Influence of Facebook Advertising on Purchase Intention in Sudan

Mujahid Adam Ismail Ibrahim
Ph.D. Candidate, Sudan University of Science and Technology, Khartoum, Sudan

Abstract:
This research investigates the Influence of Facebook Advertising on Purchase Intention among Sudanese Facebook users, this study focusing on two main points in Facebook advertising (Facebook advertising advantage and Facebook advertising trust). The methodology adopted in this research to collect the data was a questionnaire distributed through online and hard copy. The questionnaire yielded 236 usable respondents, from a total of 250, 66 females and 170 males participated. The data from the participants analyzed with the help of SPSS. The study discovered that Facebook advertising has greater advantage and 80 percent of consumers trusted Facebook advertising, that shows how effective Facebook advertising is. Both elements are positively correlating with purchasing intention. In addition, communication essentially plays as a mediating role between Facebook advertising and purchase intention.

Keywords: Social media, Facebook advertising advantage, advertising Trust, purchase intention, Sudan

1. Introduction
The Facebook business enterprise is based within the United States, presenting and offerings online social networking. Facebook was based in 2004 by using Mark Zuckerberg, Eduardo Saverin, Dustin Moskovitz, and Chris Hughes, who have been students at Harvard University. Facebook cowl a wide range of members everywhere in the world as a social media network, with over 2.6 billion monthly lively customers as of the first sector of 2020, Facebook is loose of charge registration, and the business enterprise earns most of its cash from commercials on the Website. Clement, (2020). There are many approaches to social media advertising, however, this research centered on Facebook advertising has an impact on in Sudan. Facebook advertising is a crucial approach to do advertising through social media. Facebook advertising and marketing have a critical role in buy the aim of customers, the attractive Facebook marketing push to purchase intention of customers. Nowadays, nearly anybody has a Facebook account; therefore, it is easier for businesses to put it up for sale their offerings on Facebook because of its quickness and easiness processes. Facebook marketing has several widespread factors that ought to be taken into consideration by way of the organization. Facebook advertising benefit play an extraordinary position in Facebook advertising. Moreover, Facebook advertising and marketing trust additionally has a critical effect on social media advertising Kittisak, j (2015). Therefore, this look depends on those two crucial factors, 1) Facebook advertising gain, and 2) Facebook advertising believes as the essential elements in Facebook advertising and marketing success. Kittisak, j (2015).

2. Research Problem
Evaluating the Influence of Facebook Advertising on Purchase Intention in Sudan and the role of Facebook advertising on purchasing intention, Moreover, to illustrate the customer trust on Facebook advertising and its advantage. Purchase intentions of potential users and ultimate sales. However, the advertising may be done in various forms and media. It is a very important decision of a business organization to select a specific medium because the media will result in the effectiveness of an advertisement. Discussed the impacts of Facebook advertising. But the research problem is still unaddressed due to the lack of studies Evaluating the Influence of Facebook Advertising on Purchase Intention. Most literature did not mention the significant part of the Facebook advertising advantage and the Facebook advertising trust effect of purchase intention and its relationship with communication as a mediating role. Therefore, this is one of the important studies to achieve the literature gap by examining the role of Facebook advertising advantage and Facebook advertising trust.

3. Research Objectives
The researcher has identified the research gap and defined the research problem for the current study. Therefore, this empirical investigation seeks to explain the following research objectives: To determine the influence of Facebook advertising on purchasing intention.

- To determine whether Facebook advertising has advantage.
- To determine whether customer trust in Facebook advertising.
To investigate the moderating role of communication and its relation with the Facebook advertising and purchasing in tension as well the Facebook advertising trust.

3.1. Hypothesis of the Study

- H1- There is the influences of Facebook advertising on purchasing intention.
- H2-There are the advantages of the Facebook advertising
- H3- There is a significant relationship between Facebook advertising trust and purchase decision.
- H4- Communication have influence in Facebook advertising and purchasing intension.
- H5- Purchasing intentions are influenced by Facebook advertising.

4. Research Questions

The researcher has developed following questions to be examined in the study:

- Does Facebook advertising influence on purchase intention in Sudanese customer?
- Does Facebook advertising have advantage.
- Does customer trust in Facebook advertising.
- What is the moderating influence between the Facebook advertising and the purchase intention?

4.1. Limitations of the Study

This research limitation. The main limitation is the easy sampling questionnaire method adopted, using random sampling from the Facebook account in Sudan would help the researcher's findings,

4.2. Theoretical Framework

It is important to realize the influence between Facebook advertising and the purchase intention of customers. Therefore, this study examined the Facebook advertising advantage and Facebook advertising trust on purchase intention in Sudan. Hence, the objective of this study is to examine the influence of Facebook advertising on purchase intention. Additionally, this study examined the mediating role of communication.

The social networks now a day has played a significant role in purchase intention. Figure 1. Shows the relationship between Facebook advertising advantage, Facebook advertising trust, communication, and purchase intention. Figure 1. presents Theoretical Framework of research.

5. Literature Review

Today, in 21-century advertising become essential in business, therefore this research studies the social media marketing tools especially Facebook Advertising through social media is the most important part of marketing strategy in different companies. It reduces the advertising cost and covers a larger area than conventional advertising. Social media site and app for advertising is now on the priority of various companies. That is the reason social media are actively contributing to advertising programs for many companies.
8.1. Facebook Advertising Advantage

Facebook advertising has many advantages which let it become a strong platform for companies and organizations to advertise their product and Facebook advertising and marketing allows corporations to attain customers based on location, age, gender, and interests. Addition to that in this research focuses on some of the advantages such as most populace social media side, the advantage of customer targeting in Facebook advertising, and its low-cost advertising.

5.1.1. The Most Popular Social Networks

The most popular social networks by demographics (age and gender) studied by Kepios has summed up the statistics of the most popular of the social network as follows.

![Figure 2: The World Most Used Social Media Platform](image)

*Source: Smart in Sights, Chaffey, D. (2020)*

This statistic shows that the importance of social media side and use of applications like Facebook, YouTube, Twitter WhatsApp, We Chat and etc. Market leader Facebook was the first social network to surpass 1 billion registered accounts and currently sits at almost 2.5 billion monthly active users. Instagram had 1 billion monthly active accounts. Moreover, it’s clearly demonstrated the domination of Facebook over other social not work, 2.449 million monthly Facebook users round the world compared YouTube have 2.000 million monthly users.

![Figure 3: The Most Popular Social Media Platform, Survey Conducted 2012-2019](image)

*PEW Research Centre*

This survey has shown Facebook and YouTube are the most widely used online social media networks.

5.1.2. Targeting Advertisers

Facebook has a suitable specification to launch the advertisement, the organization and employer can goal positive humans relying on area or gender, age, and interest. This makes advertising greater high quality and speedy delivering of enterprise message to focused customers.

5.1.3. Cost

Facebook advertising value is the cheapest advertising cost compared to different channels like TV advertising cost, Instagram advertising cost, twitter advertising and marketing price, and LinkedIn marketing cost.

A. In addition to that Facebook is also one of the most within your means marketing channels. So, the low finances enterprise can attain the widest range customer, Facebook commercials price rate running from as little as £1 a day (depending on the objective of your ad), in contrast to platforms like LinkedIn where advertising fees can common at £5-£6 per day. As it is shown in figure 5.
5.2. Facebook Advertising Trust

A survey came out with the result that 4 out of 10 consumers look back and no longer trust social ads. Consumers are totally confused with social media advertising and content and are losing trust in brands, according to a new study authorized by Survata, which interviewed 1,004 online respondents between March 5, 2018 and March 6, 2018.

This finding shows that across social platforms, the majority of consumers look back at brands’ ads. The main reason for the consumer trust decrease by 58 percent of respondents was that they saw a lot of Facebook ads overall. Other problems that let the consumer lose the trust of Facebook advertising are the uninteresting content (31 percent) and irrelevance (26 percent). Brown, (2018). A lot of consumers believe that Facebook and social advertising decreased trust in it, during the recent years, according to a study authorized by social media management platform Sho that (39%) of survey respondents said recent political events have decreased their trust in social ads. Robert, W. (2018).

5.3. Purchasing Intention

In his study said the purchasing intention as consumers’ intention to purchase products. Also, can be defined as purchasing intention is the direction to purchase when the advertised product or service is needed. Facebook marketing definitely affects the purchase intention of the customer. The intention of consumer increase because throughout advertising through Facebook were rapidly repeated on the Facebook while customer used Facebook. First, D. (2019). Regarding this study, there are two major elements of Facebook advertising which affect the customer intention. These two elements include: (1) Facebook advertising advantage i.e. popularity, targeted advertising, and low cost; and (2) Facebook advertising trust, these two elements the important factors in Facebook advertising effects.

6. Methodology

The methodology using to collect data is primer data collection a questionnaire was administered online; the researcher creates a structured self-administered questionnaire was made to acquire the considerable amount of data that was required for the study. The questionnaire was sent to the respondents through Facebook and WhatsApp followed by hard copy for better communication with the respondents.

6.1. Sampling

The population for this survey consisted of all Sudanese populations have a Facebook account, the chosen sample method was questionnaire sampling and the target sample size was the researcher analyzed the gathered data from the respondents and used the Statistical Package for Social Sciences (SPSS).

7. Data Analysis

Research data was collected through online and hard copy, where questionnaire distributed among Sudanese people. The questionnaire yielded 236 usable respondents, from a total of 250, and its three-section divided into 25 questions, (Demographic, section A: Facebook Advertising and its advantage and customer trust include 9 questions, and section B: Facebook Advertising trust include 3 questions, section C: purchasing intention and communication include 7 questions).

7.1. Gender

Table (1): frequencies and percentage according to gender

| Gender  | Frequency | Percentage |
|---------|-----------|------------|
| Male    | 66        | 27.8       |
| Female  | 170       | 72.2       |
| Total   | 236       | 100%       |

*Table 1: Shows Frequencies and Percentage of Sample Size Gender, We Found 27.8% Were Male Where 72.2% Were Female*
7.2. Age Group

Table (2): frequencies and percentage according to age group

| Age group | Frequency | Percentage |
|-----------|-----------|------------|
| Below 20  | 4         | 1.9        |
| 20 – 30   | 145       | 61.5       |
| 31 – 40   | 66        | 27.9       |
| 41 – 50   | 21        | 8.7        |
| Above 50  | -         | 0%         |
| Total     | 236       | 100%       |

Table 2: Shows Frequencies and Percentage of Sample Size Age Group, We Found 1.9% Were in (Below 20), 61.5% in (20-30), 27.2% in (31-40) and 8.7% Were in Age Group (41-50) Age Group

10.3. How Many Hours Do You Spend on Facebook Daily?

Table (3): frequencies and percentage according to No. of hours spend on face book

| No. of hours spend on face book | Frequency | Percentage |
|---------------------------------|-----------|------------|
| 0-5 hours                       | 173       | 73.1       |
| 6-10 hours                      | 50        | 21.2       |
| 11 or more                      | 13        | 5.8        |
| Total                           | 236       | 100%       |

Table 3: Shows Frequencies and Percentage of Hours Do Sample Size Spend on Facebook Daily, There Were 73.1% Spend (0-5 Hours) Daily, 21.2% Spend (6-10 Hours) and 5.8% Spend 11 or More Hours Daily

10.4. How Long You Have Been Using Facebook?

Table (4): frequencies and percentage according to Length of time using face book

| Length of time using face book | Frequency | Percentage |
|--------------------------------|-----------|------------|
| 0-2 years                      | 4         | 1.9        |
| 3-5 years                      | 50        | 21.2       |
| 6 or more                      | 182       | 76.9       |
| Total                          | 236       | 100%       |

Table 4: Show Frequencies and Percentage of the Length of Time Do Sample Study Using Face Book, There Were 1.9% Their Length (0-2) Years, 21.2% Their Length (3-5) Years and 76.9% Their Length Was 6 or More

10.5. Do you think Facebook advertisement is Effective?

Table (5): frequencies and percentage according to effectiveness of Facebook advertising

| Choices | Frequency | Percentage |
|---------|-----------|------------|
| Yes     | 220       | 93.3       |
| No      | 16        | 6.7        |
| Total   | 236       | 100%       |

Table 5: Shows Frequencies and Percentage of Two Effectiveness of Facebook Advertising We Found 93.3% Were Agree and 6.7% Disagree

8. Test of Hypotheses

To test the significance of the hypotheses we use chi-square as follows:

8.1. Section A: Facebook Advertising and Its Advantage and Customer Trust

| Chi square | D.F | Significance |
|------------|-----|--------------|
| 53.115     | 9   | 0.000        |

Table 6: Chi-Square Advantage and Customer Trust of Facebook Advertising

From table (6): we find chi-square equal (53.115), the degree of freedom (9) and the probability value is (0.000) and it less than the level of significance (0.05) which this indicates there is statistical significance differences which mean there are positive indicators towards advantage and customer trust Facebook advertising.
8.2. Section B: Facebook Advertising Trust

| Chi square | D.F | Significance |
|------------|-----|--------------|
| 24.154     | 6   | 0.000        |

Table 7: Chi-square of Facebook Advertising trust

From table (7): we find chi-square equal (24.154), the degree of freedom (6) and the probability value is (0.000) and it less than the level of significance (0.05) which this indicates there are statistically significant differences which mean that there are positive indicators towards Facebook Advertising trust.

8.3. Section C: Purchasing Intention and Communication

| Chi square | D.F | Significance |
|------------|-----|--------------|
| 79.750     | 14  | 0.000        |

Table 8: Chi-square of Facebook Advertising trust

From table (8): we find chi-square equal (79.750), the degree of freedom (14) and the probability value is (0.000) and it less than the level of significance (0.05) which this indicates there are statistically significant differences which mean that there are positive indicators towards purchasing intention and communication.

9. Conclusion

The current study investigates the Influence of Facebook Advertising on Purchasing Intention among Facebook users in Sudan. Research data was collected through online and hard copies of questionnaire distribution. The questionnaire yielded 236 usable respondents, from a total of 250, 66 males, and 170 females participated. the data from the participants analyzed with the help of SPSS.

As per findings, the research objective was to investigate the Influence of Facebook Advertising on Purchasing Intention in Sudan. The analysis indicates that Facebook advertising has a positive influence on purchasing intention among Sudanese Facebook users. Therefore, the Study's aim was successfully accomplished. Study findings suggest that there are chances Facebook advertising can influence and change Purchasing Intention among the consumers of Sudan. Findings are presented as follows.

- Facebook advertising have an influence on purchase intention among Sudanese customers
- There are advantages of Facebook advertising.
- Most of Facebook users in Sudan trusted in Facebook advertising.
- The moderate influence of Facebook advertising and purchase intention are communications.

As per the findings of the study, indicates there are statistical positive indicators towards Facebook Advertising Advantages show in section one greed that Facebook have three main advantage is most popular social networks, Targeting advertise, and the Cost.

From the findings of the study analyzed in section B, Sudanese consumers trusted in Facebook Advertising. As identified by the study findings, in section C analyzed purchasing intention and communication has influence by Facebook advertising. Moreover, shows frequencies purchasing intention to a certain product increase when they get more information through the communication of Facebook. There were 89.4% agree were 10.6% disagree. This refer that Facebook advertising are effective and it increases the purchasing intention of among Sudan.

10. Implications

The research provides current and updated information for businesses and people who interested in marketing and advertising through social medial especially Facebook ads to utilizing the influence of Facebook page and fan page to advertise their products or services based on user categories.

11. Research Strengths and Limitations

There are numerous strengths and boundaries related to this research. The major strength of the study is the use of primary data in addressing the Influence of Facebook Advertising on Purchasing Intention in Sudan. Another major strength of the study is examining two main variables Facebook advertising advantages and the Facebook advertising trust effect of purchase intention and its relationship with communication as a mediating to identifying the impacts of Facebook advertisement. This research serves as a basic fundamental guideline for academics and researchers to explain the idea of Facebook pages and their effects.

12. Suggestion for Future Research

Analysis of the study findings indicates that there might be certain level improvements that can be achieved by improving the Facebook advertisement and focus on consumer’s effectiveness. Also, Future research should focus on the use, attractiveness, page privacy, and free access and in trust as well.
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