



Trends of Brands' Advertisements on Facebook and its Consequences on Consumers' Behaviors

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Abstract: Facebook provides knowledge regarding the different varieties of products. It is helpful to increase people's attraction. Nowadays, many organizations have official pages and groups to connect with the customer. Facebook makes it easier to access the company so that consumers express their ideas, opinions, and views, and give feedback commencement through Facebook. The purpose of this study is to inspect trends of brand advertisements on Facebook and their consequences on consumer behaviors. The researcher used a quantitative technique to explore the behavior of consumers toward Facebook advertisements. The size of sample was 300 respondents. This study used a questionnaire-based online survey to assemble the information and implement analysis. The findings of the study show that Facebook advertisements provide awareness about the latest trends and also provide more information about the product. Respondents follow the official Facebook pages of their favorite brands. The study also shows that the respondent believes that the product or services purchased online are cheaper than the same item in-store. Moreover, the buying preferences of consumers are often influenced by the social media advertisement which has a strong impact on their buying preferences. A small number of consumers also expressed their doubts about online purchases.

Keywords: Brands, Facebook, Advertisements, Consumers, Behavior

1. Introduction

A high level of brand consciousness in customer behavior has been identified as a market trend in the previous couple of decades, particularly for consumer goods. The fast-food industry tries to introduce products as brands to meet the demand created by customer behavior. Increasing brand awareness in such a market is a challenging task. On the other side, as the market grows in knowledge and maturity, new opportunities and marketing channels are also opened up (Karam & Saydam, 2015). Online platforms facilitate of the user to create content and share their ideas through the internet become the most popular communication medium for Internet users in their college years. Online groups are becoming a more popular venue for consumers to voice their opinions and share information in today's internet environment, making them a useful tool for marketers to engage with customers (Chu, 2011).

The fact that consumers are receiving a large number of brand messages every day, these brand-related behaviors are generally that take place offline have an impact on how consumers interact with brands online. We may develop new insights into how consumers' active interaction the association between their active internet with brands and commercials across offline media. by exploring these factors from a broader viewpoint. This study specifically aims investigate the relationship between brand engagement with their content on The scope of activity on Facebook varies depending on the different type of activity as do the advertising activities in different traditional media radio, TV newspapers, magazines and away from home (Voorveld, et al, 2018)

Facebook plays a significant role in the creation of any brand because it might achieve greater results in terms of Efficiency, place in the market, and value for clients in less time and money. Some researchers argued that the way customers make purchasing decisions is changing since they like to keep in touch with brands online even after making purchases. Social media is a significant component that influences customers' purchasing decisions, though several studies have looked into the effects of social media marketing few have looked at how social media affects brands from an employer's perspective (Waters & Ackerman, 2011). The young adult population, which uses Facebook more than before it ("Inside Facebook," 2009), and who perceive technology to have become an essential part of their lives (Merritt & Neville, 2002), was the subject of this study. The study investigated the factors that lead teenagers to share personal information on Facebook, how they view the effects of doing so, and if there are any gender differences in the level and style of such publication. 85% of millennial are aware that using social networking sites involves some privacy loss. At the same time, 51% occasionally have no trust in a social networking site or business. (Waters & Ackerman, 2011)

1.1 Objective of the Study

This study aims to:

- To Investigate the trends of brands' advertisements on Facebook to provide the awareness
- Examine how the experiences of others influenced their choice of brand.
- Investigate trust in online purchasing through Facebook for the future as well.
- Analyze Facebook advertisements have positively impacted consumer purchasing decision

1.2 Problem Statement

Facebook brands' advertisements have become increasingly popular, and they are having an impact on customer behavior. Facebook offers a variety of information and raises consumer awareness of brands, but occasionally customers have encountered delivery issues, such as poor product quality or unexpectedly high delivery fees. Whenever the advertising omits to disclose the fee schedule. Therefore, this latest study examines the trends of brands advertisement on Facebook and its consequences on consumer behavior in Bahawalpur.

1.3 Significance of the Study

The worth of this study is increasing nowadays. it is focused on the consumer behavior who are curious in using of the Facebook for online purchasing. It offers an enormous area for connecting with various types of people. However, you can identify the intended audience in that network. As a result, advertisers favor using the Facebook network to reach their intended audience. The current study looks trends of brands' advertisement on Facebook and its consequences on consumers' behavior in Bahawalpur.

2. Literature Review

2.1 Facebook Advertisement

A survey was conducted by Duffett (2015) regarding influence of Facebook advertisements on shopping behavior. Consumers have more time to spend on Facebook. Facebook Posts (clips, images) and pages promoted sales. It was a famous platform in the whole world for purchasing the product. Results of the study were Facebook had a good influence on buying the product and increased buying intention.

Parul Deshwal (2016) conducted a study on Internet advertising's effect on consumer behavior The Internet provides the field of business advertising with more interactive services, rich media capabilities, and a wider audience. To get the most out of this new media, careful planning must be made after understanding the target audience. Given the fact that interactive technology offers new opportunities for the whole advertising company, the real impact of advertising is difficult to monitor and evaluate for both mass media and the Internet. Some companies estimate the audience size companies that, when used to mass media, determine the size of the audience that receives advertising messages, such as Nielson TV and radio ratings, and programs are underway to further assess the economic effects of advertising by linking advertising with economic data. Instead of using "eyeballs," which are the same as the number of connections to Yahoo!, the usual technique of assessing viewership and payment is based on actual viewing time. Sellers must rely on alternative revenue streams as more and more people start to question the efficiency of Internet broadcast advertising that only lights banner advertisements. As a result, broadcast-based advertising will have fewer distribution channels in the future. Targeted advertising is an option (Deshwal, 2016).

Andrew T Stephen conducted a study on consumers in the context of social media and digital marketing which is having following five topics: the first one is consumer digital culture; the second is the responses to digital advertising; the third effects of digital environments on consumer behavior; (iv) mobile environments; and the last is

the online word of mouth (WOM). These articles collectively give knowledge from a variety of perspectives on how consumers interact with, shape, and are shaped by the digital worlds that they are positioned in as part of their daily lives. There is still plenty to learn, and the available information often overemphasizes WOM, which is simply one aspect of the digital customer experience. To encourage researchers to take into account a wider variety of occurrences, some directions for future research have been laid out (Stephen, 2016).

Shu-Chuan Chu conducted a study on viral advertising in social media: college-age users' interest in Facebook groups and reactions. The involvement in Facebook groups and responses to viral advertising may be related, according to this study. The results show that college-aged Facebook group members are more forthcoming and have more favorable opinions towards social media. However, Facebook group participation has minimal effect on how users spread viral ads. The results also demonstrate that group members and other people's pass-on behaviors are determined by many factors. For Facebook's viral advertising, these findings have theoretical and practical implications (Chu, 2011).

2.2 Active user of Facebook

Susan Waters and James Ackerman Investigated Facebook's Private Administration: Free Disclosure's Motives and Perceived Consequences This study used a survey that was given to college students enrolled in a public speaking class to investigate the perceived reasons for and effects of publicly revealing Facebook users. Although using Facebook could turn into a dangerous habit, college-age participants in the study were inspired to do so because they thought it would improve their social lives and family connections had improved. Compared to most previous research, which connects revelation with connection, the research reveals that Facebook users prefer to disclose to strangers rather than close friends. According to this study, Facebook has a unique Men and women are motivated to reveal in different ways depending on their gender. The four elements of information sharing, storage, entertainment, keeping up with trends, and show off give insight into how privacy boundaries and regulations are developed and used while disclosing. Facebook's environment has an impact on the privacy limits and rules that develop (Waters & Ackerman, 2011).

2.3 Brand Recognition

Karam and Saydam (2015) conducted a case study of fast-food outlets in North Cyprus which offers an analysis of raising brand recognition and its effect on consumer behavior through media. Customer perception of a brand is significantly influenced by brand awareness, which has grown in importance. It is assumed that customers' reputation and trust variables will have an impact on how customers view the company. According to research, brand awareness increases during the information-gathering process as a result of loyal customers, showing the beneficial impact of brand image (Karam & Saydam, 2015).

2.4 Brand Images

Voorveld et al. (2018) explained the way traditional advertising improves a brand's Facebook audience and level of participation. The study focused that data collection comprising information for over three years on the Facebook profiles of 45 brands. The results showed that while offline media advertising had an impact on popular and natural reach, only Facebook advertising directly influenced the number of page likes. It may be said that offline advertising is important for encouraging customers to engage with brands online; however, some elements influence natural reach, viral reach, and likes. While Facebook's cross-over effects are important for assessing its natural reach, Facebook's advertising appears to be the main factor in determining how many people see Facebook brand pages organically. Cross-over effects appear to have less of an impact on viral reach, and TV is the only other offline media that can drive viral reach (apart from Facebook advertising, which is paid reach). No integration effects could be seen for likes, and the only factor that could affect how many customers' likes a brand page received was Facebook advertising. There is a chance that spending on advertising in newspapers, on TV, and in away-from-home media will have an indirect impact on the number of likes because natural and viral reach are also significant factors. It can be claimed that while spending on advertising in a certain medium may have a simple impact on the early stages of the buying process, truly enjoying a brand page may depend more on other aspects. However, they might spend more on advertising than is typical for traditional media. Some of these characteristics, like the actual content, are within the control of the advertiser (Voorveld et al.. 2018).

2.5 Consumer Behavior

Kwon (2009) explored the study on the advertising of online media involves consumers which became a marketing

medium. The literature of the review is appeared the Influence of the online media on the purchaser and says that the method of purchasing has effective purchase intention. Etkan & Birol (2011) stated the theory which included knowledge based on the desire of people. The Theory tells us a large number of ads are appear which was affected by the attitude of the people compared to each other. Wang and Yang (2010) discussed when the advertiser provides accurate info for the specific people so it can be a possible customer to forget this. Arun Chitharanjan (2009) explained the study on social network platforms. The online platform facilitates for the sending, achieve the knowledge, and replace the data of the people. It includes the two-way conversation among the sender and receiver. The procedure of communication has affected the organization and targeted audience. This type of conversation is also affecting the purchasing intention. Rust, Lemon & Narayadas (2005) stated the hurdle of in conversation was created misguide, wrong information, and misconception. Aaker (2004) explain that the Internet facilitates the platform for the customer to share the knowledge, opinion, and material about the consumption of the product. These practices could be good or bad and consumer posted their participation, which was linked to social media to help the customer (Chitharanjan, 2016).

2.6 Purchasing Intention

Research on Facebook's effectiveness in influencing customers' purchasing intentions reveals the impact of Facebook on advertising. In response to customer needs and aspirations, Facebook advertising is increasingly being used in the company. Advertisers can advertise their products using Facebook's platform in more specialized and individualized ways. Investigating the effect of Facebook advertisements on Pakistani customers' purchasing intentions is the goal of this study. This study looked into how Facebook advertisements contribute to the growth of a brand's equity and image, which in turn influences customer purchasing decisions. Every construct is derived from earlier research projects. Facebook advertising significantly affects brand equity and product perception. b) Both trust in the brand and perception of the brand majorly impact a major power while considering a buy credibility (c) mediates the impact of brand image on consumers' intent to buy. By the suggested model's mean, all of the results are consistent. There were 204 surveys distributed to Facebook members in Karachi. SPSS was used to evaluate the collected data. Therefore, it suggests method to take will benefit Pakistani brands (Imtiaz, Alsoud, Ramish, Aziz, & Anwar, 2021).

Rehman, Ilyas, Nawaz, and Hyder (2014) stated that Facebook influenced the purchasing intention of teenage customers. The study focuses on Facebook advertisement generates a positive impact on teenage consumers as comparing the Facebook environment. The result show women hurt the Facebook environment on the other hand women had a positive impact on the product advertisement.

3. Research Methodology

The current study is quantitative. The survey was used for collecting the primary data which uses the Five-point Likert scale among the online users of the Bahawalpur-area. The Questionnaire is used to acquire the result of the consumers' behaviors. In this study, the sample sized is of 300 people.

4. Discussion and Analysis

The following interpretations are made after data collection and analysis:

4.1 Demographic information

Table 1: Gender

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
Valid	<i>Female</i>	184	61.3	61.3	61.3
	<i>Male</i>	116	38.7	38.7	100.0
	<i>Total</i>	300	100.0	100.0	

Table 1 stated that the total number of respondents was 300. The data show that there are 184 females (61.3%) and 116 (38.7%) males

Table 2: Age group

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	16-20	91	30.3	30.3	30.3
	21-25	131	43.7	43.7	74.0
	26-30	43	14.3	14.3	88.3
	30 above	35	11.7	11.7	100.0
	<i>Total</i>	<i>300</i>	<i>100.0</i>	<i>100.0</i>	

Table 2 refer that the total number of respondents was 300. The participant percentage is 91(30.3%) among the age range of 16-20, 131(43.7%) among the 21-25, 43(14.3%) 26-30 35(11.7%) among 30 above

Table 3: Education

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	i. Bachelors	159	53.0	53.0	53.0
	ii. Master	51	17.0	17.0	70.0
	iii. M. Phil	52	17.3	17.3	87.3
	iv. PhD	38	12.7	12.7	100.0
	<i>Total</i>	<i>300</i>	<i>100.0</i>	<i>100.0</i>	

This table represent highest education of different participants. According to these the education of these respondent to acquire was 159(53%) for the bachelor, 51(17%) master, 52(M.Phil. and 38(12.7%) for PhD

Table 4: Employment status

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	(I) Employed	76	25.3	25.3	25.3
	ii) Unemployed	224	74.7	74.7	100.0
	<i>Total</i>	<i>300</i>	<i>100.0</i>	<i>100.0</i>	

Table 4 mentioned that the status of male and females regarding the unemployment and employment status. It represent that 76 (25.3) employed and 224 (74.7%) unemployed

Table 5: Mostly use the electronic device

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	i. Computer	10	3.3	3.3	3.3
	ii. Laptop	47	15.7	15.7	19.0
	iii. Mobile	238	79.3	79.3	98.3
	iv. Tablet	5	1.7	1.7	100.0
	<i>Total</i>	<i>300</i>	<i>100.0</i>	<i>100.0</i>	

According to this table “Which prefers the electronic device mostly use for the internet. Table shows that 10 (3.3%) respondents use the computer for Facebook advertisements. 47 (15.7%) use the laptop. 238 (79.3%), mostly prefer the mobile phone and 5 (1.7%) percent use the tablet.

Table 6: Facebook ads provide awareness

	<i>Frequency</i>	<i>Percent</i>
<i>Valid Agree</i>	171	57.0
<i>Disagree</i>	20	6.7
<i>Neutral</i>	47	15.7
<i>Strongly agree</i>	62	20.7

<i>Strongly disagree</i>	2	0.6
<i>Total</i>	300	100.0
<i>Mean</i>	2.10	
<i>Std. Deviation</i>	.814	

This table mentioned describing the finding of the participant regarding Facebook ads provide awareness about the latest trends. It shows, that 171(57.0 %) agree that Facebook advertisements provide the awareness about the latest trend on the other side 20(6.7%) respondents disagree. 47(15.7%) are neutral with this notion 62(20.7%) are strongly agree and 2(.6) are strongly disagreeing. Similarly, the mean score is related 2.10 and standard deviation is .814

Table 7: Facebook ads provide info

	<i>Frequency</i>	<i>Percent</i>
<i>Valid Agree</i>	150	50.0
<i>Disagree</i>	35	11.7
<i>Neutral</i>	63	21.0
<i>Strongly agree</i>	52	17.3
<i>Total</i>	300	100.0
<i>Mean</i>	2.26	
<i>Std. Deviation</i>	.892	

This table represent the data of the participant is do they agree that Facebook advertisement provide more information about the product. In this regard, most of the respondents agree 150(50.0%) with this point of view 35 (11.7 %) disagree, 63(21.0%) are neutral 52(17.3%) are strongly agree. Similarly, the mean score is related 2.26 and standard deviation is .892

Table 8: Joined the Facebook pages & groups

	<i>Frequency</i>	<i>Percent</i>
<i>Valid Agree</i>	150	50.0
<i>Disagree</i>	43	14.3
<i>Neutral</i>	31	10.3
<i>SA</i>	56	18.7
<i>SD</i>	20	6.7
<i>Total</i>	300	100.0
<i>Mean</i>	2.23	
<i>Std. Deviation</i>	1.010	

The above table represents the frequency distribution regarding the respondent that 150(50.0%) are agree the Facebook pages and groups to see ads for the new product but the more consumers disagree 43(14.3%). It means they don't need to join the pages and group to see the ads. 31(10.3%) are neutral it says the respondent joins the pages 56(18.7%) strongly agrees and 20(6.7%) strongly disagree. the mean score is related 2.23 and standard deviation is 1.010

Table 9: Only watch the Facebook brand ads

	<i>Frequency</i>	<i>Percent</i>
<i>Valid Agree</i>	121	40.3
<i>Disagree</i>	30	10.0
<i>Neutral</i>	68	22.7

<i>SA</i>	46	15.3
<i>SD</i>	35	11.7
<i>Total</i>	300	100.0
<i>Mean</i>	2.48	
<i>Std. Deviation</i>	1.129	

The above table represents the frequency distribution regarding the respondent that 121(40.3%) are agree, disagree 30(10.0%), 68 (22.7%) are neutral, 46(15.3%) strongly agrees and 35(11.7%) strongly disagree, the mean score is related 2.48 and standard deviation is 1.129

Table 10: Trust online shop of big brand

		Frequency	Percent
Valid	Agree	120	40.0
	Disagree	47	15.7
	Neutral	42	14.0
	SA	81	27.0
	SD	10	3.3
	<i>Total</i>	300	100.0
	<i>Mean</i>	2.25	
	<i>Std. Deviation</i>	1.104	

This table represents the frequency distribution regarding the respondent that 120(40.0%) are agree, disagree 47(15.7%), 42 (14.0%) are neutral, 81(27.0%) strongly agrees and 10(3.3%) strongly disagree. . Similarly, the mean score is related 2.25 and standard deviation is 1.104.

Table 11: Check the other people experience

		Frequency	Percent
Valid	Agree	172	57.3
	Disagree	20	6.7
	Neutral	11	3.7
	SA	97	32.3
	<i>Total</i>	300	100.0
	<i>Mean</i>	2.09	
	<i>Std. Deviation</i>	.946	

This table mentioned describing the finding of the participant check the comment section of other people experience before placing any order. It shows, that 172 (57.3%) agree 20(6.7%) respondents disagree. 11 (3.7%) are neutral with this notion 97 (32.3%) are strongly agree. Similarly, the mean score is related 2.09 and standard deviation is .946.

Table 12: Complain the company after bad experience

		Frequency	Percent
Valid	Agree	140	46.7
	Disagree	37	12.3
	Neutral	47	15.7
	Strongly agree	71	23.7
	SD	5	1.7
	<i>Total</i>	300	100.0
	<i>Mean</i>	2.28	
	<i>Std. Deviation</i>	1.126	

This table mentioned the participant always complain to the company if respondent receive a product that does not meet their expectations. It shows, that 140(46.7 %) agree on the other side 37(12.3%) respondents disagree. 47(15.7%) are neutral with this notion 71(23.7%) are strongly agree and 5(1.7) are strongly disagreeing. Similarly,

the mean score is related 2.28 and standard deviation is 1.126

Table 13: Experience of other affect change the decision

	Frequency	Percent
Agree	141	47.0
Disagree	21	7.0
Neutral	46	15.3
Strongly agree	87	29.0
SD	5	1.7
<i>Total</i>	<i>300</i>	<i>100.0</i>
<i>Mean</i>	<i>2.82</i>	
<i>Std. D</i>	<i>1.283</i>	

Table13 stated that consumer experience of other affect decision about the brand purchasing. It shows, that 141(47.0 %) agree on the other side 21(7.0%) respondents disagree. 46(15.3%) are neutral with this notion 87(29.0%) are strongly agree and 5(1.7) are strongly disagree. The mean score is related 2.82 and standard deviation is 1.283

Table 14: Facebook ads have positive impact

	Frequency	Percent
Agree	141	47.0
Disagree	15	5.0
Neutral	63	21.0
Strongly agree	71	23.7
SD	10	3.3
<i>Total</i>	<i>300</i>	<i>100.0</i>
<i>Mean</i>	<i>2.29</i>	
<i>Std. Deviation</i>	<i>1.034</i>	

This table represent Facebook advertisement have positively impacted buying behavior. It shows, that 141(47.0 %) agree on the other side 15(5.0%) respondents disagree. 63(21.0%) are neutral with this notion 71(23.7%) are strongly agree and 10(3.3) are strongly disagreeing. the mean score is related 2.29 and standard deviation is 1.034.

Table 15: Trust online purchasing through Facebook for the future

	Frequency	Percent
Valid Agree	114	38.0
Disagree	52	17.3
Neutral	52	17.3
Strongly agree	77	25.7
Strongly Disagree	5	1.7
Total	300	100.0
Mean	2.42	
Std. Deviation	1.475	

This table represent that the consumer trust online purchasing through the Facebook for the future. It shows, that 114(38.0 %) is doing the agree on the other side 52(17.3%) respondents disagree. 52(17.3%) are neutral with this notion 77(25.7%) are strongly agree and 5(1.7) are strongly disagreeing. the mean score is related 2.42 and standard deviation is 1.475

5. Discussion and conclusion

Facebook advertising is a sort of communication to deliver the message targeted audience regarding the product and online purchasing. Facebook provides a different platform for the consumer. This study explains the platform that is being mostly used now-a-days for social media advertising and online purchasing, such as advertisements on Facebook, the importance of Facebook is increasing these days. Facebook advertisements have a great influence on

viewers. Facebook advertisements are sponsored and can be paid to an established organization. An organization publicizes its ads in the procedure of post, pages, and short video clips on Facebook and make them attractive ads for the consumer. Different companies adopt various strategies and design to convince the consumer. These ads fulfill consumer needs and requirements. Facebook advertisement has an important role to change the perception of the human mind. Facebook advertisements give more information with the tag price regarding their product and provide the opportunity to share their ideas and opinion in the comment section. People are influenced by the opinion of other consumers and experiences. This procedure built effective communication. Effective communication motivates the customer and the new consumer. The audience recognizes that Facebook are the easiest way of purchasing as compared to traditional or manual shopping. Therefore. Consumers save precious time and are satisfied to see the different varieties of products. Besides this, these products available in the Budget and range able price and also maintain the consumer expectation.

This study "Trends of brands' advertisements on Facebook and its consequences on consumers' behaviors" concluded that different types of age groups' people with their varied educational level are influenced by Facebook's advertisements regarding brands. This study show majority of respondent are having Bachelor's degree who are more influenced to the Facebook ads after that the education level of respondents having Masters. In this research, the number of unemployed respondents is more as compared to employed status and mostly respondents prefer the mobile phone rather than the other electronic device for Facebook. Facebook create bonding among the people and the organization. The results show that Facebook gives the opportunity to the consumers to inter-connect with different people and organization, many people agree with this point of view that Facebook platform helps to generate the effective communication in terms of feedback.

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