly customer PI (Rizwan et al., 2013). Esch (2006) in his research concluded that a well built BI positively impact consumer PI.

Hence on the basis of previous findings, we can claim the following hypothesis:

H₅: Brand image positively impact the purchase intention

Mediating role of Brand Equity between on Brand Image and Purchase Intention

It is the BI that elucidate whether the brand is related with the customer or not, thus helps customer in making the purchase decision (Dolich, 1969) which in return effects customer buying behavior (M. D. Johnson & Puto, 1987) subsequently resulted BE (Biel, 1992).

A well built BI significantly influences customers' readiness to buy even costly brands with added BE (Faircloth, Capella, & Alford, 2001; Lassar, Mittal, & Sharma, 1995).

Afterward the outcome of "high brand equity" that developed due to social media and BI consequently positively impact customer's PI (Dehghani, 2013)

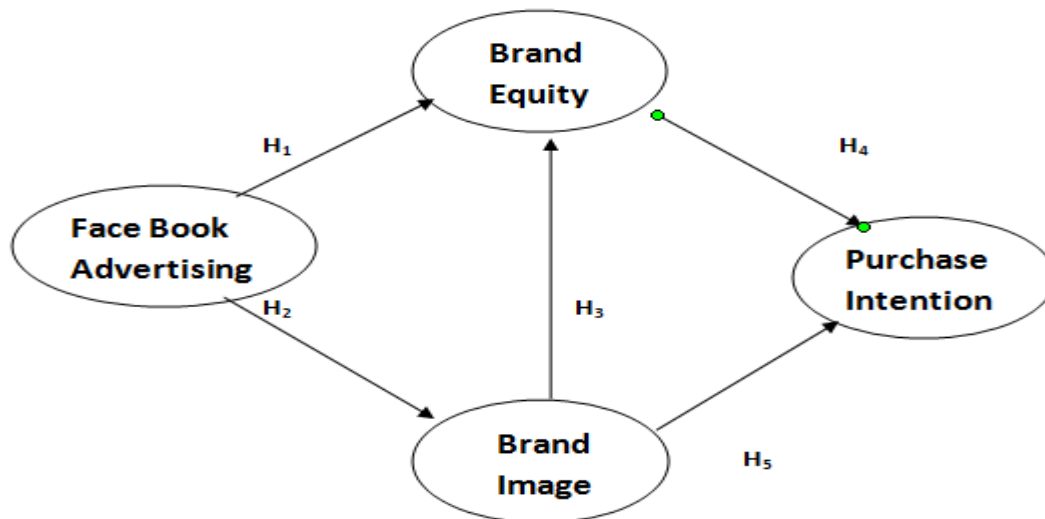
Hence we can claim the hypothesis as:

H₆: Brand equity mediates the effect of Brand image on Purchase Intention

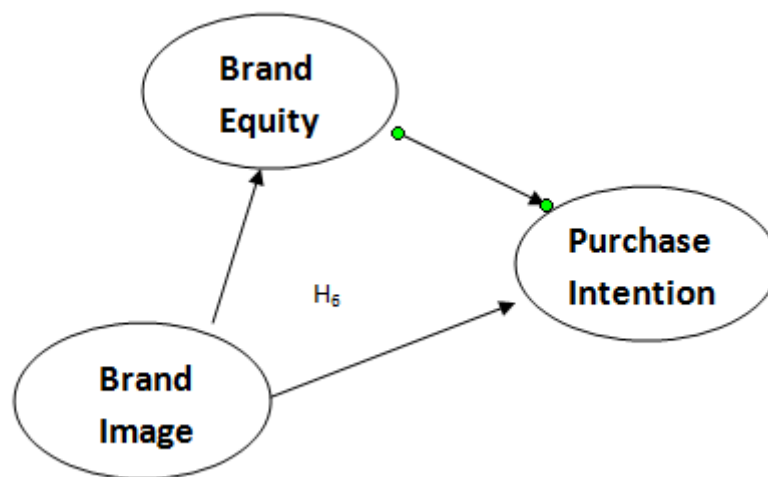
This study proposed a model recommended a direct and indirect impact of BI on PI. The face book advertising construct direct impact on BE (Abu-Rumman & Alhadid, 2014) and on BI (Jokinen, 2016) and among BI and BE (Faircloth, 2001; Rizwan et al., 2013). Moreover, this model also proposed direct impact of BE on PI (Ashill & Sinha, 2004; Chang & Liu, 2009) and BI on PI of Esch et al., (2006). This model also investigated mediating role of BE between BI and PI (Dehghani, 2013). This study has e proposed a model to investigate direct and indirect impact among the constructs. The proposed model is mentioned in fig(1).

Conceptual framework

Fig(1)



Mediating relation among the constructs



Mediating role of brand image between brand equity & purchase intention

III. RESEARCH METHODOLOGY

The research methodology is mentioned below in table 3.

Sampling Size

With the help of NapoleonCat, a web site stats of facebook users, it came to know till date of January 2020, there are sum of 37,100,000 facebook users in Pakistan which is around 17.7% of the whole population(*Facebook users in Pakistan—February 2020*, 2020). Out of which there are around 7.049 million FB users in Karachi(Qureshi, 2016). Due to absence of on hand data we take 7.049 million as population size. Rao Soft, the online sample size calculator is used to calculate sample size which is 384 at 95% confidence Interval. Data is collected through Convenience sampling technique using the Google online survey forms. Out of 300 respondents 204 questionnaires are received,

Item	Description
Statistics Software	SPSS
Research Approach	Descriptive Research
Sampling Design	Probability Sampling
Target Population	Facebook users
Sample Size	200
Sampling Technique	Convenience sampling technique
Data Collection	Survey form directed to frequent FB users

Data Profile

Respondents sample (N=205) consist of 130 males while 75 females, most of the respondents age lies between 21-50. Respondents profile is mentioned below in Table 4

Gender	130 males	
	75 females	
Age	Under 20	14
	Under 21	115
	31-40	60
	41-50	13
	Over 50	3
Status	Studying	102
	Working	83
	UnEmployed	20
Marital Status	Married	75
	Unmarried	130
Monthly income in Pak Rs.	15,000-30,000	35
	30,000-45,000	13
	45,000-60,000	19
	above 60,000	57
	None	81

Scale and Measurement

All constructs are built on 6 to 8 items. Reliability is measured through pilot testing. questionnaire, The questionnaire built on Likert five scales for the measurement of constructs adopted in this study, measurement approach is based on 1-5 of weight from strongly agree to strongly disagree. Same measurement approach is applied in previous studies. Summary is mentioned in Table 5.

Table 5: Summary of Scale and measurement

Construct	Source	Items
Face book Advertisement	(Naidoo, 2011; Nasseraldein et al., 2017)	8
Brand Image	(Nasseraldein et al., 2017; Naidoo, 2011; Mohammadzadeh, 2015)	8
Brand Equity	(Lökken et al., 2012; Schivinski & Dabrowski, 2014)	7
Purchase Intention	(Dehghani, 2013; Mohammadzadeh, 2015)	6

All the claimed hypotheses are investigated SPSS, the statistical techniques applied are Normality distribution, Correlation and Regression.

Data Results

Pilot testing

Pilot testing is applied on 20 respondents to find out construct's reliability, the reliability of 4 constructs resulted on .890. It therefore confirmed the questionnaire validity and we can now carry out survey for the research. The result of reliability is mentioned below in Table 6.

Table: 6 Reliability Statistics

Cronbach's Alpha	N of Items
0.89	4

Descriptive Analysis

Descriptive analysis is applied to examine reliability and normality of our research data. The result is shown in Table 7

Table7: Summary of Descriptive Analysis

Descriptive Statistics						
	Cronbach Alpha	Mean	Std. Deviation	Skewness	Kurtosis	
Face book Advertisement	0.884	3.35	0.91	-1.69	-0.91	
Brand Image	0.882	3.92	0.48	-1.85	0.30	
Brand Equity	0.887	3.38	0.89	-2.39	1.34	
Purchase Intention	0.778	3.92	0.47	-1.93	0.44	

As mentioned in Table 7 BE has the highest Cronbach alpha value ($\alpha = 0.887$, Mean = 3.38, Std. Dev = 0.89) while PI has the lowest value ($\alpha = 0.778$, Mean = 3.92, Std. Dev = 0.47). The value of all the construct's Alpha Cronbach is greater than 0.7 suggesting acceptable internal reliability (Bryman & Bell, 2015). Facebook Advertisement has the lowest skewness (SK=-1.69) and Brand Equity has the highest skewness (SK=-2.39). Skewness values of the almost all the constructs' lies in between of range +1.96 to -1.96 which represents the normality of the constructs (Bryman and Bell, 2015). Kurtosis value of BI is the lowest (KR= 0.30) while BE has highest (KR= 1.34). As discussed Kurtosis values of the all constructs lies under +3 to -3 that shows the normality (Kallner, 2018).

Correlation Analysis

Correlation analysis make sure the uniqueness of the entire constructs used in research and ensure multicollinearity do not exist. Result are mentioned in Table 8

Table 8: Correlation Analysis

	1	2	3	4
Face book Advertisement	1			

Brand Image	.445**	1		
Brand Equity	.558**	.280**	1	
Purchase Intention	.511**	.693**	.294**	1

** . Correlation is significant at the 0.01 level (2-tailed).

Refer to Table 8, the highest correlation value ($r=.693$) is between BI (Mean= 3.92, SD=.0.48) and PI (Mean= 3.92, SD= 0.47). While the lowest correlation value ($r=.280$) is among BE (Mean= 3.38, SD=0.89) and BI (Mean= 3.92, SD= 0.48). No multicollinearity is established as the correlation values of almost all the constructs fall nearly in between of .30 and .90 and the entire accepted construct are unique.

Linear Regression of Face book Advertisement and Brand Equity

To calculate the effect of Face book advertisement on BE, linear regression analysis has used. Results are summarized in Table 9

Table 9: Regression Analysis of Face book advertisement and Brand Equity

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.548	.199		7.789	.000
	Face book Advertisement	.547	.057	.558	9.576	.000

a. Dependent Variable: Brand Equity, $R^2=.311$, Adj. $R^2=.308$, $F(204,1-91.707<0.005)$

Hypothesis 1 claims that Face book advertisement positively impact BE and the results support the claimed hypothesis shown in table 9. It is shown in table 9 that the predictors face book advertisement explains 31 of the variance $F =91.707$, $p=0< 0.05$. The table 9 declare that BE is getting significantly influence by facebook advertisement ($\beta = .558$, $p<.05$).

Linear Regression of Face book Advertisement and Brand Image

To calculate the effect of Face book advertisement on BI, linear regression analysis has used. Results are summarized in Table 10

Table 10: Regression Analysis of Face book advertisement and Brand Equity

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.140	.115		27.339	.000
	Face book Advertisement	.234	.033	.445	7.078	.000

a. Dependent Variable: Brand Image, $R^2=.198$, Adj. $R^2=.194$, $F(204,1-50.096<0.005)$

Hypothesis 2 states that Face book advertisement positively impact BI and the results support the claimed hypothesis shown in table 10. It is shown in table 10 that the predictors face book advertisement explains 19 of the variance $F =50.096$, $p=0< 0.05$. The table 10 declare that BI is getting significantly influence by face book advertisement ($\beta = .445$, $p<.05$).

Linear Regression of Brand Image and Brand Equity

To calculate the effect of BI on BE, linear regression analysis is used. Results are summarized in Table 11

Table 11: Regression Analysis of Brand Image and Brand Equity

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.330	.497		2.674	.000
	Brand Image	.524	.126	.280	4.162	.000

a. Dependent Variable: Brand Equity, $R^2 = .079$, Adj. $R^2 = .074$, $F(204,1-17.323 < 0.005)$

Hypothesis 3 states that BI positively impact BE and the results support the claimed hypothesis shown in table 11. It is shown in table 11 that the predictors BI explains 07 of the variance $F = 17.323$, $p = 0 < 0.05$. The table 11 declare that BE is getting significantly influence by BI ($\beta = .280$, $p < .05$).

Linear Regression of Brand Equity and Purchase Intention

To calculate the effect of BI on PI, linear regression analysis is used. Results are summarized in Table 13

Table 12: Regression Analysis of Brand Equity and Purchase Intention

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.392	.125		27.075	.000
	Brand Equity	.157	.036	.294	4.388	.000

a. Dependent Variable: Brand Equity, $R^2 = .087$, Adj. $R^2 = .082$, $F(204,1-19.252 < 0.005)$

Hypothesis 4 states that BE positively impact PI and the results support the claimed hypothesis shown in table 13. It is shown in table 13 that the predictors BE explains 08 of the variance $F = 19.252$, $p = 0 < 0.05$. The table 13 declare that PI is getting significantly influence by BE ($\beta = .294$, $p < .05$).

Linear Regression of Brand Image and Purchase Intention

To calculate the effect of brand image on PI, linear regression analysis is used. Results are summarized in Table 14

Table 13: Regression Analysis of Brand Image and Purchase Intention

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.213	.199		6.088	.000
	Brand Image	.691	.050	.693	13.714	.000

a. Dependent Variable: Brand Image, $R^2 = .481$, Adj. $R^2 = .478$, $F(204,1-188.708 < 0.005)$

Hypothesis 5 states that BI positively impact PI and the results support the claimed hypothesis shown in table 14. It is shown in table 14 that the predictors BI explains 48 of the variance $F = 188.708$, $p = 0 < 0.05$. The table 14 declare that PI is getting significantly influence by BI ($\beta = .693$, $p < .05$).

Mediating effect of Brand Equity

Brand Equity, Brand Image and Purchase Intention

The mediating task of BI is investigated in the course of two steps. First step is examining if the relationship among between BI and PI is ascertain. While in step two, multiple regression analysis has applied on predictors (BE and BI, the mediating variable) and dependent variable (PI). The summarized results are presented in table 15 and table 15 A.

Table 14: Direct Relationship between Brand Image and Purchase Intention

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.213	.199		6.088	.000
	Brand Image	.691	.050	.693	13.714	.000

a. Dependent Variable: Brand Image, $R^2 = .481$, Adj. $R^2 = .478$, $F(204, 1-188.708 < 0.005)$

Table 15 A: Relationship with Brand Equity

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.046	.066		.691	.490
	Brand Equity	.221	.039	.191	5.656	.000
	Brand Image	.792	.036	.746	22.040	.000

a. Dependent Variable: Purchase Intention, $R^2 = .492$, Adj. $R^2 = .487$, $F(388, 1-97.719 < 0.005)$

The results show that BI and PI relationship is significant. After incorporating BE as a predictor the relationship of BI and PI is also significant refer to table 15 A. The result also show after incorporation of BE as a predictor the beta value of BI has significantly increased. Thus it is safe to state that BE mediates BI and PI.

IV. DISCUSSION AND CONCLUSION

Face book Advertisement and Brand Equity

The first hypothesis of this study is to make sure that face book advertisement positively impact BE. The result of H₁ affirmed that face book advertisement has a positive effect on BE ($\beta = .558$, $p < .05$). The results are compatible with the previous researches (Kim & Ko, 2012; (Wang et al., 2009; Abu-Rumman & Alhadid, 2014). Correlation results demonstrate moderate positive relation among BE and PI (Table 8).

Face book Advertisement and Brand Image

The second claimed hypothesis of this study is to make sure that face book advertisement positively impacts the BI. The result of H₂ confirmed that face book advertisement has a positive impact on brand image ($\beta = .445$, $p < .05$). The results are well-matched with the previous researches (Durrani et al., 2015; Jokinen, 2016; Bruhn, Schoenmueller, & Schäfer, 2012). Correlation results demonstrate moderate positive association between BI and PI (Table 8).

Brand Image and Brand Equity

The third claimed hypothesis of this study is to confirm that BI has significant positive relation with BE. The outcome of H₃ confirmed that BI has a significant positive impact on BE ($\beta = .280$, $p < .05$). The results are well-matched with the previous researches (Rizwan et al., 2013; Faircloth, 2001) The Correlation results demonstrate weak but positive association between BI and BE (Table 8).

Brand Equity and Purchase Intention

The fourth claimed hypothesis of this study is confirmed that BE has significant positive relationship with PI. The outcome of H₄ confirmed that BE has a significant positive impact on PI ($\beta = .294$, $p < .05$). The results are compatible with the previous researches (Aaker, 1991; Ashill & Sinha, 2004; Chang & Liu, 2009). Correlation results demonstrate weak but positive relation among BE and PI (Table 8).

Brand Image and Purchase Intention

The fifth claimed hypothesis of this study is to confirm that BI has a significant positive association with PI. The outcome of H₅ confirmed that BI has positive impact on PI ($\beta = .693$, $p < .05$). The results are compatible with the previous researches (Rizwan et al., 2013; Esch, 2006). Correlation results demonstrate strong positive relation among BI and PI (Table 8).

Mediating role of Brand Equity between Brand Image and Purchase Intention

The six claimed hypothesis of this study is to make sure the mediating role of BE among BI and PI. The outcome of H₆ confirmed that BE mediates the effect of BI on PI. Results in table 15 indicate that BI has positive impact on PI loyalty when relate directly ($\beta = .693, p < .05$), however after the insertion of BE as a mediating construct the beta value of BI increased significantly ($\beta = .746, p < .05$) refer to table 15A. This evidently point towards the mediating role of BE. The results are well-matched with earlier research (Dehghani, 2013)

Conclusion and Recommendation

The purpose of conducting this study is to examine the association among face book advertising, and intensifying BI in order to compute PI. The results findings indicate that the proposed model has better fit to the data sample. Results of the entire constructs of the proposed model (face book advertisement, BI, BE and PI) are positively related with each other's and all the findings are positively significant with the proposed model. Observing the results, moderate percentage of correlation among the model construct specify that the participants obtain brand related information and exchange their view through face book platform. It eventually helps enhancing BI and BE of the brands which increase customers buying intentions.

The relationship among facebook advertisement and BI is significant which support claims of earlier researches (Durrani et al., 2015; Jokinen, 2016; Bruhn, Schoenmueller, & Schäfer, 2012). Relationship among facebook advertisement and BE is also significant which support the claims of earlier researches (Aaker, 1991; Ashill & Sinha, 2004; Chang & Liu, 2009). Relationship among BI and BE is significant but results show low R square value unlike the previous researches (Rizwan et al., 2013; Faircloth, 2001). Regression results findings confirms the significant relationship among BE and PI (Ashill & Sinha, 2004; Chang & Liu, 2009), instead have low R square value. Results of regression analysis among BI and PI confirms the significant association which support the earlier findings researches (Rizwan et al., 2013; Esch, 2006). Results findings recognized the mediating role of BE which clearly confirms the important role of BE in developing consumer's PI which is compatible with earlier research finding (Dehghani, 2013). By the passage of time consumers are getting more prone towards face book advertising, as for them it is more edifying; provide customized information and up-to-date advertorials. These findings can help advertising experts to make such use of social media advertisement that not only catches the user's attention but also enables to fulfill customized customer's need. Moreover, face book platform enables to build positive BI by reading friends and others reviews related to the brand and intensify customers buying intention by reading the shared positive experiences of other customers thus reducing the purchase risk failure.

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