

## **Social Media Advertising: from Antecedents of Ad Click to Purchase Intention with the Moderation of Web Trust**

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### **Abstract**

*Purpose: Previously, studies on the social networking sites (SNS) and social networking advertisement (SNA) has shown their results about the online shoppers. But this study focus to check the antecedents of purchase intention which effects it negatively and positively, also the moderating role of ad click between antecedents and purchase intention and moderating role we trust between the relationship of ad click and purchase intention. The overall purpose of this study is to develop a conceptual foundation for investigating the customer attraction process in online framework. Methodology: In order to find out the effectiveness of this relationship we used Regression and correlation technique. Data was collected from 240 respondents using social media frequently. Findings: Results indicate a positive relationship of peer influence and quality of life with purchase intention, while negative relationship of perceived invasiveness and privacy concern with purchase intention and ad click also mediates in these relationships. Study also concludes that web trust also moderates the relationship of ad click and purchase intention. Implications: Managerial implications are also discussed in this study*

**Keywords:** Peer Influence, Perceived Invasiveness, Quality of Life, Privacy Concern, Ad Click, Web Trust, Purchase Intention

### **Introduction**

Social media is becoming the permanent tool of marketing in today market place. Social-networking sites (SNS), for example, Facebook and Twitter are developing in both prevalence and number of clients. Online networking is as yet commanding the Web which is uplifting news for organizations those are wishing to enhance their social networking diversion. At the point when Facebook propelled its first publicizing alternative in May 2005, nobody could have anticipated that online networking promoting income would be evaluated to reach \$8.4 billion in 2015, only ten years after the fact

The importance of the social media can also be judged by the following examples The New York Times hired a social media editors (Nolan, 2009); the Catholic Press Association (2010) offers the church how they can use social media. Arnold Schwarzenegger, Governor of California state is also available on Twitter with 1.8 million followers. Now Northwest Organic Valley brand milk cartons now display ‘find, friend, and follow us’ slogans. These all stories tell us the importance and utility of social media in the life of today’s mankind.

Facebook is one of most visited social networking site. It also provides facility to the advertisers so they can advertise their product and attract their customers. Around 70% of Facebook clients are dynamic consistently (Duggan, Ellison, Cliff Lampe, Lenhart, and Madden, 2014). So the large number of people from round the globe visits it daily and it is familiar in each part of world equally. So any company who is in a search of online customers can easily advertise on Facebook and get the desired customers. According to Nielson 2011, more than 80% of Americans use online networking in some manner every month. Due to the high frequency of usage that has become most popular site of the world. Another positive aspect of Facebook is that its users are from each age group and also from each geographical location. Facebook also provide you an opportunity that you may also customize your customer according to the age, location, preferences and other cultural aspects.

In the future directions of Zhang and Meo (2016) paper they invite the researchers to take the antecedents from the Taylor, Lewin, & Strutton (2011). Therefore, Taylor et al

(2011) antecedents those are Peer influence, Perceived Invasiveness, Quality of Life and Privacy concern and then we find their relation on the purchasing intention. That was missing in the literature and also the moderator role of web trust in the relationship of ad click and purchase intention with respect to online advertisement was also unexplored. In the current study, we have filled this research gap of past research.

There are few studies which purely focus on the online advertisement so this study helps to fill the gap of the E-marketing literature which have been neglected by the marketing researchers. In addition to this the moderator role of trust is never ever tested in the relationship of ad click and purchase intention with respect to online advertisement. This context, model and variables have never been tested in this combination in the online advertising literature.

By keeping all of the current situation and research of modern era in mind a marketer must have to understand and prepare for these modern tools to market their product. Market is the basic platform where buyer and sellers meet each other for the exchange of needs. In the modern age the market is shifted from traditional to online or web placement and in this regard the social networking sites has play an important role. At the present moment there are a lot of sites other than social networking sites which has no real existence but they only deals online, there are also number of food chain which are working online.

### **Literature Review**

In social media peer influence plays vital role as compared to the traditional media. In SNS there are different groups and pages which are based on the common interests. Mostly the consumers are more impressed by the feelings of their fellow group members rather than the company so we also called as peer influence is the major antecedent to generate the purchase intention on social media. According to Peters et al; (2007) social media is also a greater source to bring the consumer close to each other. Social media users are participate actively in the process of information gathering and then sharing this information about their core interest so due to that reason they also influence on the decision of the others fellow members.

**Peer Influence and purchase intension:** Social networking sites are the source to maintain or increase the relation between persons (Peters et al., 2007). Social networking sites (SNS) are also called active media and it appears more as compared to the traditional media that promotes interpersonal relationships. In social media there is two ways interaction due to that social networking advertisement (SNA) brings individuals and groups closer to each other (Taylor et al., 2011). In SNA the exchange of ideas and experiences takes place and that exchange then may unfolds one-to-one, one-to-many or, eventually, many-to-many basis. These interactions outcomes bring people come closer to each other so that will lead towards purchase. So this influence is strong in case of SNS and that will leads towards the purchasing decision of a buyer. So we hypothesized

**H<sub>1</sub>: Peer influence is related positively with purchase intension.**

Perceived invasiveness is the feeling that is feeling by the consumer when he thinks that this advertisement is being distract or irritates towards their goals. On social networking sites the users are there for their specified activities and actions so when the advertisement comes in the path of their work and distract them that are feeling is called as invasiveness. That's the barrier which usually feels by the consumer working online.

**Perceived Invasiveness and purchase intension:**In SNA, consumers perceived a barrier named as invasiveness. Advertisement consider as invasive when it distract or irritate the

consumer by interfering with goal-directed behavior (Li, Edwards, and Lee, 2002). This intrusiveness is the source of negative attitude about advertisement (Bauer and Greyser, 2008). Because online behavior use the SNS, so in this context it's even more irritating (Reed, 1999). So when a user perceives SNA is invasive that will generate negative attitude towards purchase intension. So we argued

**H<sub>2</sub>: Perceived Invasiveness is related negatively with purchase intension.**

Everyone in this world has known the power and importance of technology as the technological innovation has made the life of a human being much easier as compared to the earlier before. Due to these super fast technological advancement the quality of life is improves, as in the earlier ages the human have months to travel in order to communicate with someone and share their ideas in order to learn from someone. But now a days to communicate with someone we just have to take help from technology with the name of mobile through which we are able to communicate and share our feelings with someone. In the same way if we want to learn some new concept we don't have need to travel we just have to take help from our laptop which should be attached with the internet so we can learn whatever we want. In these ways technology has made the life of human much faster and easier. Time is also a very vital determinant of the use of SNS, as if the user uses it in their lunch time, just before leaving home after breakfast, just before to go to sleep all of the activities of the consumer also influence of their reaction towards SNA.

**Quality of life and purchase intension:** Users of mobile communication devices derived entertainment value from technology usage and browsing, aside from any entertainment value associated with advertising content (Peters et al., 2007). This observation was consistent with previously documented behaviors associated with the use of television or Internet browsing to fill time or to “distract” oneself (Stafford ,Stafford, & Schkade, 2011). This study also proposes the similar relationship with SNSs. These activities improve one's quality of life by distracting oneself from life's ongoing challenged (Taylor et al. 2011).

Many consumers may browse SNSs to relieve stress or to enhance relaxation, thus improving quality of life. This could facilitate more positive attitudes toward purchase intension. So we concludes

**H<sub>3</sub>: Quality of life is related positively with purchase intension.**

Privacy concern is also the major factor which is used in online framework of SNS and SNA. Every person in this world is concern about the privacy as that's the major issue in the online arena. Users of the social media sites are concerned about their privacy that the information we provided at the social site must be use by that advertiser and there are also chances that online marketer must also uses some tools through which by using your information he must have target advertising on the specified users as well. These are the factor with whom every online user is quite concerned and therefore the role of privacy is very much important which can never be neglected.

**Privacy concern and purchase intension:** It's the consumer desire to control the acquisition and use of information about them that is acquired through online purchase (Castaneda and Montoro, 2007). Data can not only be collected during purchase but information can also be gathered by monitoring the online activities of a user (Mascarenhas, Kesavan, and Bernacchi, 2012). Many of the users are not aware that web sites are collecting and analyzing the data (Milne, 2000). For SNS participants, privacy concerns may be salient with respect to targeted advertising. Not only are advertisements targeted according to previous browsing habits but, for many sites, the content that consumers share on their profiles can be used for targeting

purposes. When SNS users link privacy concerns with viewing SNS ads, they likely will have a negative inclination toward purchase intention of those products. So it is hypothesized that

**H4:** Privacy concern is related negatively with purchase intention.

#### **Mediation of ad click between peer influence and purchase intention**

Social networking sites are the source to keep up or build the connection between persons (Peters et al., 2007). Person to person communication destinations (SNS) are additionally called dynamic media and it seems more when contrasted with the conventional media that advances interpersonal connections. In online networking there is two courses communication because of that interpersonal interaction promotion (SNA) conveys people and gatherings closer to each other (Taylor et al., 2011). So after that influence from the close persons a customer may want to get the information about the specified product which is being advertise on SNS. To get that information he/she clicks on that advertisement which is called ad click and if the desired feeling is fulfilled or that product having those features which were informed by the influence person that leads towards the purchase intention of that specified product. So we argued that

**H5:** Ad click mediated the relationship of peer influence and purchase intention.

**Mediation of ad click between perceived invasiveness and purchase intention:** In SNA, shoppers saw an obstruction named as intrusiveness. Promotion consider as intrusive when it divert or bother the purchaser by meddling with objective coordinated conduct (Li, Edwards, and Lee, 2002). This meddling is the wellspring of negative state of mind about promotion (Bauer and Greyser, 2008). So to reduce that perception invasiveness or to release the stress level these consumers might be click on the ad and if these SNA having those specified features which are demanded by that user that will lead a customer towards the purchase intention of that product on SNS. So it is concluded that

**H6:** Ad click mediated the relationship of perceived invasiveness and purchase intention.

**Mediation of ad click between quality of life and purchase intention:** Clients of portable specialized gadgets got excitement esteem from innovation use and searching, beside any amusement esteem connected with promoting content (Peters et al., 2007). This perception was reliable with beforehand archived practices connected with the utilization of TV or Internet scanning to fill time or to "occupy" oneself (Stafford et al., 2004). This concentrate additionally proposes the comparative association with SNSs. These exercises enhance one's personal satisfaction by diverting oneself from life's continuous tested (Taylor et al. 2011). So a consumer might want to enhance the quality of life by purchasing the product online because everyone in this world wants to uplift or upgrade his/her life. That's the reason a person might be click on the ad to enhance the quality of the life and if the product is up to the standards and meet the expectation level of that individual then this will create the purchase intention of that product which is being displayed on SNA. So we hypothesized that

**H7:** Ad click mediated the relationship quality of life and purchase intention.

Mediation of ad click between privacy concern and purchase intention

It's the purchaser desire to control the procurement and utilization of data about them that is gained through online buy (Castaneda and Montoro, 2007). Information can be gathered amid buy as well as be accumulated by checking the online exercises of a client (Mascarenhas, Kesavan, and Bernacchi, 2003). A hefty portion of the clients don't know that sites are gathering and dissecting the information (Milne, 2000). So the advertisement shown on the side of the privacy concern people are according to their browsing data or purchase pattern so that targeted advertisement leads a user towards the clicking of that ad and after the evaluation that will cause the purchase intension of a product which is on SNS. So we argued that

**H8:** Ad click mediated the relationship privacy concern and purchase intension.

Trust is also main important element in web site medium same like in the traditionally exchange. Trust is the belief that other will conduct in the socially and ethical way. It is the expectation that others will not take advantage of the situation Chena and Dhillion(2002). Chena and Dhillion (2000) also explored the dimension of the trust in the context of web. They identified four important content of the web trust which is company characteristics, interaction, consumer characteristics and web site infrastructure.

**Moderation of web trust in the relation of ad click and purchase intension:** When a customer is clicks on the advertisement in the SNS and that person also have trust on the reliability of that social networking site then the urge to purchase that product creates in the mind of the customer. Trust is reason for client's buys which depends on the confirmation of dependability (Sirdeshmukh et al., 2002). While the sites with low trust level on whom the viewers are unable to trust are not so effective for the viewers to generate buying intensions. So that point of view should also be understand by the advertiser that to advertise their product on that social networking sites which are highly accepted trust level so that their product must attain desired sales targets. So it means that high level of trust strengthens the relationship of ad clicks and purchase intension and vise verse. So we concludes that

**H9:** Web Trust moderates the relationship of ad clicks and purchase intension.

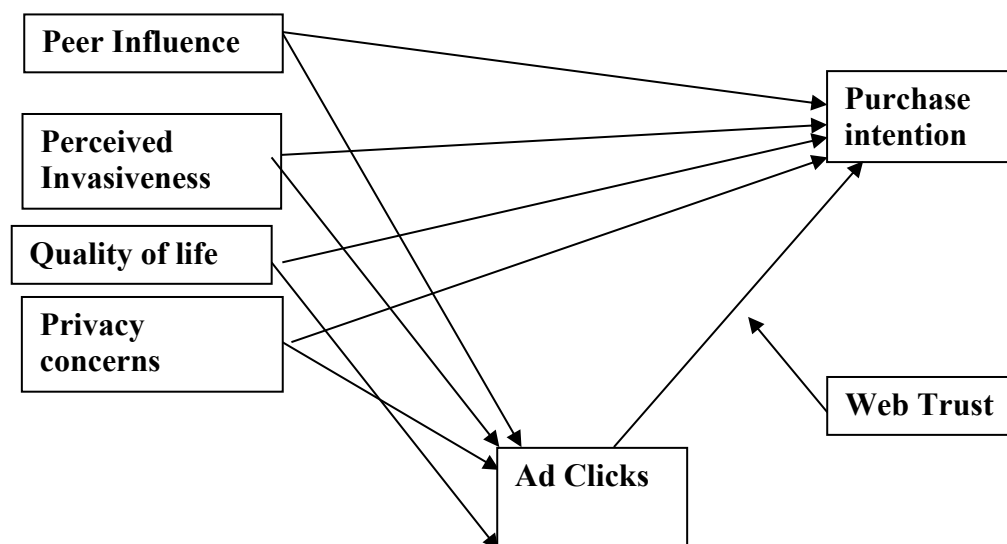


Figure 1.1. *Research Model*

### RESEARCH METHODOLOGY

In these study settings we use quantitative approach to confirm results as exact facts and figures. Reason for that approach is that this study relies on fact and figures given by our target audience. So we have to decide that what strategy we can use to collect our data from the desired respondents. The strategies used for different type of research approaches are different from each other. In this study we are going to apply quantitative research strategy, main area of concern is that we want to get results in facts and figures. So the survey conducted in our research is questionnaire based survey.

We use cross sectional design approach for this study. A study is said to be the cross sectional if it is about the group of people just on time, in a single time frame. Unit of analysis is basically “Who” and “what” that you are analyzed by your study. For this study our unit of analysis is the individual respondents who are the regular users of social networking sites. We collect the data from those individual respondents from their location at the convenience time. It is also easy and cost effective. Another advantage of such study while having a large sample is that you have to see and analyze them once.

Questionnaire is the most commonly used for this kind of research. It is easy and cost effective method of collecting data from the desired audience. But it also has some disadvantages which should be avoided so that we can attain the desired results. So it should be according to the guidelines of the experts. It must be short and comprehensive, must be related, sample, questions must be identifiable properly (Logan et al.,2006).

Our population for this research was the user of social networking sites in three major cities of Pakistan which are Lahore, Islamabad and Faisalabad. Then sample was drawn from that population which was by using purposive sampling technique. Data was collected from this sample through questionnaire based survey. A total of 350 questionnaires were distributed, from which 312 were received back and from those 312 only 240 were useable so our response rate is 68%. So our sample size for this study is 240 (N=240).

All the instruments used in this study are designed on the five point likert scale. These scales were earlier used by so many studies which mean these are best fit for our study. Following table shows the total variables of our study and name of the authors whose item scale are used in this study.

Table 3.1. *Research Instruments*

<b>Variable</b>	<b>Instrument Author</b>	<b>Number of items</b>
Peer influence	Roman and Cuestas (2008)	6
Perceived Invasiveness	Li, Edwards, and Lee (2002)	5
Quality of life	Huang et al. (2007)	3
Privacy Concern	Wolfenbarger and Gilly (2003)	3
Ad clicks	Zhang and Mao (2016)	3
Purchase intension	Chellappa & Sin (2005)	2
Web Trust	Chen and Barns (2007)	4

### RESULTS ANALYSIS

Table 1.2. *Descriptive Statistics*

<b>Variable</b>	<b>Sample Size</b>	<b>Minimum</b>	<b>Maximum</b>	<b>Mean</b>	<b>Standard Deviation</b>
<b>Gender</b>	240	1	2		
<b>Marital Status</b>	240	1	2		
<b>Age</b>	240	1	4		
<b>Qualification</b>	240	2	6		
<b>Income</b>	240	1	7		
<b>Peer Influence</b>	240	2.17	5	3.85	0.753
<b>Perceived Invasiveness</b>	240	2.20	5	3.77	0.708
<b>Quality of life</b>	240	2	5	3.85	0.887
<b>Privacy concern</b>	240	2	5	3.81	0.800
<b>Add click</b>	240	1.67	4.67	3.45	0.881
<b>Web trust</b>	240	1.75	4.75	3.40	0.868
<b>Purchase Intension</b>	240	2	5	4.04	0.731

Table 1 shows that descriptive data of the study variables. This tells us about the mean, Standard deviation and measure of average among the variables. Above table shows that total number of respondent for each variable is 240. Table 4.1 also shows that mean value of peer influence is 3.85, perceived invasiveness (3.77), quality of life(3.85) and privacy concern(3.81), add click(3.46), web trust (3.40) and purchase intension is 4.04 while standard deviation of peer influence is 0.75, perceived invasiveness(0.70), quality of life(0.88) and privacy concern(0.80), add click(0.88), web trust (0.86) and purchase intension is 0.73.

**Reliability Analysis:** Reliability analysis means internal reliability of the scale, response of all the elements of all the construct and help to access the goodness of the measure (Sekaran, 2003). The value of the reliability depends upon the value of the cronbach's alpha. The value must be greater than 0.70 for the reliability among the instruments and response asked.

Table 1.2. *Reliability Analysis*

<b>Construct</b>	<b>Cronbach's alpha (α)</b>	<b>No of items</b>
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<b>Peer Influence</b>	0.871	6
<b>Perceived Invasiveness</b>	0.828	5
<b>Quality of life</b>	0.836	3
<b>Privacy Concern</b>	0.74	3
<b>Ad click</b>	0.758	3
<b>Web trust</b>	0.772	4
<b>Purchase intension</b>	0.718	2

Above table shows the reliability of each variable of our study. Cronbach’s alpha reliability of peer influence is 0.871, perceived invasiveness ( $\alpha=0.828$ ), quality of life ( $\alpha=0.836$ ), privacy concern ( $\alpha=0.740$ ), Ad click ( $\alpha=0.756$ ), web trust ( $\alpha=0.772$ ) and purchase intension is ( $\alpha=0.718$ ).

**Correlation Analysis:** Correlation is a statistical test which is used in order to check the relation among independent and dependent variable. If the value of Pearson correlation is near to 1, it shows there is strong correlation among those dependent and independent variables. If the value of Pearson correlation is near to 0 it shows weak correlation among the independent and dependent variables.

Table 1.4.

S. No		1	2	3	4	5	6	7	8	9	10	11	12
1	<b>Gender</b>	1											
2	<b>Marital status</b>	0.019	1										
3	<b>Age</b>	0.007	0.796	1									
4	<b>Qualification</b>	0.129	0.492	0.691	1								
5	<b>Income</b>	0.114	0.428	0.664	0.555	1							
6	<b>Peer Influence</b>	0.12	0.038	0.006	0.026	0.01	1						
7	<b>Perceived Invasiveness</b>	0.167	0.043	0.016	0.004	0.019	0.453	1					
8	<b>Quality of</b>	0.117	0.035	0.008	0.034	0.026	0.324	0.235	1				



life

	<b>Privacy Concern</b>	0.163	0.034	0.007	0.008	0.013	0.564	0.312	0.411	<b>1</b>		
9												
10	<b>Ad click</b>	0.024	0.11	0.018	0.06	0.035	.876**	.543**	.345*	0.765*	<b>1</b>	
11	<b>Web trust</b>	0.055	0.014	0.04	0.071	0.023	.478*	0.417	0.212	.312*	.311*	<b>1</b>
	<b>Purchase Intension</b>	0.28	0.57	0.85	0.47	0.42	.856**	.765**	.560**	.435**	.875**	.772**

\*\* . Correlation is significant at the 0.00 level (2-tailed).

Table 4.4 shows that there is relationship between all independents which are peer influence, perceived invasiveness, quality of life and privacy concern with the dependent which is purchase intension. Correlation among peer influence and purchase intension ( $r=0.856^{**}$  and  $p=0.00$ ), p value must be  $>.05$ so its below the required level which means the relationship exists, r values shows that the relationship is strong because this value is close to +1. Perceived invasiveness and purchase intension ( $r=0.756^{**}$  and  $p=0.00$ ), p value must be  $>.05$ so its below the required level which means the relationship exists, r values shows that the relationship is strong because this value is close to +1. Quality of life and purchase intension ( $r=0.560^{**}$  and  $p=0.00$ ), p value must be  $>.05$ so its below the required level which means the relationship exists, r values shows that the relationship is strong because this value is close to +1. Privacy concern and purchase intension ( $r=0.435^{**}$  and  $p=0.00$ ) p value must be  $>.05$ so its below the required level which means the relationship exists, r values shows that the relationship is strong because this value is close to +1.. Peer influence and ad click ( $r=0.690^{**}$  and  $p=0.00$ ), perceived invasiveness and ad click ( $r=0.857^{**}$  and  $p=0.00$ ), p value must be  $>.05$ so its below the required level which means the relationship exists, r values shows that the relationship is strong because this value is close to +1. Quality of life and ad click ( $r=0.772^{**}$  and  $p=0.00$ ) p value must be  $>.05$ so its below the required level which means the relationship exists, r values shows that the relationship is strong because this value is close to +1. and privacy concern and ad click ( $r=0.800^{**}$  and  $p=0.00$ ) p value must be  $>.05$ so its below the required level which means the relationship exists, r values shows that the relationship is strong because this value is close to +1.

There is no significant value of demographics with the purchase intention so which means that we don't have to control any variable while performing regression analysis.

**Regression Analysis:** To accept or reject our each hypothesis we run the regression analysis. Firstly we check direct relationship of proposed hypothesis for that we run simple linear regression which is given below.

**Table 4.6:** Regression Analysis for Purchas intension

		R Square	$\beta$	T	F	Std. Error	Sig.
Peer influence	→ Purchase Intension	0.505	0.871	2.654	59.873	0.519	0.00**

Perceived Invasiveness Intension	↗ Purchase	-0.551	2.362	0.01**
Quality of life	↗ Purchase Intension	0.517	2.741	0.03*
Privacy concern	↗ Purchase Intension	-0.719	2.212	0.00**

n=240, \*P<.05: \*\*P<.01

Table 4.6 shows value of the R square shows that 50% changed resulted in dependent (Purchase intension) due to the independents variables (Peer influence, perceived invasiveness, quality of life, privacy concern). The value of the F stat for this model is above 4 which is 59.873 which means that all the independent variables are significantly correlated with the dependent variable which is purchase intension. The table further explains that t value is more then 2 for each independent variable which means that all the independent variable are correlated with the dependent variable. The table depicts that significance value of all the independent variables with dependent variable is less than .05. This means that all the independent variables have relationship with the dependent variable. Beta value of peer influence with purchase intension has positive sign which means that our H1 accepted that Peer influence has significant positively associated with purchase intension. Beta value has negative sign in the relationship of perceived invasiveness and purchase intension which means that perceived invasiveness has negatively significant with purchase intension so our H2 also accepted. Beta value for quality of life and purchase intension has positive sign which means that they are significant positively associated with each other so H3 of our study also accepted. Beta value for privacy concern and purchase intension also has negative sign which means that both these variables are negatively associated with each other so H4 of our study also accepted that privacy concern is significantly negatively associated with purchase intension.

**Mediation Analysis:** According to Preacher and hayes (2007), in order to check the mediation you have to fulfill the 3 conditions. Firstly independent has significantly associated with dependent variable. Secondly, independent has significantly associated with mediator. Thirdly, mediator has significantly associated with dependent variable. If these 3 conditions fulfill you have to check the hypothesis otherwise you simply can reject the mediation hypothesis. So to prove the mediation we can check these three conditions. We already have check the first condition so now we can check the 2<sup>nd</sup> and 3<sup>rd</sup> condition to prove the mediation.

Table 4.7. Regression Analysis for ad click:

		R Square	β	T	F	Std. Error	Sig.
Peer influence	↗ Ad click	0.585	0.582	2.346	39.873	0.419	0.01**
	↗		-0.683	2.632			0.00**

Perceived Invasiveness	Ad click			
Quality of life	↗ Ad click	0.785	2.417	0.00*
Privacy concern	↗ Ad click	-0.917	2.567	0.04*

n=240, \*P<.05: \*\*P<.01

Above given table 4.7 shows those independent variables are significantly associated with the mediator (Ad click). R square shows that 58% change in ad click due to the independent variables. T stat for each independent is above 2 which means these are correlated with each other. F stat is 39.873 which is above 4 so always acceptable above that. Peer influence is significant (p=.001) and positive (B has positive sign) associated with purchase intention. Perceived invasiveness is significant (p=.000) and negative (B has negative sign) associated with purchase intention. Quality of life is significant (p=.00) and positive (B has positive sign) associated with purchase intention. Privacy concern is significant (p=.04) and negative (B has negative sign) associated with purchase intention.

Now we can check the 3<sup>rd</sup> condition in order to prove our mediation.

Table 4.8. Regression Analysis for ad click and Purchas intension:

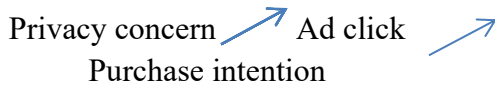
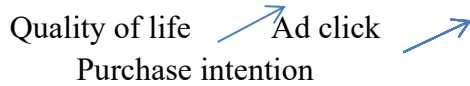
Model	$\beta$	Std. Error	t	Sig.
AD_Mean	.015	.054	2.282	.020

a. Dependent Variable: PINT\_Mean

Table 4.8 shows that our mediator (ad click) is significantly and positively associated with the dependent variable which is purchase intension. So we all 3 conditions to check the mediation fulfills so we can check mediation now.

Table 4.9 Regression Analysis for mediation of ad click:

	$\beta$	T	Sig.
Peer influence ↗ Ad click ↗ Purchase intention ↗↗	0.276	3.456	0.00**
Perceived Invasiveness ↗ Ad click ↗ Purchase intention ↗	0.362	4.565	0.03*
	0.224	7.123	0.01*



0.167	4.134	0.03*
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Above table 4.9 shows that results when we place mediator in between the independent and dependent variable. From the above table it is shown that after placing mediator (ad click), when we place ad click between peer influence and purchase intention as their direct relation was significant and after placing mediator their relation also remain significant, so it means that ad click Partially mediates the relationship peer influence and purchase intention, in the same way the relation of perceived invasions, quality of life, privacy concern with purchase intention is partly mediates by ad click because their direct relation was also significant and after placing mediator their relation still significant. Partially mediation means that some relation of independent is with dependent and some relation is through the mediator which is ad click. So this means that H5, H6, H7, H8 of our study also accepted.

**Moderation Analysis:** In order to check the moderation, we already check the relationship of ad click with the purchase intention and this relationship is supported by our data. Now we make the interactional term (ad click \* web trust) in order to check the moderation. Then we perform linear regression by keeping the dependent as dependent and interactional term as independent.

Table 4.10 Regression Analysis for moderation of web trust:

Model	$\beta$	Std. Error	t	Sig.
AD_webTrust	.516	.024	3.822	.000

a. Dependent Variable: PINT\_Mean

As above table 4.10 shows that the interactional term of ad click and we trust is also significant with dependent variable (purchase intention) so it means that web trust moderates the relationship of ad click and purchase intention.

### Discussion:

The most important objective of this study is to find out the characteristics of social networking advertisement and the factors include in them which can cause the purchase intension of that product. In the context of the social networking sites (Goodrich, 2011), we discuss the factors which can be the antecedents to click at the social networking advertisement and then how this ad click can generate the purchase intension if the moderating role of web trusts. In the past literature there are no such studies which address the antecedents of ad click but Taylor et al (2011) discuss the role of these antecedents on the attitude towards social networking advertisement (SNA). And also concludes that these peer influence and quality of life are positively while perceived invasiveness and privacy concern are negatively associated with the attitude towards SNA (Lunden, 2014).

### Implication of the study

The study is quite significant from both theoretical and practical perspectives. Most significantly its major focus is to a great extent of current issue that even due to huge

investment in social media advertisement organization is not able to increase the purchase intension of a product they offering online. As in Pakistan likewise the other countries the trend of online purchasing increases so the companies and the individuals who are trending their products on the online world should realize the importance of the factors which influence the online selling of your product. So in the Pakistan the peoples are also getting attracted towards the social media so there is the need which should be understands that what should be the important ingredients of the online advertisement so that it captures the attention of the viewers so that further leads towards the purchasing of that specified product. So practically this study will be guidelines for the online advertisers and will understand customer perception about the purchasing in a better way. Pakistani market is also entering in the digital age, so this study will help to understand the Pakistani online market in a new way and also provide us the view point that in this part of the world what should be the necessary ingredients of the online advertisement so that it capture the attention of the online buyers that leads towards the purchasing of the products.

### **Limitations**

Like everything else of the universe no research could be perfect. There are a lot of limitations associated with every study. However the lists of beneficial contributions were made by the research in order to make the clear significance of online advertisement and its impact on ad click and purchase intension. According to a quote that there are always a room for improvement so this study is not perfect and it also includes some limitations. The limitation of this particular study includes our application of research techniques. That we have selected to cut our cost, save time and due to the shortage of some resources. As we gone through the cross sectional study rather than longitudinal study. Another limitation of this study is that we used traditional approach of data collection which is questionnaire, we may use some more advance techniques of data collection as well. The sample size of the study was also small and we also include only 3 cities of Pakistan Faisalabad, Lahore and Islamabad in our population. The duration of conducting that study was also a major constraint in this study.

### **Future Recommendations**

Thus these limitations can be overcome in the future by making further researches and studies as there is a opportunity for future research in which these relationships are tested with more alterations and more testing. The above mentioned constraints of the study can be eliminated by having a lengthier duration to conduct the research so that it can be conducted in the broader perspective and overcome the limitation of this study. This study was cross sectional study, so there is a scope of longitudinal study on the subject so the limitation of cross sectional study can be eliminated by conducting the research in the different span of time. Along with the traditional method of questionnaire to collect the data for upcoming studies many other method of data collection can be used which help to collect the data more authentic data could be e.g. telephonic interview or one to one live interview. A large sample can be taken and also sampling technique can also be altering rather than convenient. These are the future recommendation for this study which can be addressed in the future.

### **Conclusion**

This study depicts strong relationship of all independent variable with the dependent variable. Social networking advertisement is the most important and effective tool of promoting the goods and service in this time so this study includes the all those core areas and points that what should be include in the social media advertisement so that after see those ad the intension to purchase that product or service can be generated in the mind. So companies should address that quality of life and peer influence is positively while invasiveness and

privacy are negatively associated with the purchase intention of the product so these core areas should be addressed. This is also important that if a customer is satisfied after the purchase of the product in online then that person becomes the sales person of your product as that person also convenience other user of that site. That's called peer influence which is the key element of the purchase intention in social networking sites as par this study concludes. Moreover, mediator of this study is ad click which also plays an important role in the relationship of peer influence, perceived invasiveness, quality of life, privacy concern and purchase intention. Moderator of this study also has the significant role which is web trust, which means that it plays its role in a way the advertisement on social sites which has greater trust, the relationship of ad click and purchase intention gets strong and vice versa.

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**Appendixes:**

**Section 1: Peer Influence**

**Roman and Cuestas (2008)**

1. Participating in a SNS is exciting.	1	2	3	4	5
2. Participating in a SNS is cool.	1	2	3	4	5
3. Participating in a SNS is socially desirable.	1	2	3	4	5
4. I recommend participating in a SNS to others.	1	2	3	4	5
5. I encourage my friends to participate in a SNS.	1	2	3	4	5
5. I encourage my friends to participate in a SNS.	1	2	3	4	5
6. I say positive things about SNS to others.	1	2	3	4	5

**Section 2: Perceived Invasiveness**

**Li, Edwards, and Lee (2002)**

1. I find ads shown on SNS distracting.	1	2	3	4	5
2. I find ads shown on SNS intrusive.	1	2	3	4	5
3. I find ads shown on SNS irritating.	1	2	3	4	5
4. I find ads shown on SNS invasive.	1	2	3	4	5
5. I find ads shown on SNS interfering.	1	2	3	4	5

**Section 3: Quality of Life:**

**Huang et al. (2007)**

1. Participating in a SNS improves the quality of my life.	1	2	3	4	5
2. Participating in a SNS can reduce stress after a difficult day.	1	2	3	4	5
3. Participating in a SNS is a way to enjoy myself or relax	1	2	3	4	5

**Section 4: Privacy concern**

**Wolfinbarger and Gilly (2003)**

1. I feel secure in providing sensitive information to the SNS Web site.	1	2	3	4	5
2. I feel the SNS Web site will keep my personal details private.	1	2	3	4	5
3. I feel secure in posting personal information on my SNS pages.	1	2	3	4	5

**Section 5: Ad click**

**Zhang and Mao (2016)**

1. I click on the display ads on SNS to understand more about the products.	1	2	3	4	5
2. I click on the display ads on SNS to make a purchase.	1	2	3	4	5
3. I click on the display ads on SNS to get more information about the products.	1	2	3	4	5

**Section 5: Trust**

**Chellappa & Sin (2005)**

1. Based on my past experience I do believe that the transaction through my online store is always safe.	1	2	3	4	5
2. Based on my past experience I do believe that the transaction through my online store is always reliable.	1	2	3	4	5
3. Based on my past experience I do not think that my things go wrong with my transaction through my online store	1	2	3	4	5
4. Based on my past experience I am confident that my online store will promptly inform me if at all any problem occur with any of my transaction	1	2	3	4	5

**Section 5: Purchase intension**

**Chen and Barns (2007)**

1. I would like to use my online store for purchasing products or services.	1	2	3	4	5
2. I shall transect with my online store in the near future.	1	2	3	4	5



**Demographics:**

**1- Gender**

Male  Female

**2- Marital Status**

Married  Unmarried

18-25z	26-35	36-45	46-55	56-above
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**3- Age**

**4- Qualification**

Matric	Intermediate	bachelors	masters	Mphil/Ms	PhD
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**5- Income**

Below 20,000	20,000- 35,000	35,001- 50,000	50,001- 65,000	65,001- 80,000	80,001- 95,000	Above 95,000
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