THE EFFECT OF FACEBOOK, YOUTUBE AND INSTAGRAM ADVERTISEMENTS ON CONSUMERS' BUYING BEHAVIOURS

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ABSTRACT

Keywords:

Online Advertising, Buying Behaviour, Facebook Youtube Instagram Advertising

JEL Codes: M30, M31, M37

This research is based on the investigation of the effects of Facebook, Youtube and Instagram advertisements on consumers' buying behaviours. For this purpose, a representative face to face survey has been conducted in the city of Istanbul on 317 active users of Facebook, Youtube and Instagram between 2 April-15 May 2019. SPSS program has been used for frequency, factor, reliability and correlation analyses. LISREL structural equation modelling has been used in order to test the significance and reliability of our model. As a result of the analysis, goodness of fit values, t-values and standardized solution values have been analysed and it has been detected that the independent variables informativeness, hedonic motivation, trustworthiness and economic benefit have a significant effect on the dependent variable buying behaviour. We found that the variable most effective on consumers' buying behaviour is informativeness and hedonic motivation, trustworthiness and economic benefit variables follow informativeness respectively. So, companies should value these variables, giving a priority to informativeness.

FACEBOOK, YOUTUBE VE INSTAGRAM REKLAMLARININ TÜKETİCİLERİN SATIN ALMA DAVRANIŞLARINA ETKİSİ

ÖZ

Anahtar Kelimeler:

Çevrimiçi Reklamcılık, Satın Alma Davranışı, Facebook Youtube Instagram Reklamcılığı

JEL Kodları: M30, M31, M37

Facebook, Youtube ve Instagram reklamlarının tüketicilerin satın alma davranışlarına etkisinin araştırılmasına yönelik İstanbul ilinde yaşayan ve Facebook, Youtube ve Instagram'ı aktif olarak kullanan 317 katılımcıya 2 Nisan-15 Mayıs 2019 tarihleri arasında yüz yüze anket uygulanmıştır. Bu çerçevede, bu reklamların tüketicilerin satınalma davranışlarına etkisi güvenilirlik, bilgilendirme, hedonik motivasyon ve ekonomik fayda boyutlarıyla ölçülmeye çalışılmıştır. SPSS programı ile Frekans Analizi, Faktör Analizi, Güvenilirlik Analizi ve Korelasyon Analizi yapılmıştır. Modelin anlamlılık ve güvenilirliğini test etmek için ise LISREL yapısal eşitlik modeli kullanılmış, analiz sonucunda uyum iyiliği değerleri, t değerleri ve standardize edilmiş çözüm değerleri incelenmiş ve Bilgilendirme, Hedonik motivasyon, Güvenilirlik ve Ekonomik fayda bağımsız değişkenlerinin satın alma davranışı bağımlı değişkeni üzerinde anlamlı etkisi olduğu tespit edilmiştir. Satın alma davranışı bağımlı değişkenini en çok etkileyen bağımsız değişkenin Bilgilendirme olduğu, bunu sırasıyla Hedonik motivasyon, Güvenilirlik ve Ekonomik fayda değişkenlerinin takip ettiği görülmüştür. Buna göre işletmeler bilgilendirme başta olmak üzere diğer değişkenlere de gereken önemi vermelidir.

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1. INTRODUCTION

The developing and developed economies of the world have been facing the phenomenon of hypercompetition for a while now, which refers to a business environment that is becoming ever more competitive. In a saturated marketplace, where competition is rising so rapidly, digitalisation and globalization taking their pace and spreading so widely, customers have the chance to choose among so many product and service alternatives in the market. This obviously brings customer loyalty to much lower levels than has ever been in history. In such a tough environment, companies feel the need to develop new strategies in order to be able to build sustainable and profitable customer relationships. Advertising as a profession has appeared as an economic and societal phenomenon, which happens to make a concrete contribution to economic growth and value creation, for over a century now (Van Dyck, 2015: 13).

Among a variety of different phenomena, which have triggered change in the 21st century marketing thought, are higher advertising saturation levels, more fragmented media (recall rates for advertisements are dropping due to advertisement intensity and they are in fact not able to fulfill their basic missions any longer) and insufficient consumer attention to commercial advertisements as a result of consumer selectivity (both for products and advertisements) (Gegez, 2009: 26).

In this study, a research has been undertaken on 317 consumers based on Facebook, Instagram and Youtube advertisements. Facebook, Instagram and Youtube are important representatives of social media and the observation of consumer behaviour on these social media platforms is a relatively new sphere of investigation and has drawn the attention of many academic as well as practitioner marketers intensely.

According to the 2018 digital media report of We Are Social and Hootsuite, there are 51 million active social media users, and that makes up 63% of the whole population. The most active social media platform is Youtube. Facebook, Whatsapp, Instagram, Facebook Messenger and Twitter follow Youtube respectively. (http://www.connectedvivaki.com/turkiyede-sosyal-medya-kullanim-istatistikleri/).

Most of the studies made in this area have been undertaken either in the USA or in other developed countries, which means there is a gap in the literature on online advertising in developing countries. "Not much information can be found on the situation of online advertising in developing countries" (Wang and Sun, 2010: 333). This study has been

conducted in Turkey, accepted as a developing country, and it aims to contribute to the information gap in this area.

2. LITERATURE REVIEW

2.1. Trustworthiness

Today we have infinitely many sources of data and information. The problem as to the credibility and trustworthiness of these sources has become ever more important. Trustworthiness is one of the most critical factors for an organization's sustainable success. Providing information about products and brands is among the most basic functions of advertisements. Although it has been proven that advertisements are highly effective in providing information; their trustworthiness has always been questioned (Ishaverma, 2014: 189). Advertising trustworthiness can be explained by means of various dimensions such as trust, transparency, listening, responding and affirmation (Blackshaw, 2008: 51). The 'trustworthiness' construct has been tried to be measured by means of various dimensions. Among these dimensions are source trustworthiness, advertisement content trustworthiness/reliability, message reliability and media reliability (Ishaverma, 2014: 193). The trustworthiness of an advertisement is also affected by the trustworthiness of the organization itself (Goldsmith et al. 2000: 304). Advertising credibility is a key factor that affects the attitude and behavior of consumers (Ling, Piew and Chai, 2010 in Vestraten, 2015: 16). Hence, advertising credibility has a positive influence on attitude towards advertising and this then affects purchase intentions of consumers (MacKenzie, Lutz and Belch, 1986 in Verstraten, 2015: 16). It has been shown in the literature that trustworthiness has an important role for relationships in terms of ambiguity/uncertainty, solidarity and concerns about opportunism (Gefen, 2000; Li et al., 2006; Pavlou & Gefen, 2004 in Kim et al., 2010: 1211).

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2.2.Informativeness

Advertisement functions include providing information, persuading, reminding, value adding and helping (supporting) the company with its other efforts (Shimp, 2003: 231). In this sense informativeness is one of the most basic characteristics that makes advertisements regarded as being valuable. Providing correct information is the fulfillment of one of the basic consumer rights and it balances out/compensates the intense criticisms directed towards advertisements by the society. When broadcasted through traditional media, the informative quality of the information provided in advertisements are strongly related with attitudes towards the ad (Ducoffe 1995 in Chowdhury et al., 2006: 37). Ducoffe (1996), has mentioned

the concept of 'perceived informativeness'. Perceived informativeness of TV advertisements can make the decision making process of a consumer easier because consumers cannot examine the products offered (Kim et al., 2010: 1210). In this way, it can be seen that the consumers can make better decisions and their attitudes towards web sites can improve (Elliot and Speck, 2005 in Kim et al., 2010: 1210).

2.3. Hedonic Ad Attributes

The recreational characteristics of advertisements are especially important in online shopping centres because they can directly affect attitudes and consumers' online buying behaviours (Eighmey, 1997; Jarvenpaa and Todd, 1997 in Kim et al., 2010: 1210). Apart from that, according to Koufaris, Kambil and Barbera (2001), the delight that customers get from their online shopping experiences determines to a great extent whether they will turn back to that Internet website or not (Kim et al., 2010: 1211).

2.4. Economic Benefit

An advertisement can explain the value of a brand for its customers. The percentage of the budget devoted to advertisements affects the value of a brand in consumers' eyes. However, it is highly difficult to say how much every little penny actually contributes to a brand's value (Peltekoğlu, 2010: 123). Advertisements can contribute to the consumption of every possible type of product (Peltekoğlu, 2010: 126).

2.5. Consumers' Buying Behaviours

Consumers make many buying decisions every day, and the buying decision is the focal point of the marketer's effort. Most large companies research consumer buying decisions in great detail to answer questions about what consumers buy, where they buy, how and how much they buy, when they buy, and why they buy (Kotler and Armstrong, 2012: 158). Many different models of consumer behaviour have been developed in the consumer behaviour literature. Some of the most prevalent consumer buying behaviour models have been proposed by Andreasen (1965), Nicosia (1976), Howard-Sheth (1969), Engel-Kollam-Blackwell model (1995), Bettman (1979), Sheth-Newman-Gross (1991), Solomon (1996), Middleton (1994), Gilbert (1991) and Schultz and Kitchen (2000) (Mihaela, 2015).

3. RESEARCH METHODOLOGY

The purpose of the study is to investigate the effects of Facebook, Youtube and Instagram advertisements on consumers' buying behaviours. Within this framework, the effect of these advertisements on consumers' buying behaviours has been tried to be measured by means of the variables of trustworthiness, informativeness, hedonic motivation and economic benefit.

Table 1. Research Model
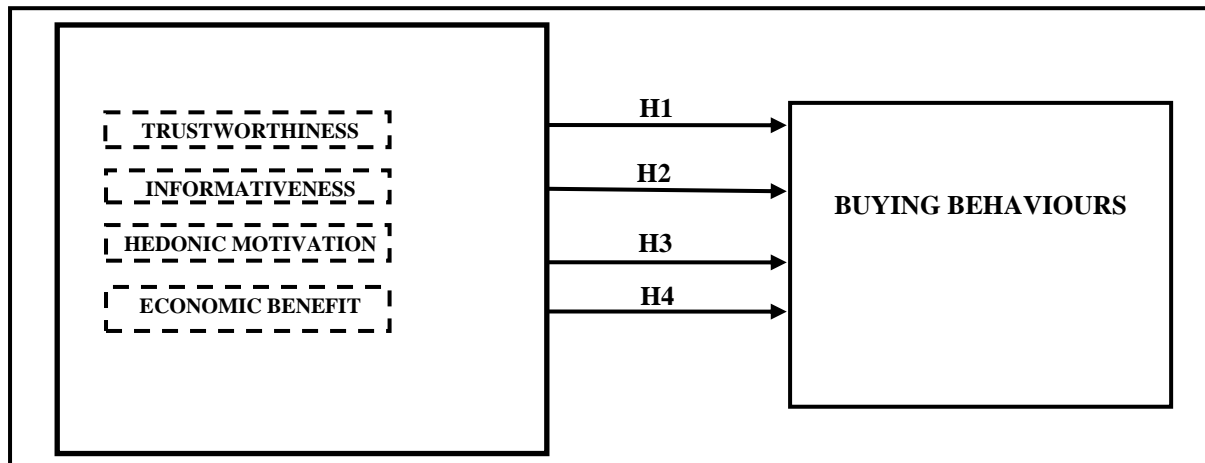
Source: Developed by researchers

In this article, a new research model has been developed based on the inspiration the researchers got from the scales and variables in Shouf et al. (2016) and Mikalef et al. (2012)'s research. The hypotheses of our research are as follows:

H_1: The variable "trustworthiness" is statistically significant in explaining buying behaviour.

H_2: The variable "informativeness" is statistically significant in explaining buying behaviour.

H_3: The variable "hedonic motivation" is statistically significant in explaining buying behaviour.

H_4: The variable "economic benefit" is statistically significant in explaining buying behaviour.

Our sample consisted of 317 active Facebook, Youtube and Instagram users, all of whom were Istanbul residents. They took part in our face to face survey throughout 02.04-15.05.2019. Our research questionnaire consisted of 3 parts. The first part consisted of demographic questions. The 13 survey questions in the second part consisted of questions adapted from Shouf et al. (2016) and Mikalef et al. (2012)'s scales along with a couple of

questions developed by the researchers themselves. All were Likert type (1=Strongly agree, 5=Strongly disagree) survey questions, measuring buying behaviours towards Facebook, Youtube and Instagram advertisements. In the last part of the survey, there were 5 Likert type question statements aimed at measuring buying behaviours of the participants. Statistical methods such as frequency, factor, reliability and correlation analyses and LISREL structural equation modelling has been used in order to test the significancy and reliability of our model. The fact that the sample of this research included only Istanbul residents is the major limitation of this research.

3.1. Analyses

The demographic characteristics of the Facebook, Youtube and Instagram users, who participated in our study, are as stated in Table 2 below.

Table 2. Demographic Characteristics

Gender	Frequency	Percentage
Female	154	48,6
Male	163	51,4
Total	317	100.0
Marital Status		
Married	137	43,2
Single	180	56,8
Total	317	100.0
Age		
18-29	84	26,5
30-39	139	43,8
40-49	78	24,6
50 and above	16	5,0
Total	317	100.0
Education		
Elementry/middle school	9	2,8
High school	86	27,1
Associate degree	53	16,7
Bachelor degree	130	41,0
Master's degree/PhD	39	12,3
Total	317	100.0
Income		
TL1500 and below	15	4,7
TL1501-TL3000	119	37,5
TL3001-TL5500	104	32,8
TL5501 and above	79	24,9
Total	317	100,0

The distribution of the "demografic characteristics" of the research sample, which consist of 317 participants, is as follows: 48,6% female and 51,4% male, 43,2% married and 56,8% single, 26,5% between 18-29 age, 43,8% between 30-39 age, 24,6% between 40-49 age and 5,0% 50 and above age, major percentage distribution in education status is bachelor

degree with 41,0%, when the income distribution is examined, 4,7% TL1500 and below, 37,5% between TL1501-TL3000, 32,8% between TL3001-TL5500, 24,9% between TL5501 and above.

We conducted analyses for determining whether the scales used were eligible for factor analyses. The KMO rate was 0,821, which showed that the data was perfectly eligible for factor analyses. Additionaly the p-value of the Bartlett test was significant (Durmuş et al., 2011: 79-80) and so we claimed that the data set was eligible for factor analysis (KMO=0,821, χ^2Barlett Test (78) = 6521,788, p=0,000). The Cronbach Alpha coefficient was used for testing the internal validity of the scales used for the study. Accordingly, it has been found out that the used scales were reliable.

Table 3. Reliability Test

Scale	Number of Questions	Cronbach's Alpha
Trustworthiness (TRU), Informativeness (INF), Hedonic Motivation (HEM), Economic Benefit (ECB)	13	0,841
Buying Behaviour (BUB)	5	0,999

The reliability analyses conducted for each of the 4 factors found in the factor analysis results showed that these 4 factors are highly reliable as their Cronbach Alpha exceeded the acceptible level of 0,70, as shown in Table 4, along with factor loadings and factor scores.

Table 4. Factor Analyses Results

Factors	Question Statements	Factor Loadings	Factor Scores (%)	Cronbach's Alfa
Trustworthiness	Advertisements can be relied upon.	0,894	20,371	0,932
	Advertisements can be trusted.	0,924		
	Advertisements can be believed.	0,918		
Informativeness	Advertisements are a valuable source of information.	0,964	22,722	0,992
	Advertisements inform me about which brands have the qualities that I aspire to.	0,976		
	Advertisements inform me about current products and services in the market.	0,975		
Hedonic motivation	Advertisements can sometimes provide more entertaining content than content in other media.	0,924	27,380	0,959
	I sometimes enjoy thinking about things I hear or see on advertisements.	0,945		
	Advertisements involve too much excitement and surprise.	0,906		
	Funny characters appear in advertisements many times and advertisements are entertaining.	0,907		
Economic benefit	Advertisements usually support a country's economy.	0,967	22,704	0,993
	Advertisements help us raise our life standards.	0,968		
	People wear branded products because of advertisements.	0,967		

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Table 5. Trustworthiness, Informativeness, Hedonic motivation, Economic benefit and Buying behaviour Correlation Analyses Results

	Mean	St. Dev.	AVE	TRU	INF	HEM	ECB	BUB
TRU	2,144	0,993	0,831	1 (0,912)	-	-	-	-
INF	2,298	0,848	0,944	-0,123*	1 (0,971)	-	-	-
HEM	2,339	0,935	0,847	0,411**	-0,35	1 (0,920)	-	-
ECB	1,616	0,814	0,935	0,088	0,366**	0,205**	1 (0,967)	-
BUB	2,350	0,859	0,996	0,239**	0,290**	0,300**	0,311**	1 (0,998)

** Correlation is significant at the 0,01 level (2-tailed).
* Correlation is significant at the 0,05 level (2-tailed).

Table 5 depicts the Correlation Analysis results for trustworthiness, informativeness, hedonic motivation, economic benefit and buying behaviour variables. As can be seen in the

table above, the AVE values are higher that 0,5 and the factor loadings in Table 4 are also higher than 0,5. These results show that our variables have convergent validity (Hair et al., 2010: 691).

Apart from that, the fact that the square roots of the AVE values of each variable (the square root values are shown in brackets) are higher than the correlations among other variables shows that the variables also have discriminant validity (Fornell and Larcker, 1981: 41). After the implementation of frequency, factor, reliability and correlation analyses, we have tested our model and hypotheses with Structural Equation Modelling using LISREL.

3.2. Testing The Developed Model With Structural Equation Modelling

As a result of the confirmatory factor analysis carried out with LISREL structural equation modelling program for testing our developed research model, the goodness of fit values were as follows; Chi square (χ^2) value 210.20, p=0; Degrees of freedom=125; χ^2/df= 1,68; Root Mean Square Error of Approximation-RMSEA = 0.050; Goodness of Fit Index - GFI = 0.93; Comparative Fit Index -CFI = 0.99; Normed Fit Index -NFI = 0.97; Root Mean Square Residual -RMR = 0.013 and Standardized Root Mean Square Residual-SRMR = 0.015. Accordingly, our research model, results and acceptance criteria (Çokluk vd., 2012: 271) can be seen in Figure 1, Table 6 and Table 7 below.
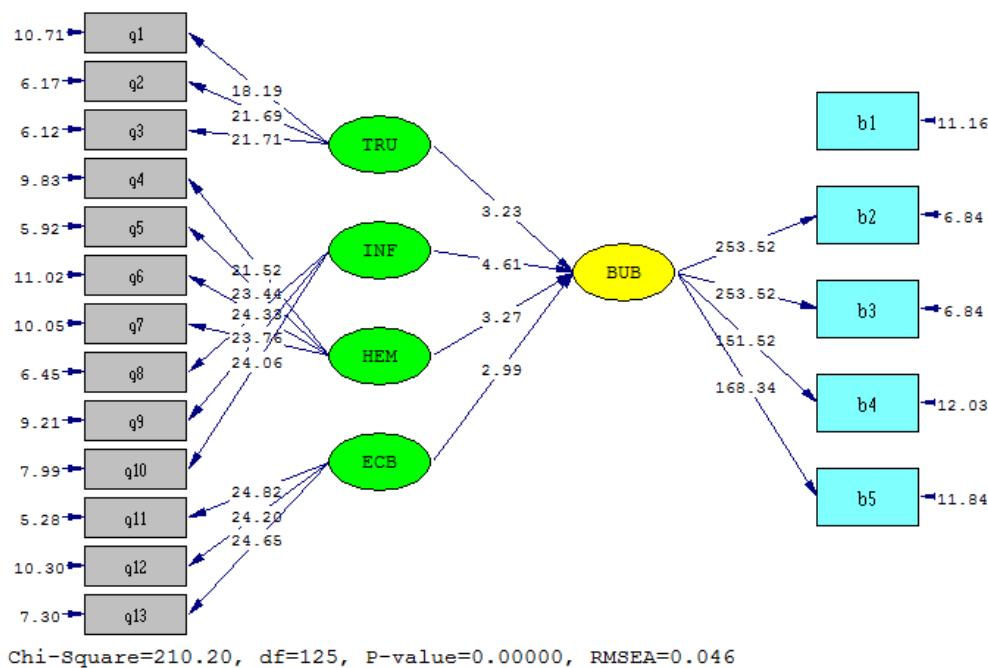
Figure 1. T values of the Second-Order Confirmatory Factor Analysis

Table 6. Structural Equation Modelling Results and Acceptance Criteria

Goodness of fit values	Value	Acceptance criteria
Chi square (χ²)/ df	1,68	≤ 2 perfect fit
GFI	0,93	≥ 0,90 good fit
RMSEA	0,046	≤ 0,05 perfect fit
RMR	0,013	≤ 0,05 perfect fit
SRMR	0,015	≤ 0,05 perfect fit
CFI	0,99	≥ 0,95 perfect fit
NFI	0,98	≥ 0,95 perfect fit

Table 7. Structural Equation Analysis Results

Dependent Variable	Independent Variable	Standardized Solutions Values	t-values
Buying Behaviour (BUB)	Trustworthiness (TRU)	0,19	3,23
	Informativeness (INF)	0,26	4,61
	Hedonic Motivation (HEM)	0,19	3,27
	Economic Benefit (ECB)	0,17	2,99

The goodness of fit values and the path diagram found out as a result of the structural equation modelling were significant on the 0,01 significance level and so our research model proved to be significant, reliable and acceptable.

4. DISCUSSION AND RESULTS

Internet makes companies reach their consumers faster in an ever more globalising world and therefore they can promote their products and brands in a much easier way. In this study, the effects of Facebook, Youtube and Instagram advertisements on consumers' buying behaviours have been investigated and these ad effects on consumers' buying behaviours have been measured in terms of the sub effects of trustworthiness, informativeness, hedonic motivation and economic benefit of advertisements.

The model in Table 1 has been developed based on the studies in the literature. The research model has been developed by the researchers based on the scale and variables in Shouf et al. (2016) and Mikalef et al. (2012)'s articles. The model consists of 4 independent and 1 dependent variable. Throughout the research, a face to face survey has been conducted on 317 active Facebook, Youtube and Instagram users, all of whom were Istanbul residents;

and SPSS program has been utilized for data analyses and interpretation. Frequency, factor, reliability and correlation analyses have been carried out using SPSS progam.

The analysis made for testing whether the scales are suitable for factor analyses or not has shown that the data is in fact perfectly eligible for factor analyses. Reliability analyses have been carried out with the 4 factors resulting from the factor analyses and these 4 factors have proved to be highly reliable. Accordingly; the Cronbach Alpha values, which are all above 0,70, showed that the used scales are actually reliable. According to the correlation analysis results, the AVE values and factor loadings above 0,5 showed that the observed variables have convergent validity. Together with that, the square root of the AVE values of each of the variables came out to be higher than the correlations of other variables, which showed that the criteria for discriminant validity has also been met.

LISREL structural equation modelling has been used for testing the significance and reliability of the model and the resulting goodness of fit values, t values and standardized solutions values have been checked as a result of the analysis. According to the results, the relationship between the dependent variable *'buying behaviour'* and the independent variables *'trustworthiness', 'informativeness', 'hedonic motivation'* and *'economic benefit'* came out to be significant on the 0.1 reliability level and therefore it can be said that the model is significant, reliable and perfectly acceptable. According to the t values, the independent variable that affects the dependent variable *'buying behaviour'* the most is *'informativeness'*, which is followed by the independent variables *'hedonic motivation', 'trustworthiness'* and *'economic benefit'*, respectively. According to this result, Facebook, Youtube and Instagram users value the *informativeness* dimension the most when compared with the other tested dimensions. The relationship of other independent variables with buying behaviour is also significant. These results show that in order to be able to affect buying behaviour, companies should value all of the independent variables of this research, which are *informativeness, hedonic motivation, trustworthiness* and *economic benefit*. When extended to new areas of research, the model developed in this study can be inspiring for further studies.

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