

The Impact of Facebook Advertisement on Youth: A Case Study of the University of Swat

Arshad Rehman

Visiting Lecture, Department of Media & Communication Studies, University of Swat
arshadrehamn82@gmail.com

Abdullah

Graduate Student, University of Swat

Afira Gulzar

MPhil Scholar, Superior University Lahore

Asma Waheed

Assistant Professor, Government Graduate College (W), Sheikupura

Abstract

This study is being conducted to know about the impact of Facebook advertisement on the students of University of Swat. Aim of the study was to know about students regarding Facebook advertisement and buying stuff through such advertisements. Agenda-setting theory was used as theoretical framework for the study. The questionnaire was used as a data tool and data was collected from 100 students at the university. Results of the study revealed that 97% of the students are using the internet and 93% are using social media. 69% of the students said that Facebook advertisements give awareness about the brands to the audience while 74% of the respondents think that people are buying because of Facebook advertisements. The study also found that majority of the respondents buy stuff that they have seen in Facebook advertisements.

Keywords: Facebook, Advertisement, Youth, University, Swat

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1. Introduction

In recent times internet ads have increased significantly. Youngsters invest less energy sitting in front of the mainstream media and most of the time they give to Facebook for use. The Internet has the upside of being accessible to individuals around the globe consistently. As per some worldwide statistics, 2.07 billion individuals use Facebook consistently. There are 25 million individuals in Pakistan who are utilizing Facebook as indicated by certain measurement reports (Tankovska, 2021).

There is no surprise that the vast majority of Facebook's revenue is generated through advertising. Presently Facebook ads are the most impressive mechanism for any organization to reach their product or brands to individuals who are using Facebook. Facebook is one of the greatest informal communication sites in Pakistan. Everywhere in the world, the utilization of Facebook isn't

restricted to mingling and talking however now it assumes a crucial part in advancing business, marks, etc. It is perhaps the most visited social side these days with the most noteworthy number of devotees, guests, and clients. Today, Facebook has its value and significance in the business world. It is the most ideal approach to cooperate with a huge number of individuals at a minimum expense (Shahid, 2020).

Many vendors for Facebook Advertising. Most telecommunication companies in Pakistan are working towards new marketing strategies and compete with other companies through their own Marketing and Advertising Departments. Many companies have made their entire departments according to their need to control the design and social media promotional activities. Social media is different from traditional media because it is created by the users of these websites and the users have more control over the use of the materials in time and can create their own (Basit, 2016). Additionally, Facebook's advertising revenue has increased by 59 percent. over the past year to more than \$ 86 billion in 2020 (Facebook, 2020a), which is a testimonial to the shift from advertising in traditional media to advertising in digital interactive media by organizations. Millennials are expected to have a combined purchase power of 2.45 trillion dollars worldwide by 2015. It can be assumed that communications in the form of online reviews, posts, and word of mouth (WOM) will play an important role in driving purchasing decisions (Priyanka, 2013).

Staying on the internet can be an effective way to attract new customers. You can reach a global audience at a low cost. Many consumers do research online to find out what to buy. A well-designed website can entice users to buy from you. There are many ways you can promote your business online with paid advertising or improve your search engine rankings. Learn more about doing business online. Other ways to promote your business online include promoting your products or services on social media sites, blogs and search engines, and other websites that reach your target audience. Learn more about social media. In addition to multimedia, images also play an important role in making online ads more efficient. Advertising images and pictures can make ads more attractive to potential customers (Wei, 2010).

1.1. Statement of the problem

Facebook and Social media are revolutions in the online market. As the number of users is increasing day by day. Due to this, a large number of people are buying through advertisements on Social media. This study will focus on the importance given by masses to the Facebook advertisements and how much they are satisfied with such advertisement.

1.2. Objectives

- To know people are going to buy online or not.
- To analyze how many students are buying stuff through Facebook advertisements.

1.3. Hypothesis

- **H1:** It is likely that students buy the stuff which they see in the Facebook advertisement.
- **H2:** It is likely that Facebook bring awareness among the people about the brands.
- **H3:** It is likely that Facebook advertising is fake advertising of products.

2. Literature Review

An experimental study was conducted by Survey 150 sample sizes. There was a statistical analysis of the dataset, i.e. structural equations Modeling (SEM). The results show that the features of online advertising are positive Influence on the purchase intentions. The results further reveal that the image creates a feature most likely the consumer buying intentions. Marketers will find these results useful because they can maximize the impact of advertising efforts to generate purchasing intent (Wei, 2020).

Facebook, as a social networking site, has become very popular with people of all ages around the world. Online ads are becoming very popular because it can reach a large number of people through social sites. The study included 330 respondents who are regular Facebook users to comment on Facebook's influence on online advertising in Bangladesh. After careful analysis of the statistics, the results show that Facebook is strong and Positive influence on online advertising in Bangladesh. The study hopes to open a new one. Insights to explore academics as well as marketing managers and small retailers to expose their products and services through online advertising on a social media site like Facebook in Bangladesh (Chowdhury, 2019).

The effects of online advertising on consumer behavior have been little studied and researched. The topic reached mixed results. Our study focuses on the commitment to online advertising and the role of the mediation variable "attitude towards online advertising" in relationships Between the perceived advertising price and the consumer's purchase intent. The results show that the value of online advertising depends on its information, reputation, and reputation it also stated that the value of entertainment and online advertising is affected by Consumer attitudes toward such advertising. Finally, we show that the attitude is the same (Brahim, 2015).

Social networking sites like Facebook, Twitter, LinkedIn, Myspace, and blogs, these websites are important websites for companies. They can maintain direct relationships with their customers.

Companies Created entire departments that design and control social media According to their needs and promotional activities for the companies. Social Media is different from traditional media because it is created for Users and users of these websites have more control over it and create their contents over the time (Steven, 2013)

3. Agenda setting theory

Maxwell Max Coms and Donald Shaw teamed up with G. Ray Fankhauser to develop a mass media theory known as “The Agenda Setting Theory” in 1968. The study had conducted on voters in the 1968 North Carolina presidential election. This result was later published in 1972 as an article in the "Public Opinion Quarterly", later revised in 1976. In this study, the people's and the media's views revealed the most important issue of the election. Theory encourages the idea that the news media forces people to think about the public agenda they want to see. For a media outlet to emphasize what kind of work each gender should do, completely ignoring the idea of gender equality, creating such a mindset in people. The media provides the public with clues as to where they should focus their attention. This is how the political reality was shaped by the media. In the same way, one more medium theorist, Walter Lippmann, wrote in 1922 about agenda-setting theory (Bajracharya, 2018).

4.1. Relevancy with the study

The research aims to explore the impact of Facebook advertisements on Youth. As we know the agenda-setting approach is related to, “what the people think is set by the media” so in advertisements mostly the social media advertising outlets prefer the audience perception towards products or brands. That’s why this theory is relevant to this study.

4.2. Research Methodology

This study is being conducted to know about The Impact of Facebook Advertisement on Youth: A case study of the University of Swat. The researcher uses the quantitative approach, and the Survey technique is applied to collect data from the respondents. Data was collected from University of Swat students; a questionnaire was used as a data collection tool, and data were collected from 100 respondents from different departments. Data were analyzed through SPSS software to ensure objectivity.

5. Data analysis

Table 1 Age of the Respondents

	F	%
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18 to 24	94	94
25 to 31	4	4
More than 31	2	2
Total	100	100

Table 1 shows the age of the respondents in which 94% of the respondents have age between 18 to 24 years. 4% respondents are from 25 to 31 years and 2% of the respondents are having more than 31 years of age.

Table 2 Gender of the respondents

	F	%
Male	73	73
Female	27	27
Total	100	100

Table 2 shows the gender of the respondents. In which 73% of the respondents were male and 27% were female.

Table 3 Marital status

	F	%
Single	90	90
Married	10	10
Total	100	100

Table 3 explores the marital status of the respondents. In this study 90% of the respondents are unmarried and 10% are married.

Table 4 Do you use internet?

	F	%
Yes	97	97
No	3	3
Total	100	100

Table 4 shows the use of internet among sample of the study. In which 97% participants are using internet while 3% are not using internet.

Table 5 Do you use social media?

	F	%
Yes	93	93
No	7	7
Total	100	100

Table 5 founds the using of social media among respondents of the study. In which 93% of the respondents are using social media while 7% of them are not using social media.

Table 6 Do you use Facebook?

	F	%
Yes	84	84
No	16	16
Total	100	100

Table 6 examines about the use of Facebook. In which 84% of participants are using Facebook while 16% of the respondents are not using Facebook.

Table 7 Do you Prefer to Buy Online?

	F	%
Yes	48	48
No	52	52
Total	100	100

Table 7 shows the preference of the respondents to buy online. In which 48% of the respondents preferred to buy online while 52% of the respondents were not really interested to buy online.

Table 8 Do you see advertisement on social media?

	F	%
Yes	70	70
No	30	30
Total	100	100

Table 8 explored the participants who seen advertisement on social media, in which 70% of participants see advertisement on social media while 30% were not really see advertisement.

Table 9 Do you Buy Stuff which you see on the Social Media?

	F	%
Yes	54	54
No	46	46
Total	100	100

Table 9 shows that the respondents who buying stuffs which they see on social media , in this study 54% respondents were buying stuffs which they seen on social media while 46% are not.

Table 10 Do you think that Facebook Advertising is Fake Advertising of Product?

	F	%
Yes	65	65
No	35	35
Total	100	100

Table 10 founds about the perception of respondents about the advertisement on Facebook. Which 65% of the respondents agreed that Facebook advertisements about the products are fake while 35% of respondents said that advertisements of the product of Facebook are not fake.

Table 11 Do you think that Facebook advertisements provide a valuable amount of knowledge?

	F	%
Yes	58	58
No	42	42
Total	100	100

Table 11 shows that 58% of the respondents said that Facebook advertisements provide a valuable amount of knowledge, the 42% disagree with the statement.

Table 12 Do you think that advertisements on Facebook is creating awareness among the users about the brands?

	F	%
Yes	69	69
No	31	31
Total	100	100

Table 12 Demonstrate that 69% respondents believe online advertising on Facebook is creating brand awareness while 31% believe that online advertising on Facebook is not influence brand awareness.

Table 13 Do you think that the people are buying online because of social media?

	F	%
Yes	74	74
No	26	26
Total	100	100

Table 13 explores that 74% of the respondents said that people are buying products because of social media while 26% of the respondents are not agree with the statement.

6. Conclusion

The main purpose of this study was to understand the impact of Facebook advertisements on youth as well as the audience. Because social media has changed the dissemination of information as well as the publishing of advertisements. It is concluded that 97% of the respondents are using. As internet is the easiest way to get information and a source of communication. It is also concluded that 93% of the respondents are using social media to update themselves. It is also concluded that 84% of the respondents are using Facebook. It was also concluded that 54% of the respondents do prefer to buy online. It was also concluded that 70% of the respondents see advertisements on social media and 54% of the respondents buying stuffs on social media.

It is also concluded that 65% of the respondents believe Facebook advertising is fake. It is also concluded that 58% of the respondents said Facebook provideprovides valuable amount of knowledge. It is concluded that 74% of the respondents said that people are buying online.

7. Hypothesis Verifications

The results of the study proved the assumption “It is likely that students buy the stuffs which they see in the Facebook advertisements” as 54% of the respondents said that they are buying the kinds of stuff which they see in the Facebook advertisements.

The results of the study proved the assumption “*It is likely that Facebook advertising brings awareness among the people about the brands*” as 69% of the respondents believed that Facebook ads bring awareness among the people about the brands.

The result of the study proved the assumption “*it is likely that Facebook advertising is fake advertising of products*” as 65% of the respondents said that Facebook advertising is fake advertising of the products.

8. Recommendations

- It is recommended that advertisement should be more attractive to increase the number of buyers.
- It is recommended full details are required in the advertisement so that people will buy the products.
- It is also recommended that Facebook administration give a skip button in the beginning of the advertisement so that the user can easily avoid unwanted advertisements.

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