



DIGITAL MARKETING PROGRAMME

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MASTER`S THESIS

<i>SKIRTINGŲ FACEBOOK REKLAMOS ELEMENTŲ POVEIKIS VARTOTOJŲ KETINIMUI PIRKTI MOBILIOJOJE KOMERCIJOJE</i>	<i>INFLUENCE OF FACEBOOK ADVERTISING ELEMENTS ON CONSUMER`S' INTENTION TO BUY THROUGH M-COMMERCE</i>
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Šio tyrimo tikslas buvo iširti skirtingų Facebook reklamos elementų poveikį vartotojų ketinimui pirkti mobiliojoje komercijoje. Literatūros apžvalgoje buvo pateikti ankstesni tyrimai ir išvalgos, susijusios su socialine medija ir reklama, kaip Facebook elementai įtakoja ketinimą pirkti, taip pat reklamą ir ketinimą pirkti per m-komerciją. Į šias išvalgas buvo atsižvelgta ir suformuotas tyrimo modelis kartu su hipotezėmis. Tyrimo duomenims gauti Lietuvos ir drabužių pramonės kontekste buvo atlikta analizė ir internetinės apklausos pagalba surinkti 408 respondentų atsakymai. Empirinių tyrimų rezultatai patvirtino, kad suvokiamas informatyvumas, suvokiamas pramogavimas ir suvokiamas patikimumas yra itin reikšmingi Facebook reklamos elementai suvokiamai reklamos vertei. Todėl suvokta pramoga ir suvokiama reklamos vertė buvo patvirtinti kaip reikšmingi kintamieji, teigiamai įtakojantys požiūrį į Facebook reklamas mobiliojoje komercijoje. Galiausiai toks požiūris kartu su suvoktu apsipirkimo platformos naudojimo paprastumu ir subjektyvia norma buvo palaikomi kaip pagrindiniai elementai, įtakojantys vartotojų ketinimą pirkti mobiliojoje prekyboje drabužių industrijoje. Tyrime pateikiamos gairės mobiliosios komercijos verslui ir skaitmeninėms agentūroms apie mobiliosios komercijos ir Facebook reklamas, būtent Lietuvoje ir drabužių pramonėje, bei rekomendacijos tolesniems tyrimams.

Raktiniai žodžiai: mobilioji komercija, Facebook reklama, ketinimas pirkti.

Abstract

VILNIUS UNIVERSITY BUSINESS SCHOOL
DIGITAL MARKETING PROGRAMME

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INFLUENCE OF FACEBOOK ADVERTISEMENT ELEMENTS ON CONSUMER'S
INTENTION TO BUY THROUGH M-COMMERCE

PhD, Elzė Rudienė

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57 pages, 31 tables, 3 figures, 181 references

The aim of this research was to investigate the influence of different Facebook advertising elements have on consumer's intention to buy through m-commerce. The literature review presented previous studies and research insights in terms of social media and advertising, and Facebook elements influences on intention to buy, as well as advertisement and intention to buy through m-commerce. These insights were taken into consideration and a research model together with hypothesis were formed. To obtain the data for the research in the context of Lithuania and clothing industry cross-sectional analysis were used and with the help of online survey 408 respondent answers were collected. Empirical research results supported that perceived informativeness, perceived entertainment and perceived credibility as of Facebook ads elements significance on perceived advertising value. Therefore perceived entertainment and perceived advertising value were confirmed as significant variables positively impacting attitude towards Facebook ads on m-commerce. Lastly, such attitude together with perceived shopping's platform easiness of use and subjective norm were supported as main elements influencing consumers intention to purchase on m-commerce in fashion industry. The study provides guidance for m-commerce businesses and digital agencies insights about m-commerce and Facebook ads, specifically in Lithuania and clothing industry, as well as recommendations for further studies.

Keywords: m-commerce, Facebook advertising, intention to buy.

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INTRODUCTION

The Relevance of the Topic

In recent years the revenue got from online sales skyrocketed and e-commerce in 2020 reached 5 trillion dollars in sales worldwide (eMarketer, 2021). In addition, since 2015 m-commerce more than doubled and is expected to grow and reach almost half of e-commerce (44%) in 2024 (Meola, 2020). Hung, Ku and Chang (2003) explored the success in the m-commerce industry and emphasized the consumer behavior and marketing importance of it.

Consequently, businesses are spending more advertising budget online and putting special attention to social media as it is a new communication space for companies delivering messages to consumers (Tsimonis, Dimitriadis and Omar, 2020). According to Koetsier (2019), Facebook platform is considered as a must for any business growth. Therefore businesses' marketing expenditure on Facebook platform continued to grow in 2020 from 9.9 to 11.6 billion U.S. dollars worldwide (Statista, 2021). However, to make such investments successful marketers must understand how to interact with customers on social media to achieve the goals (Lee, Hosanagar and Nair, 2018).

Previous marketing studies have analyzed different aspects to explain customer's behavior, including intention to buy via m-commerce (Parker and Wang, 2016; Camoiras-Rodriguez and Varela, 2020; Ghazali, Mutum, Chong and Nguyen, 2018). There are also researches which were analyzing the differences between m-commerce and e-commerce consumers intention to buy (Wu and Hisa, 2008; Reddy, 2014; Semeradova and Weinlich, 2017).

Effects of advertising elements in social media, Facebook included, and the intention to buy, click and any other consumer actions that lead to sale is a field that is studied well. The impact is found from the different ad elements, such as emotions evoking, especially positivity and humour (Yuanxin and Pittana, 2011; Ekstrom and Gustafsson, 2012; Taylor, Lewin and Strutton, 2011; Wu, Kao and Chen, 2018; Lee, Hosanagar and Nair, 2018), content informativeness level and type (Luo, 2013; Taylor, Lewin and Strutton, 2011; Haj Eid, Nusairat, Alkailani and Ghadeer, 2020; Anastasie and Dospinescu, 2017; Yoojung, Mihyun, Choi and Yongjun, 2016; Cabiles, 2019; Lutfie and Marcelino, 2020), video ad length (Munsch, 2021; Nettelhorst, Brannon, Rose

and Whitaker, 2020; Raditya, Gunadi, Setiono and Rawung, 2020), content design (Al Kurdi and Alshurideh, 2021; Cabiles, 2019; Mollah, 2015; Xin Teo, Leng and Phua, 2019).

However, Grewal, Bart, Spann and Zubcsek (2016) stated the newness of mobile advertising effectiveness exploration. Additionally, it was proven, that consumers perceive m-commerce and e-commerce differently, and therefore make different related decisions (Maity, 2010). The latter study as well as the findings by Maity and Dass (2014) suggest that marketers should differentiate marketing strategy for each platform. Therefore, Dehghani and Tumer (2015) emphasized that there are lack of studies giving recommendations for mobile advertising specialists on customer behaviors, such as motivation, perception and making decisions, especially by the use of Facebook advertising.

According to Oh, Bellur and Sundar (2015) understanding different influence elements of consumers' behavior in social media ads needs further researches. Also, Deraz (2019) concludes that marketing insights on social networking sites cannot be generalized as a rule for one. Instead, different types of ads for different social platforms should be researched. Therefore there is a need to explore how to optimize Facebook campaigns by the use of Facebook ad elements in m-commerce in order understanding its influence to customer behavior to reach business goals.

Research Question, Aim, and Objectives

Consequently, the problem of the study is defined: What influence does different Facebook advertising elements have on consumer's intention to buy through m-commerce? Thus, the aim of the research is to investigate the influence of different Facebook advertising elements have on consumer's intention to buy through m-commerce.

To achieve the aim the following objectives were planned:

1. To analyze the existing academic literature of the influence of Facebook advertising elements on consumers intention to buy through m-commerce.

2. Based on the analyzed scientific literature, develop the model, which will help to identify the differences and influence between different Facebook advertising elements on intention to buy via m-commerce.
3. Examine and evaluate how different Facebook advertising elements influences consumers intention to buy via mobile commerce.
4. To offer implications of the research topic and recommendations for business and future studies.

The Structure of the Thesis

1. The literature review part consists of discussing academic literature related to social media advertising platforms, Facebook advertising elements, customer`s intention to buy online drawn by Facebook advertising, differences between m-commerce and desktop e-commerce, and Facebook advertising in m-commerce.
2. The research methodology consists of designing research model. Therefore the hypotheses, sample size, data selection and methods of data analyses are presented.
3. The research results part provides study data analysis and tests the study hypotheses.
4. Conclusions and discussion part presents the summary of research results, as well as compares them to previous studies, offers implications and suggests recommendations for future research.

1. THEORETICAL REVIEW OF FACEBOOK ADVERTISING ELEMENTS AND CONSUMER'S INTENTION TO BUY THROUGH M-COMMERCE

The theoretical review aims to review, analyze and present the academic literature as well as any other important and relevant insights in terms of the research topic. Therefore, the review will reveal the foundations placed from other sources for different social media platforms, as the behavior of consumers can be similar. As well as Facebook and any other social media elements that affect the path to intention to buy. Lastly, this part will focus on nuances found about m-commerce in the context of intention to buy. All of this is relevant for understanding the context, as well as laying the basis for forming model and hypotheses needed further in this research.

The literature review presented previous studies and research insights in terms of social media and advertising, and Facebook elements influences on intention to buy, as well as advertisement and intention to buy through m-commerce.

1.1. Social media and advertising influence on intention to buy

Social media on a simple terms are channels on the internet that gives the opportunity for users to interact with others and present themselves with the user-generated content (Carr and Hayes, 2015). The functionality and implications of social media comes to be very diverse: for creating presence, sharing the information, creating and maintaining relationships, having conversations and therefore creating groups, reputation and building the identity (Kietzmann, Hermkens, McCarthy and Silvestre, 2011). Consequently, it is proven that social media marketing and advertising have positive and significant effect on consumers' intention to buy (Maria, Pusriadi, Hakim and Darma, 2019).

The academic world have a vast of studies indicating that businesses use social media as a tool to build and sustain relationships with their consumers (Alalwan, Rana, Dwivedi and Algharabat, 2017). Additionally, Crofton and Parker (2012) concluded that such actions have an

influence on the consumers' behavior to purchase. Therefore it is important understand what are the aspects that have the influence on purchase intent caused by social media.

First of all, there are conclusions, that **brand** awareness and strengthening via social media highly contributes to willingness to buy. It was found that social media marketing positively affects brand loyalty and this in turn affects purchase intention (Dulek and Aydin, 2020). The similar insight was found to be true by Abzari, Ghassemi and Vosta (2014), which concluded that social media affects attitude to the brand and then consequently affects purchase intent. Therefore a lot of studies have been examining the importance of brand building via social media and concluding it as a must activity for businesses (Alalwan, Rana, Dwivedi and Algharabat, 2017). However, it is important to understand that brand building is a process which is being built not only by the company, but also by the consumer itself. Therefore social media platforms play as a crucial tool for customers to share also the negative experiences related with products and services (Henning-Thurau, Hofacker and Bloching, 2013). To sum up, strengthening the brand image on social media affects the purchase intent, however it is not necessarily the direct relationship.

Secondly, it was found, that **electronic word of mouth**, which can be defined as an information exchange process between consumers regarding the specific topic, have a significant impact on willingness to buy, mainly via brand loyalty (Balakrishnan, Dahnil and Yi, 2014). The latter studies proved that electronic word of mouth can have the effects on purchase intent alone (Lee, Hosanagar and Nair, 2018). However, the contradiction to the latter statement in the academic world appeared. Xin Teo, Leng and Phua (2019) concluded that electronic word of mouth combination with social media marketing does not affect intention to buy at least directly. Additionally, other study by Windels et al (2018) found that social media ads that do not have friend referrals, which is one of the element of electronic word of mouth, perform better. The reasoning is that because of that consumers pay attention longer, especially those who have privacy concerns. Even though with some contradictory studies, it still can be suspected that electronic word of mouth can be one of the elements playing a vital role to affecting consumers' willingness to buy.

Nowadays another important element of social media marketing, that is one of the latter trends, is **influencer marketing**. It was found that the elements that this marketing area consists

have a significant contribution on consumer`s intention to buy (Bruns, 2018). The two primary aspects influence and therefore the impact is built on is authenticity and trust building. Because the users are seeing such figures as the authorities, in social media they follow them and therefore consume their opinions, which is very often is related about specific products and services.

Furthermore, when looking on social media, specifically from the lenses of advertising, there are many more elements that are concluded to affect purchase intention. Alalwan (2018) study concluded that consumers who perceive value in seeing online ads, which are creative, attractive, interactive, informative and customized has the significant influence on predicting purchase intention. Another study confirmed personalization as the antecedent in social media ads as the one of the things that causes purchase intention (Dodoo and Wu, 2019). The importance in the same matters of information, entertaining content, advertising value and being credible is also confirmed by other study (Warsame, Mohammed, Elamir and Binti, 2021). The factor, that useful information given through ads to the customer on social media as significant was also found by Lee and Hong (2016). In addition, the same study concluded that content, which is original and unexpected have significant effects too. More recent study by Arora and Agarwal (2020), researching Indian millennials purchase behavior affected by social media advertising concluded that ads, which impose the attitudes and feelings such as trust, urge to buy, strong mood, pleasure and emotions have the significance in the relationship. In addition to confirming that information newness and trust as social media advertising factors influencing purchase decision, brand image and various senses simulation was found to be impactful too (Yeo, Tan, Lim, Leong and Leong, 2020). In addition, it is also found, that the positive and significant correlation of purchase intention was found with social media sales promotion. It includes things such as monetary and non-monetary promotions, offers and gifts (Khaleeli, 2020). In summary, there are found numerous angles in terms of what works on social media advertising to drive purchases.

On the other hand, in academic world there are researched that contradict the findings above. For example, it was found that ad content which is honest, credible and showcase differentiation of the product or service does not bring the significance (Arora and Agarwal, 2020). Additionally, habit of purchasing was found not significant too (Alalwan, 2018). The same was true for the world of mouth element via social media ads (Yeo, Tan, Lim, Leong and Leong, 2020).

Another study by Khaleeli (2020) concluded that purchase intention is not affected significantly by social media advertising, nor demographic variables. This may suggest that the findings related with social media marketing may not always be blindly accepted as one truth.

Therefore, not surprisingly, in literature review on advertising in the period of 2009-2017, Deraz, (2019) concludes that marketing insights on social networking sites cannot be generalized as a rule for one. That is one of the reasons why the conclusions about different areas on social media are so much contradicting each other. Therefore Deraz (2019) suggests that different types of ads for different social platforms should be researched.

1.2. Facebook's elements influence on consumer's intention to buy

As there is a need to narrow and specify the platforms to understand specific insights it is important to start from Facebook. As mentioned previously, the latter platform is considered as essential for any business and is the platform that continuous to grow rapidly every year.

Shareef, Mukerji, Alryalat, Wright and Dwivedi (2018) was researching what elements develops the **positive attitude of consumers towards Facebook Advertising**. It was found that such attitudes are being formed by hedonic motivation, which is defined as “the degree of emotional entertainment members perceive in generating, passing, and receiving any product related information from their social network”, source derogation, described as “the degree to which members of social network provide importance in perceiving trustworthiness to the source member in their network who is initiating the message”. Additionally, self-concept, which is kept as “the degree to which a social network member is intrinsically motivated to evaluate congruence of their own personality-related traits with generating, passing, and receiving any product related information from the network to be persuaded”, message informality, and experiential messages (“the degree of past experience of the initiator of any product related message in the social network to buy and consume the product personally”).

Nowadays especially the consumers are becoming more and more careful on the internet, Facebook included, when it comes to personal and privacy data. Therefore a lot of institutions, as well as academics, are researching **privacy issues** and its` impact. Lin and Kim (2016) study found privacy concerns acts as an antecedent and highly affects intention to buy on Facebook. The same is confirmed by Jung (2016) study.

Moreover, as well as in social media, Facebook related studies found the importance of **electronic word of mouth** and intention to purchase. Mekawie and Hany (2019) research investigated and find out that only electronic world of mouth (sharing, friend`s likes, comments) had a significant correlation to consumers decision to purchase. The study concluded that aspects such as consumers` attitude towards Facebook platform advertising, company reputation, celebrity influencers` opinions was found to not have significant correlation to buying decision. Additionally, Facebook`s like button, location based check-in service and the share button applications also positively influence consumers purchase decisions (Richard and Guppy, 2013). The purchase intention is found to be positively affected by Facebook advertising elements such as consumers` reactions of posts, other people` comments, amount of shares, content posted on Facebook page and influencers opinions (Nguyen and Nguyen, 2020). Pan, Xu and Wu (2017) confirming that on Facebook people purchase products which are mostly shared by their Facebook friends. The decision to buy is also proven to be affected by the content of Facebook page posts of the brand (Hossain and Kim, 2018). Study performed by Brown and Hayes (2015) provides the recommendation that individual on Facebook will have more intention to buy specific product if it is referred by influencers (idols, actors, bloggers, industry experts). On the contrary, it was found that posting comments on Facebook shows no significant effect on purchase decisions (Mishra, 2020). To sum it all up, majority of the studies concludes that different elements of electronic word of mouth on Facebook can have a very big role on consumer`s purchase intent.

Advertising elements and intention to buy

The main are that businesses take advantage of Facebook is advertising. It consists of different strategies and elements to reach marketing goals. The main strategy areas to variate are the creative, placement and audience (Altstiel, Grow and Jennings, 2018; Drewniany and Jewler, 2013). Creative consists of the ad banner, text next to the ad and the ad format, which can be differentiated into image ads, video ads, carousel ads and collection ads (Facebook Ads Guide, 2021). Consequently, the way and what kind of visual and text elements are combined, partially affects the advertising success. Audience according to Facebook Ads Targeting (2021) is differentiated into core, custom and lookalike audiences, which are the strategy defining to whom

to show the ads. Another part of the strategy area for Facebook ads – placements, which are defining where the ad will be shown on the platform: feed, stories, in-stream, search, etc. (Facebook Business Help Centre, 2021).

To increase the intention to buy and therefore make more sales by the use of Facebook advertising it is important to focus and produce efficient marketing. To increase online sales it is important to understand what influences customer intention to buy (Thamizhvanan and Xavier, 2013). The latter is achieved by placing suitable ads, which is a combination of both design and the context (Mollah, 2015). This finding is also supported by Shahbaznezhad, Dolan and Rashidirad (2021) study, which indicates that content effectiveness on social media in terms of engaging audiences are highly affected by the context and different types of content. Another study by Haj Eid, Nusairat, Alkailani and Ghadeer (2020) confirms that consumers attitude towards advertisements are influenced by design of the ad, such as trust, information level, irritation and interaction, as well as by users attitude (seeking for opportunities, wanting to interact, being entertained, customized ad approach, seeking for information). Therefore further analysis focuses on only on creative. As the academic researchers have pretty limited concluded insights on Facebook advertising elements that have the significant effects on purchase intent, the general elements are being analyzed below.

Banner type and size

First category of content differentiation is banner sizes and types, which latter are named as formats on Facebook. Table 1 provides the summary of findings related to this category.

Table 1. *Summary of banner type and size findings*

Category	The finding	Source
Banner type	Banner type affects the number of clicks	Namin, Hamilton and Rohm, 2020
	Consumers react differently to different types of ads	Clark and Calli, 2014
	Consumers engage more with sponsored page rather than story	Clark and Calli, 2014
	Consumers prefer 30 sec. videos instead of 60 sec.	Nettelhorst, Brannon, Rose and Whitaker, 2020
	Shorter video ads bring better results	Raditya, Gunadi, Setiono and Rawung, 2020
Banner size	Larger size ads are more memorable	Chandon, Chtourou and Fortin, 2003
	Banner size when composed with Golden Ration affects the number of clicks	Namin, Hamilton and Rohm, 2020
	Larger size ads get more attention	Baltas, 2003
	Size of the banner ad have no impact	Cho, 2003

Note. Composed by the author.

One of the newest researches confirms that **banner type** significantly affects the number of clicks, which is one of the micro metric for predicting future sales (Namin, Hamilton and Rohm, 2020). When specifying to the platform, Clark and Calli (2014) study refers to the fact that users of Facebook react differently to different types of ads. The latter research also gives insights that people are more likely engaged with a sponsored page post rather than story, however the latter is more likely to be shared by audiences. However this study should be considered more as a recommendation as the sample size is relatively small (108 people). One of the more discussed banner type is video advertisements. Consumers are preferring short time video ads (30 sec.) rather than longer ones (60 sec) (Nettelhorst, Brannon, Rose and Whitaker, 2020). Another research by Raditya, Gunadi, Setiono and Rawung (2020) also confirms that shorter video ads bring better results. The latter study explains the reasoning to such findings that people tend to avoid advertisement whenever possible. The conclusion of the study is that the highest probability is that people will watch video ad when it is short and entertaining. All in all, various studies confirms that different types of banners draws different reactions and impact of consumers.

Moreover, there are findings that the **banner size** (especially when it is constructed according to Golden Ratio) significantly affects the number of clicks (Namin, Hamilton and Rohm,

2020). Furthermore, Chandon, Chtourou and Fortin (2003) study concludes that larger size ads are more memorable rather than small size. Additionally, Baltas (2003) adds to it that larger format ads gets better attention and therefore the response. However, Cho (2003) research concluded that size of the banner ad had no impactful effect mainly due to the fact that consumers are learning to avoid looking at ads. In summary, the banner size can have the impact on consumers behavior.

Banner design

The second category of how content can vary are the banner design aspects. The table below provides the summary of main findings in the fields related.

Table 2. Summary of banner design findings

Category	The finding	Source
Banner colors	Medium amount of colors used bring the best results of ads	Lothia, Donthu and Hershberger, 2003
Animation	Animated ads increase the effectiveness	Namin, Hamilton and Rohm, 2020
	Animated ads increase the effectiveness and the impact lasts longer	Bruce, Murthi and Rao, 2017

Note. Composed by the author.

One of the banner design elements that is being discussed is the amount of **color** used. Lothia, Donthu and Hershberger (2003) study was researching how different amount of colors in the ad affect the customer behavior. The research used three scale to evaluate – low, medium and high amount of colors used. The conclusion was that the medium amount of colors used was found to be the most effective on the banners.

Moreover, few studies exist which are confirming that **animated** format ads, or advertisements who have at least the element of animation, increase its` effectiveness (Namin, Hamilton and Rohm, 2020). Cabiles (2019) study also confirms that animation increases Facebook`s click through rate. Additionally, the animation importance to ad effectiveness and therefore longer duration of the effect are also proven by Bruce, Murthi and Rao (2017) research. Consequently it can be concluded, that animation in the banner is more preferable and more attractive to the consumer.

Advertisement information

The last content element category are the information delivery on the ad. The table below provides the summary of main findings in the fields related.

Table 3. Summary of advertisement information findings

Category	The finding	Source
Price ads	Price ads are more effective, product related are only for specific gender and age segments	Bruce, Murthi and Rao, 2017
	For new customers comparison of prices, for existing – coupon ads work better	Breuer and Brettel, 2012
	Price ads lower the effectiveness	Robinson, Wysocka and Hand, 2007
Message length	Long message has better ad effect	Robinson, Wysocka and Hand, 2007
	Short message has better ad effect	Baltas, 2003
Message information	Call to action messages work well	Chandon, Chtourou and Fortin, 2003
	Simple information in the ad is effective	Luftie and Marcelino, 2020
	Informative ads work well	Yoojung, Mihyun, Choi and Yongjun, 2016
	Rational, logical messages work well	Anastasiu and Dospinescu, 2017
	Messages reasoning why the purchase should take place works well	Luo, 2013
Emotional content	Evoking positive, instead of negative, emotions bring high intention to click	Wu, Kao and Chen, 2018
	Entertainment element is important	Taylor, Lewin and Strutton, 2011
	Message should be humorous	Yuanxin and Pittana, 2011
	Positive feelings evoking messages bring better results	Ekstrom and Gustafsson, 2012
	Content bringing any emotional reaction causes to have more engagement	Lee, Hosanagar and Nair, 2018

Note. Composed by the author.

One of the big discussions in terms of what exactly to advertise online is whether it should be related to **price** (discounts, deals, offerings, etc.) or product related (features, usage, applicability, etc.). Bruce, Murthi and Rao (2017) found that price ads are more effective, especially when combined with animated format. However, the same study recommends that product related content in the advertising should be used for different gender and age audience segments. Moreover, Breuer and Brettel (2012) draw insights related to direct offers content based on the relationship with the customer. Therefore, if the customer is existing – coupon based ads

work better, whereas if the consumer is new – then comparing the prices works well. On the other hand, Robinson, Wysocka and Hand (2007) research contradicts such statements and concludes that price related information in the ads lowers the effectiveness of the ad. However, it can be stated that differentiating the content of whether mentioning or not the offers can have the impact on consumer actions.

Another ads information category aspects is the **message length and type**. Robinson, Wysocka and Hand (2007) found that more positive effect comes from placing the long message. However, Baltas (2003) performed stated the otherwise – that the short text generates better influence. Additionally, Chandon, Chtourou and Fortin (2003) concluded that call to action in the ads adds up to the efficiency of the ad. According to Luftie and Marcelino (2020) – information simplicity in ads are the key for effectiveness of the ad. Moreover, consumers click more on ads in Facebook who are informative, instead of irritating (Yoojung, Mihyun, Choi and Yongjun, 2016). As a conclusion, consumers are reacting differently to different length of the messages, and also considers the complexity of them.

More and more studies are concluding the importance of **emotional entertainment** when advertising. Wu, Kao and Chen (2018) states that advertisement designs which evoke positive emotions bring high intention to click. Therefore on the contrary, the negative based emotions are being avoided to be clicked on. Importance of causing a positive attitude with advertisements on social media is also highlighted by other researchers. For example, Taylor, Lewin and Strutton (2011) identifies that the entertainment element is important in ads, Yuanxin and Pittana (2011) conclude that the best if the message is humorous, while Ekstrom and Gustafsson (2012) suggests to focus for such regards on bringing positive feelings in general. Similar is concluded by Lee, Hosanagar and Nair (2018) stating that audiences on Facebook have more engagement when the content provided brings some reaction (like humor, emotions). However, another study found that consumers prefer Facebook advertising messages which are rational, logical, fact based rather than emotional ones (Anastasiu and Dospinescu, 2017). Luo (2013) also added that the information in ads should include reasonable arguments for purchasing the product. To sum up, differentiating the content in terms of emotional triggers can have the impact on audience actions.

Other elements

There are also other elements that are suspected to have the influence on decision to buy. For example, Al Kurdi and Alshurideh, (2021) found that consumers purchase more when the **quality of Facebook ads** is high and they **repeat more often**. Especially, click intention on in Facebook can be improved by **personalizing** and making the ad relevant (Keyzer, Dens and Pelsmacker, 2015). However, Facebook users who spend more time than average on platform are getting annoyed by the ads and **prefer simple posts** (Ferreira and Barbosa, 2017). Deghani and Tumer (2015) study confirmed that advertising in Facebook contributes to purchase intention via **increasing brand value and positioning**. Awareness of the product or **company brand, interaction level and how consumers perceive the benefit** of Facebook ads are the elements that have significant relation with their intention to purchase (Long and Nga, 2020). The study by Suryono, Rahayu, Astuti and Widarwati (2020) states that important factors for social media marketing are **watermarks, professionalism element, photos, customers recommendations and opinions**. Another study concludes that millennials and generation Z are affected postifively the most by advertisements that are **not long, has audio, makes the consumer laugh and is referred by the inflencers** (Munsch, 2021). Additionally, **credibility** of ad design is also to be proven as an important level for consumer trust with the product, and therefore intention to buy (Lou and Yuan, 2019).

Mobile versus desktop advertising on Facebook

Semeradova and Weinlich (2017) have been testing the Facebook ads efficiency in terms of comparing desktop versus mobile targeting. However, the study did not include the purchasing power and chose click through rate as the measurement of success. The result of the study confirmed that mobile ads have better click through rate. In addition it was found that for instant call to action mobile ads were more suitable, and on the contrary – desktop ones are recommended for more complex information.

1.3 Advertisement and intention to buy through m-commerce

M-Commerce versus e-commerce

Study by Maity and Dass (2014) concluded that m-commerce should not be perceived the same as e-commerce. Additionally, it mentions that marketing strategy managers should consider the information intended to deliver differently at different commerce types. Therefore, if the amount is low – then communicate it via m-commerce. However if it is more complex and longer – e-commerce or in store as a channel should be chosen.

Reddy (2014) was researching the **differences of intention to buy** in e-commerce versus m-commerce. It was proven that such consumer behavior is influenced by perceived utility, social influence and trust. In the study utility is referred to as “the level of importance that an individual believes a particular technology can have for its use”, social influence - opinions consisting of friends and trusted people, while trust is related to personal confidence.

Important aspect to consider is how m-commerce is being **adopted**. It was found that adoption is affected by social influence, facilitating conditions, performance and effort expectancy (Park, Yand and Lehto, 2007). Others add that not only social influence, but also perceived usefulness and perceived ease of use plays a vital role to the adoption (Thakur and Srivastava, 2013). Similar insights are found by Ghazali, Mutum, Chong and Nguyen (2018) study, which states that customers tend to adopt mobile shopping better when it is not difficult to use and navigate in the online shop and requires low mental effort.

The study of Maity (2010) analyses consumer **decision making** in m-commerce and therefore it was found that even though consumers expect m-commerce and e-commerce to be similar, they do perceive them differently. Additionally, the article states that consumers feel more negative (i.e. stressful) about making decisions on m-commerce and it is different in relation to e-commerce and in-store environments. Lastly, the conclusion and recommendation of the research identifies that marketers should put special attention to advertising information and materials they transmit to consumers via m-commerce channels. As well as the content is recommended to be simpler when compared with e-commerce advertising.

M-Commerce advertising and intention to buy

Further on the m-commerce will be discussed in theoretical terms as it is one of the most growing channels. Also due to the fact that m-commerce should not be treated the same as e-commerce and nuances need to be discovered.

In 2004 Tsang, Ho and Liang (2004) found that **users view mobile advertising** negatively, unless they agreed to receive promotions. However in more recent study Maseeh, Ashraf and Rehman (2020) concluded differently. Their research found that consumers generally have a positive view on the mobile advertising, mainly because it is informative, entertaining, personalized and helps to make a decision to buy. Additionally, the same study found that purchase intention and mobile ads have significant relationship, while individual consumer perception plays a moderating role only. Camoiras-Rodriguez and Varela (2020) study results drives the insights that customers have more positive intention to shop via mobile when the browsing, online shop interface and information provided is in a friendly and simple manner. The study by Boardman and McCormick (2018) concluded that out of all shopping channels the m-commerce is mostly favored by female in 20s and with age the likeability of it decreases. Such insights are explained by the reasoning that younger females are looking for ideas, want to experiment what is new in the market and values convenience. However the elderly woman (in 60s) preferred physical stores. Over time consumers who have the favorable attitude towards the mobile shopping apps - purchase more frequently (McLean, Osei-Frimpong, Al-Nabhani and Marriott, 2020). To sum it up, it can be concluded that nowadays consumers generally perceive mobile advertising more positively.

The most important element that affect consumer behavior in m-commerce are **mobile connection, mobile device, social and digital environments** (Koukia, Rigou and Sirmakessis, 2006). In addition, Koutsiouris and Vrechopoulos (2009) emphasizes the consumer's **individual characteristics** when using m-commerce services. The latter is supported by Love (2005), which mentions that it is needed to investigate individual characteristics towards mobile services, including marketing activities. It is found that extroverts have the higher adoption of mobile commerce rate, while neuroticism makes it harder (Zhou and Lu, 2011). Consumers' intention to

use mobile shopping is highly motivated by the willingness to save as well as supported by openness to change, and demotivated by self-efficacy (Gupta and Arora, 2017).

One of the m-commerce value propositions is **personalization**. Biggest argument of it is that mobile device is being used by usually one person only (Clarke, 2008), and the personalization can easily be achieved by the help of advertising. Chong (2013) was researching deeper the demographic and motivation aspects in terms of m-commerce usage and personalization. One of the main findings are that consumers tend to use the m-commerce services if they find them enjoyable and this is positively affected by location-based services. The latter includes personalization in terms of advertisement, offers and discounts, which is an important aspects to consider for marketers working with m-commerce. Camoiras-Rodriguez and Varela (2020) study suggests that mobile retailers should differentiate marketing strategies based on users personality.

Wu and Hisa (2008) study analyzes the **innovation** of e-commerce by distinguishing different recommendations for Internet-enabled commerce, mobile commerce and ubiquitous commerce. Research suggests that businesses working with m-commerce should review and adapt business elements such as reshaping customer value, relationship building, and match with opportunities and innovate the business. Specifically the article draws attention that m-commerce user have the profile of being pressured by time, have a work related with mobile, is young or/and is considered as mobile user. Therefore one of the suggestion is to in order to differentiate from competition and innovate the business organizations need to design marketing strategies for mobile technologies, m-commerce included.

1.4 Model linked Facebook advertisement elements and intention to buy through m-commerce

To analyze the Facebook advertising elements influence on intention to buy through m-commerce it is necessary to choose the most suitable research model. However, the specific model for such area does not exist, therefore it is necessary to evaluate how and based on what it can be constructed. For such task it is needed to review some studies, which are examining the similar topic for review. Consequently, the researched studying one or more aspects related to purchase intent, m-commerce, Facebook or other social media advertising, as well as advertising elements are analyzed below.

Unified Theory of Acceptance and Use of Modified Technology model

Table 4. *Summary of UTAUT models used for studies*

Model Base	Research Topic	Year	Author
UTAUT	Phylogenetic Analysis of Factors That Influence Customer Purchase Intention on E-Commerce and M-Commerce Platforms	2014	Reddy
UTAUT	Understanding The Factors Driving Consumers' Purchase Intention of Over The Counter Medications Using Social Media advertising In Egypt	2020	Mekawiea, Hanyb
UTAUT	Investigating the Impact of Social Media Advertising Features on Customer Purchase Intention,	2018	Alalwan

Note. Composed by the author.

Unified Theory of Acceptance and Use of Modified Technology (UTAUT) initially introduced by Venkatesh, Morris, Davis and Davis (2003) is constructed to analyze the acceptance and intention to use technology. Pavlou (2003) added to the model the factors that have the influence when shopping online. The variables initially include Perceived utility, Perceived ease of use, Social influence, Facilitating Conditions, Confidence, Perceived risk that affects Buy intention. UTAUT model and adjustments based on this framework was used by various researchers (Reddy 2014, Mekawiea and Hanyb, 2020; Alalwan, 2018)) for analyzing purchase intentions in the environments related with m-commerce, psychological factors and social media advertising.

Stimulus-Organism-Response model

Table 5. *Summary of SOR models used for studies*

Model Base	Research Topic	Year	Author
SOR	The Impact of Instagram "Call-to-Action" Buttons on Customers' Impulse Buying	2018	Handayani, Purwandari, Solichah, Prima
SOR	Cross-Cultural Examination of Apparel Online Purchase Intention: S-O-R Paradigm	2021	Nam, Cho, Kim
SOR	Comparative Study of Consumers' Purchase Intention on Different Internet Platforms	2019	Patanasiri, Krairit

Note. Composed by the author.

Stimulus-Organism-Response (SOR) model is based on the concept that consumer is behaving due to cause of environmental variables and social experiences (Mehrabian and

Russell, 1974). The model is used to evaluate how such stimulus impact Organism, which is the consumer itself and therefore the consumer behavior (named as Response). SOR models was applied by some researchers (Handayani, Purwandari, Solichah and Prima, 2018; Nam, Cho and Kim, 2021; Patanasiri and Krairit, 2019) to examine purchase intentions and impulse buying with different factors such as Instagram and different internet platforms, button call-out differences and apparel business.

Technology Acceptance Model

Table 6. Summary of TAM models used for studies

Model Base	Research Topic	Year	Author
TAM	Predicting User Response to Sponsored Advertising on Social Media via the Technology Acceptance Model	2016	Lin, Kim
TAM	Determination of Purchase Intention Applying Technology Acceptance Model: A Case of Facebook Influence	2020	Mishra

Note. Composed by the author.

Technology Acceptance Model (TAM) developed by Davis (1989) for the purpose to analyze the decision making when accepting new technology. The variables for defining it included perceived ease of use, usefulness of a technology, perceived usefulness, attitude, intention and after all of it consumer decides to use or not. TAM model is applied in some of the researches (Lin and Kim, 2016; Mishra, 2020). One of them was analyzing user response affected by social media advertising. The other – purchase intention affected by Facebook.

Advertising Value Model

Advertising Value Model is constructed to explain consumer attitudes in relation to advertising by mainly three antecedents in informativeness, entertainment and irritation by linking it as an advertising value (Ducoffe, 1996). Advertising Value Model have been used in some of the studies (Cabiles, 2019; Hamouda, 2018; Aziza and Astuti, 2019) to evaluate the consumer responses (click through rate, purchase intent, etc.) affected by Facebook, Twitter advertising and in other social media marketing platforms.

Table 7. Summary of Advertising Value Models used for studies

Model Base	Research Topic	Year	Author
Advertising Value Model	2018 Facebook Advertisement Click-Through Characteristics and User Attitudes	2019	Cabiles
Advertising Value Model	Understanding Social Media Advertising Effect on Consumers' Responses: An Empirical Investigation of Tourism Advertising on Facebook	2018	Hamouda
Advertising Value Model	Evaluating The Effect of YouTube Advertising towards Young Customers' Purchase Intention	2019	Aziza, Astuti,

Note. Composed by the author.

Custom models

Table 8. Summary of custom models used for studies

Model Base	Research Topic	Year	Author
Custom	Impact of Message Design on Banner Advertising Involvement and Effectiveness: An Empirical Investigation	2020	Namin, Hamilton, Rohm
Custom	The Effect of Social Media Advertising and Promotion on Online Purchase Intention	2020	Khaleeli
Custom	The Influence of Social Media Advertising Values on Consumers Purchasing Intention in Somalia	2021	Warsame, Mohammed., Elamir, Binti Abdul Aziz
Custom	Impact of Facebook Advertising on Purchase Intent	2019	Jermstittiparser
Custom	The Influence of Facebook Advertising on Purchase Intention	2017	Julianto
Custom	Exploring The Factors Influencing Millennials Intention-To-Purchase of Facebook Advertising in Bangladesh	2019	Ghosh
Custom	Impact of Facebook on Advertising: Analysis of effectiveness of Facebook on enhancing customer purchase intention.	2021	Rozina, Malek, Muhammad, Atif, Adnan
Custom	Examining the Impact of Digital Mobile Advertising on Purchase Intention	2020	Maseeh, Ashraf, Rehman

Note. Composed by the author.

In the academic world there are many studies researching purchase intent, advertisement effect, customer behaviors and other aspects. However, quite a lot of researchers decides to

choose not the specific model, but to merge and construct custom models based on different researches that relevant.

Namin, Hamilton and Rohm (2020) study analyzing banner ads messaging effectiveness chose custom variables. Researchers chose dependent variable as number of clicks and click through rate, whilst independent ones being design elements of banner ad: static vs animated, ad size, standard vs non-standard, which in turn affect advertising involvement and effectiveness.

Warsame, Mohammed, Elamir and Binti (2021) research investigated purchase intent caused by social media advertising value. Academics chose Informativeness, Entertainment, Credibility and Perceived value as variables affecting intention to buy directly. Khaleeli (2020) was also researching similar area, however, he chose age, gender, education and income at the variables that affect purchase intention.

Rozina, Malek, Muhammad, Atif and Adnan (2021) was studying purchase intent caused by Facebook advertising. In the study the model is constructed in a way that advertising affect brand equity and brand image, as well as brand image affect brand equity, additionally brand image and brand equity affect purchase intention. Ghosh (2019) study was researching the same topic, just specifying it for Bangladesh and Millennials market. However, the paper research model is based on variables such as attitude, attention, information availability, influencer marketing and boosting strategy. Whereas Jermsittiparsert (2019) research analyzing Facebook advertising impact on intention to buy chose different approach towards the model. It constructed in a way that Facebook advertising attributes and Facebook page credibility affect the communication and therefore Purchase intent, as well as both elements affect purchase intention directly too. On the other hand, Julianto (2017) on his study Facebook ads and purchase intent study chose entertainment, interactivity and informativeness of Facebook ads as the ones having the impact on purchase intent.

Maseeh and Rehman (2020) was researching intention to purchase affected by digital mobile advertising. Researchers made a model stating that digital mobile advertising has a positive impact on customer motivation, customer perception and purchase intention. Additionally, customer motivation and customer perception have positive impacts on purchase intention too.

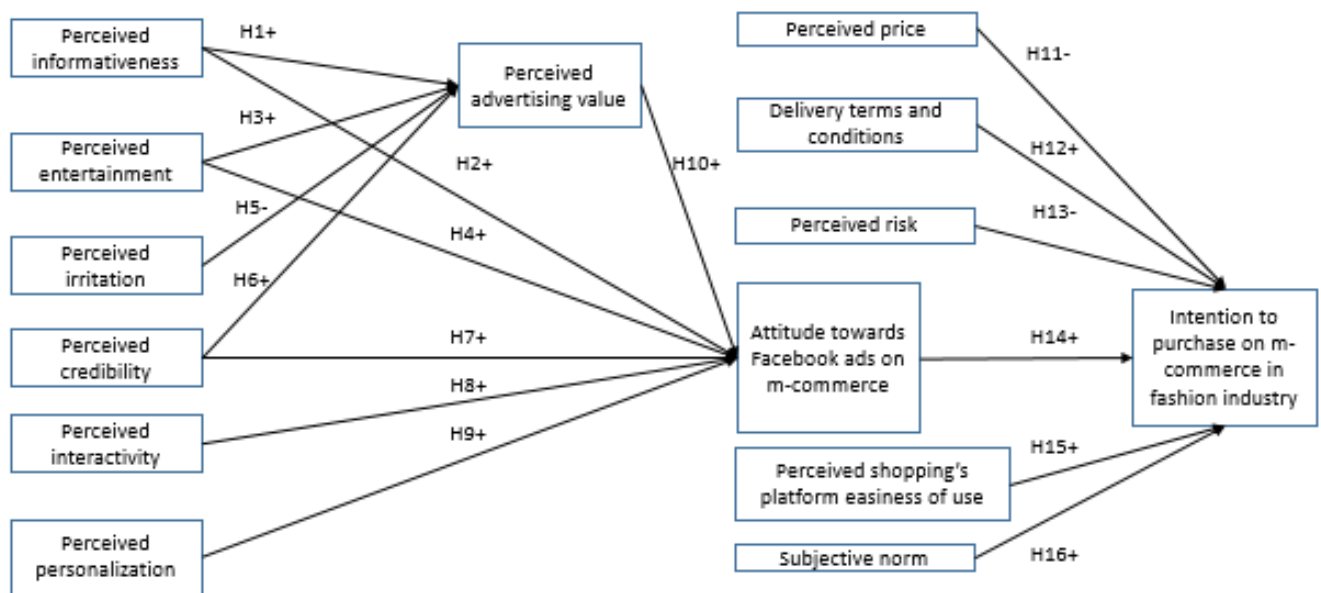
2. INFLUENCE OF FACEBOOK ADVERTISING ELEMENTS ON CONSUMER'S INTENTION TO BUY THROUGH M-COMMERCE RESEARCH METHODOLOGY

This part of the study aims to form the best possible model for the empirical research about Facebook advertising elements on consumer's intention to buy through m-commerce. At first, the hypotheses will be formed by also providing the arguments and previous research on making them, as well as describing the relationship between different variables. Then, the most suitable research design will be chosen and described. Moreover, the needed participants together with the required sample size will be presented. Lastly, the instrumentation on gathering data for empirical research will be design and described with all the relevant additional information.

2.1. Research model and hypothesis

Various Facebook advertising elements, such as banner type, size, design and advertising information affects intention to buy. It is been suspected, that previously mentioned element can have the impact on buying via m-commerce as a channel too. Therefore the research aims to investigate what kind of influence different Facebook advertising elements have on the consumer's intention to buy through m-commerce of a clothing shop. According to the goal, the research model (Picture 1) has been constructed based on Advertising Value Model and adjusted according to the literature analysis performed.

Figure 1. *Research Model*



Note. Composed by the author based on Advertising Value Model.

Advertising Value Model was developed by Ducoffe (1995, 1996) and gives the understanding on how advertisement via mobile can influence the consumer`s attitude towards it. The model was created based on the uses and gratification theory by Blumer and Katz (1974). It suggested that the media chosen by the user is in accordance to their cognitive and affective need that involves personal needs and gratification motives. Ducoffe`s model is widely used to explain the perceptions and attitudes the user have towards advertising (Murillo, Merino and Nunez, 2016).

Advertising Value Model explains that there are three antecedents that impacts the value creation of advertisement: informativeness, entertainment and irritation. Model also explains that there is a positive linkage between advertising value and users` attitude towards advertising.

Perceived Informativeness

Informativeness as an element can be described when the advertisement presents the essential facts and information, preferably in an easy to understand manner (Janssens and Pelsmacker, 2005). Such ads are perceived by consumers as useful, enjoyable (Martins, Costa, Oliveira, Gonçalves and Branco, 2018) and more reliable (Janssens and Pelsmacker, 2005).

Ducoffe (1996) stated that the perception of an advertisement being useful by providing relevant information leads to the perception of an ad being valuable. Furthermore Brackett and Carr (2001) also stated the recommendation from their research that messaging of an ad should be as informative as it can be due to its high influence on perceiving high value of an ad. Positive effect of an informative ad on perceived advertising value is also concluded from Tsang, Ho and Liang (2004) study. In addition, the direct link between informativeness effects on attitude was found (Brackett and Carr, 2001). Therefore the following hypothesis are formed:

H1: The perceived informativeness of the mobile ad for m-commerce is positively associated with its perceived advertising value on Facebook.

H2: The perceived informativeness of the mobile ad for m-commerce is positively associated with attitude towards Facebook ads.

Perceived Entertainment

McQuail (2005) described entertainment as an element which fulfills the need for diversion, enjoyment or emotional release. According to Ducoffe (1995), the probability of an ad to be positively evaluated are highly influenced by the perception of an ad being entertaining. The positive link between entertainment and advertisement value is proven by Kim and Han (2014), Tsang, Ho and Liang (2004) researches.

In terms of mobile advertising it was also found that perceived entertainment is one of the most impactful factors for the attitude towards advertising (Choi and Rifon, 2002). The importance of ad's entertainment to consumers' attitude about advertising is also confirmed by Murillo, Merino and Nunez (2016). Hypothesis H2 and H3 was formed in accordance with the results of previous research.

H3: The perceived entertainment of the mobile ad for m-commerce is positively associated with its perceived advertising value on Facebook.

H4: The perceived entertainment of the mobile ad for m-commerce is positively associated with attitude towards Facebook ads.

Perceived Irritation

Irritation is perceived when consumers see the ad as being manipulative, annoying or offensive (Ducoffe, 1996). It can also be referred as a situation when ad messaging irritates and slows down the user (Kim and Han, 2014). In the mobile context, the irritation of an advertisement can also appear due to the small screen size (Kim and Sundar, 2010).

Ducoffe (1996) Stated that irritation have negative perception on advertisements' value. Studies performed by Tsang, Ho and Liang, (2004) and Kim and Han (2014) confirmed that irritation correlates negatively with ad value. Moreover, perceived irritation in the mobile advertising context are also found to bring negative relationship with advertising value (Hoffman and Novak, 1996). Therefore the further hypothesis is:

H5: The perceived irritation of the mobile ad for m-commerce is negatively associated with its perceived advertising value on Facebook.

Perceived Credibility

Advertisement credibility can be described as the perception of consumer as the truthfulness and believability perceptions (MacKenzie and Lutz, 1989). Credibility was not on original Ducoffe`s advertising value model as an antecedent of advertising value. This element was proposed by Brackett and Carr (2001) as well as confirmed. Lin and Hung (2009), as well as Murillo, Merino and Nunez (2016) found that perceived credibility as a significant when it comes to advertising value. Additionally, Haghirian, Madlberger, and Tanuskova (2005) study found that message content credibility positively influences consumers' attitude of mobile ads. Based on the previous researched the hypothesis states as:

H6: The perceived credibility of the mobile ad for m-commerce is positively associated with its perceived advertising value on Facebook.

H7: The perceived credibility of the mobile ad for m-commerce is positively associated with attitude towards Facebook ads.

Perceived Interactivity

Interactivity can be described as a degree of possibility on which the user can react and act (Florenthal and Shoham, 2010). In 2013 Ching, Tong, Chen and Chen study exploring online advertising effects on attitude about product identified that interactivity adds up upon it. Later it was confirmed that interactivity is a significant factor making influence on the attitude towards online ads (Ariffin, Aun and Salamzadeh, 2018). Therefore the following hypothesis is:

H8: The perceived interactivity of the mobile ad for m-commerce is positively associated with attitude towards Facebook ads.

Perceived Personalisation

The element, when the advertisement describes and offers targeted solution to the specific users (usually due to acquired information) can be defined as personalization (Peppers and Rogers, 1999). It was found that how consumers perceive ads personalisation that impacts their attitude, mainly by making users less resistant and lowering skeptical opinions (Baek and Morimoto, 2012). Based on the researched the other proposed hypothesis is:

H9: The perceived personalisation of the mobile ad for m-commerce is positively associated with attitude towards Facebook ads.

Perceived Advertising Value

According to Tsimonis and Dimitriadis (2019) perceived value has been usually described that the concern between price paid and quality received. Advertising value is defined as “a subjective evaluation of the relative worth or utility of advertising to consumers” (Ducoffe, 1995). Based on original Advertising Value Model, Ducoffe (1996) stated that advertising value positively affect consumers` attitude towards ads. Such relation is confirmed by some researchers, which proved that there is positive relation between value and attitude in terms of ads (Murillo, Merino and Nunez, 2016). Therefore:

H10: The perceived advertising value of the mobile ad for m-commerce is positively associated with attitude towards Facebook ads.

Perceived Price

Zeithaml (1998) defined price as a sacrifice of money that a person makes as the decision to spend in order to receive the product. However, he also noted that price can be as a fact or perceived by person. Nguyen and Gizaw (2014) described “perceived price” as the interpreted individual belief of the product price. In 2011 Kim et al. performed a study about internet shopping elements. The research proved that consumers` intention to buy is affected negatively by the product price if it is perceived high. Following hypothesis has been formed as:

H11: The perceived price of m-commerce products is negatively associated with the intention to buy.

Delivery Terms and Conditions

Delivery is the sum of time spent in handling and shipping (Ying-Hueif, I-Chieh & Chia-Chen, 2010). Sherry (1990) found that delivery time affects intention to buy online. However, it is not only related with the new customers. It is proven that the client is more likely to come back to purchase again if the seller will provide real information and accurate expectations about delivery costs and the process. Based on the insights the following hypothesis states:

H12: Clear delivery terms and conditions is positively associated with the intention to buy via m-commerce.

Perceived Risk

Perceived risk is the uncertainty about the future, usually related to illegal usage of personal and financial information according to Huang, Feng and Yan (2014). The study also categorized such risk into categories: economical, performance, psychological and time related. Perceived high risk of a consumer will reduce the purchase intention on e-commerce (Sullivan and Kim, 2018). Therefore:

H13: Perceived risk is negatively associated with the intention to buy via m-commerce.

Attitude Towards Ads

Attitude is “a learned predisposition to consistently behave in a favorable or unfavorable manner with respect to a given object” (Schiffman, Kanuk and Wisenblit, 2010). Attitude of the consumer is proven to be a reliable prediction of the intention (Gupta and Arora, 2017). It has been proven that attitude positively affects the intention to shop online (Rza, Jalilvand and Samiei, 2021). Consequently, the hypothesis states:

H14: Attitude towards Facebook ads is positively associated with the intention to buy via m-commerce.

Perceived Shopping Platform`s Ease of Use

How easy it is to choose the product is equal to how consumer perceive easiness of use, which is individual perception on how difficult is to operate and understand on the website platform Zeithaml, Parasuraman and Malhotra (2002). Ramayah and Ignatius (2010) added that the description of product selections in terms of easiness of use is the unrestricted efforts when shopping online. Tsimonis and Dimitriadis (2019) added that ease of use is also related to website`s navigation and downloading time.

Perceived ease of use affects consumers` intention to buy online positively (Akhlaq and Ahmed, 2014), mainly because of platforms usage convenience, as well as efficient interface (Irawan, 2004). Sharma and Klein (2020) defined the main elements of online shopping platform for success, which are: systems, information, design, information, and playfulness. Therefore the hypothesis is:

H15: Perceived shopping platform`s ease of use is positively associated with the intention to buy via m-commerce.

Subjective Norm

Ajzen and Fishbein (1980) defined subjective norm as a family members, neighbors, friends, colleagues` and other environmental influencers` pressure to make or not to make certain action. Hasbullah et al. (2016) proved that subjective norm has positive correlation with the

intention to buy online. Lim, Cheah and Wong (2017) researching the social media influencers also confirmed, that subjective norm is the essential factor for a consumers' intention to purchase. Thus,

H16: Subjective norm is positively associated with the intention to buy via m-commerce.

2.2. Research design

The object of this research is someone who has purchased a clothing product through mobile commerce platform in Lithuania. The study will be using quantitative data as it will collect numerical information from numerous respondents. Such research design is very popular as it allows to reduce effort, save time on the analysis, as well is very insightful (Daniel, 2016).

The survey will include the information about the research, guide how to complete it and the researcher's information. The questionnaire will collect information about m-commerce shopping behavior to have data to draw conclusions for the hypothesis. The researches dependent variable is intention to buy clothes via mobile commerce, while the independent variables are: perceived informativeness, perceived entertainment, perceived irritation, perceived credibility, perceived interactivity, perceived personalization, perceived price, delivery terms and conditions, perceived risk, perceived shopping's platforms' easiness of use and subjective norm. Perceived advertising value and attitude towards Facebook ads on m-commerce in one relations are considered as dependent, in others – independent.

As a research design type – the cross-sectional is chosen for the research. Such type of research let's to observe events, which are not directly intervened and happening naturally according to Field (2019). Moreover, it helps to see the big picture of a few variables used at a single time exploration of the natural reactions to the questions reached without third parties interactions.

Additionally, according to Malhotra (2007) cross-sectional design type allows to make the conclusions about the population based on the samples collected by quantifying the data collected.

Therefore, as the findings can be generalized out of survey based on such design, maximized the research objectivity.

2.3. Setting and Participants

The research aims to investigate the influence of Facebook's advertising elements on consumers' intention to buy fashion clothes through m-commerce, the respondents must be only the online purchaser. It will also ensure this research study brings as useful recommendations as possible. The clothes are item for all ages, as well as any age customer can make a purchase via m-commerce for it. However, only user from the age of 16 can make purchases without the parents' permission. As a result, the target population for the researched aged from 16 years old is chosen. Furthermore, the Lithuanian market is chosen as the geo aspect of respondents due to the easiness and lowest cost when collecting the responses.

It is needed to define the sample size, which would present the representativeness and reliability of the data collected. To determine the size – the calculations are based on Paniott's formula (Kadam and Bhalerao, 2010).

The aim of the research requires to determine the sample size, which could present the reliability and representativeness of collected data. It is needed to evaluate the research subject and present characteristics as well as construct an overall conclusion. Moreover, it is worth to mention, that it is very difficult to conclude the overall population. So the sample size is calculated by using Paniott's formula (Kadam and Bhalerao, 2010). The formula is:

$$n = \frac{1}{\varepsilon^2 + \frac{1}{N}}$$

Where:

n – sample size

ε – selection error

N – population

Based on the Statistical Department of Lithuania, 2 782 672 people are recorded to be living in Lithuania as at September, 2021. Based on Eurostat data, it is forecasted that as at 2021 age group from 15 years old will be 85% of total population in Lithuania. Taking into consideration, that selection error is 6% and the confidence level is 95% the sample size is 278 people in Lithuania.

2.4. Instrumentation

To collect the data for the research a structured questionnaire is used. It is the most popular instrument for quantitative research as it allows to receive data from the target population according to Mathers, Fox and Hunn (2007). Additionally, it does not have costs, as well as is a fast way to collect needed data. What is more – such type of survey can be submitted anonymously, which as a consequence increases the rate of responses (Fricker and Schonlau, 2002).

The surveys' question responses have the option to be answered from 5 options. These are based on 5-point Likert scale (strongly agree, agree, neutral, disagree, and strongly disagree), with 1 as a value “strongly disagree” and 5 as a “strongly agree”. This scale allows for respondents to express the level of agreement with the statements provided. Regardless, it is important to mention that such type of questions construction takes longer to complete (Grover and Vriens, 2006).

The questionnaire is prepared to be analyzed quantitatively due to closed questions based on Cohen, Manion and Morrison (2000) recommendation. The specific questions for each variable are defined mainly based on the past researches and literature available. What is worth to mention, that the wording of statements for respondents to evaluate are adjusted in order to fit the aim of this research (Adam and Wieman, 2011). The questionnaire used for this research is anonymous and consist of closed-end type questions with possible response options (Dörnyei and Taguchi, 2009).

Table 9. *Questionnaire of the Facebook advertising elements*

Variable	Statement	Author
Perceived Informativeness	Clothes ads on Facebook via mobile are good sources of product information	Ducoffe (1996)
	Clothes ads on Facebook via mobile supply relevant product information	Ducoffe (1996)
	Clothes ads on Facebook via mobile provide timely information	Ducoffe (1996)
	Clothes ads on Facebook via mobile are good sources of up-to-date product information	Ducoffe (1996)
	Clothes ads on Facebook via mobile are convenient sources of product information	Ducoffe (1996)
Perceived Entertainment	Clothes ads on Facebook via mobile are entertaining.	Ducoffe (1996)
	Clothes ads on Facebook via mobile are pleasing.	Ducoffe (1996)
	Clothes ads on Facebook via mobile are enjoyable.	Ducoffe (1996)
	Clothes ads on Facebook via mobile are fun.	Ducoffe (1996)
Perceived Irritation	Clothes ads on Facebook via mobile are annoying.	Ducoffe (1996), Bracket and Car (2001)
	Clothes ads on Facebook via mobile are irritating.	Ducoffe (1996), Bracket and Car (2001)
	Clothes ads on Facebook via mobile are deceptive.	Ducoffe (1996), Bracket and Car (2001)
	Clothes ads on Facebook via mobile are confusing.	Ducoffe (1996), Bracket and Car (2001)
	Clothes ads on Facebook via mobile insult people's intelligence.	Ducoffe (1996), Bracket and Car (2001)
Perceived Credibility	Clothes ads on Facebook via mobile are convincing.	Bracket and Car (2001)
	Clothes ads on Facebook via mobile are credible.	Bracket and Car (2001)
	Clothes ads on Facebook via mobile are trustworthy.	Bracket and Car (2001)
	Clothes ads on Facebook via mobile believable.	Bracket and Car (2001)
	Clothes ads on Facebook via mobile are useful reference for purchasing products.	Bracket and Car (2001)
Perceived Interactivity	Clothes ads on Facebook via mobile let's to easily convey my opinion.	Kim and Co (2012)
	Clothes ads on Facebook via mobile allows to exchange opinions or conversations with other users.	Kim and Co (2012)
	Clothes ads on Facebook via mobile allows two-way interaction with a brand.	Kim and Co (2012)
	Clothes ads on Facebook are interactive.	Ching, Tong, Chen and Chen (2013)
Perceived Personalization	Clothes ads on Facebook communicates targeted solutions and offers to me.	Peppers and Rogers, (1999)
	Clothes ads on Facebook are personalized.	Peppers and Rogers, (1999)
Perceived Advertising Value	Clothes ads on Facebook via mobile are useful.	Ducoffe (1996), Bracket and Car (2001)
	Clothes ads on Facebook via mobile are valuable.	Ducoffe (1996), Bracket and Car (2001)
	Clothes ads on Facebook via mobile important.	Ducoffe (1996), Bracket and Car (2001)

Note. Composed by the author.

Questionnaire of the Facebook Advertising Elements have 5 independent variables affecting attitude towards Facebook ads on m-commerce, out of which 4 affect perceived advertising value as well. Therefore perceived advertising value is hypothesized to influence the dependent variable mentioned. For this part there are 28 questions, which are provided in Table 9.

In the model there are total 6 other elements as independent variables. They are impacting intention to purchase, whereas 5 out of them are not related with Facebook ads. The elements and questions (18) are provided in the table below.

Table 10. *Questionnaire of elements affecting intention to purchase*

Attitude Towards Facebook Ads	Clothes ads on Facebook via mobile are a good thing.	Tsang, Ho and Liang (2004)
	I like clothes ads on Facebook via mobile.	Tsang, Ho and Liang (2004)
	My general opinion about clothes ads on Facebook via mobile is favorable.	Tsang, Ho and Liang (2004)
	I like to watch clothes ads on Facebook via mobile.	Tsang, Ho and Liang (2004)
Perceived Price	When buying clothes via smartphone price comparison between online and offline are important to me.	Wei, Wang, Zhu, Xue and Chen (2018)
	When buying clothes via smartphone price promotions are important to me.	Wei, Wang, Zhu, Xue and Chen (2018)
	When buying clothes via smartphone price versus performance ratio is important to me.	Wei, Wang, Zhu, Xue and Chen (2018)
Delivery Terms and Conditions	The clarity of delivery terms and conditions when buying clothes via smartphone is important to me.	Ying-Hueif, I-Chieh and Chia-Chen, 2010
	The shortness of delivery time when buying clothes via smartphone is important to me.	Ying-Hueif, I-Chieh and Chia-Chen, 2010
Perceived Risk	When buying clothes via smartphone I worry about the product quality.	Wei, Wang, Zhu, Xue and Chen (2018)
	When buying clothes via smartphone I worry about the payments privacy.	Added by thesis author
	When buying clothes via smartphone I worry about the risk of information privacy.	Wei, Wang, Zhu, Xue and Chen (2018)
Perceived Shopping's Platform Easiness of Use	The easiness to choose the product on shopping platform when buying clothes via smartphone is important to me.	Zeithaml, Parasuraman and Malhotra (2002).
	The easiness to operate and understand the shopping platform when buying clothes via smartphone is important to me.	Zeithaml, Parasuraman and Malhotra (2002).
	The shopping platform's downloading and loading time when buying clothes via smartphone is important to me.	Tsimonis and Dimitriadis (2019)
Subjective Norm	People important to me think I should buy clothes via smartphone.	Mainadres, Souza and Correia (2020)
	It is expected that people like me should buy clothes via smartphone.	Mainadres, Souza and Correia (2020)
	People I look up to expect that I should buy clothes via smartphone.	Mainadres, Souza and Correia (2020)

Note. Composed by the author.

Questions (3) in the survey about intention to purchase which is as dependent variable are provided below.

Table 11. *Questionnaire on intention to purchase*

Intention to Purchase	I prefer to buy clothes via mobile rather than other online or offline options.	Wei, Wang, Zhu, Xue and Chen (2018)
	As I see clothes ads on Facebook I have the intention to buy it via my smartphone.	Taylor and Bearden (2002)
	After seeing clothes ads on Facebook I would recommend it to other people buying it smartphone.	Taylor and Bearden (2002)

Note. Composed by the author.

The questionnaire of this research will also consider the demographic variables (gender, age, income level). The question on the gender have two options as a choice, age – 7 options and the income – 7 as well. The demographic questions are provided below.

Table 12. *Questionnaire on demographics*

Question	Answer Options
Gender	<input type="radio"/> Male <input type="radio"/> Female
Age	<input type="radio"/> Up to 24 <input type="radio"/> 25 to 34 <input type="radio"/> 35 to 44 <input type="radio"/> 45 to 54 <input type="radio"/> 55 to 64 <input type="radio"/> More than 65
Monthly income	<input type="radio"/> Up to 499 EUR <input type="radio"/> 500 - 999 EUR <input type="radio"/> 1000 - 1499 EUR <input type="radio"/> 1500 - 1999 EUR <input type="radio"/> 2000 - 2499 EUR <input type="radio"/> 2500 - 2999 EUR <input type="radio"/> More than 3000 EUR

Note. Composed by the author.

Some questions not related for the demographics nor the variables are needed to in terms of involvement on Facebook usage, purchase frequency of clothes via m-commerce and general experience on using smartphone.

Table 13. *Questionnaire on non-demographics*

Question	Answer Options
How often do you use Facebook?	<ul style="list-style-type: none"> <input type="radio"/> Up to 1 hour per day <input type="radio"/> 1 - 2 hours per day <input type="radio"/> 2 - 3 hours per day <input type="radio"/> More than 3 hours per day
How often do you buy clothes via mobile?	<ul style="list-style-type: none"> <input type="radio"/> Less often than once per year <input type="radio"/> From once per half a year to once a year <input type="radio"/> From once per month to once half a year <input type="radio"/> From once per week to once per month <input type="radio"/> More than once per week
Your experience with using smartphone	<ul style="list-style-type: none"> <input type="radio"/> Up to 3 years <input type="radio"/> 4-6 years <input type="radio"/> 7-9 years <input type="radio"/> More than 10 years

Note. Composed by the author.

2.5. Ethical Considerations

Before starting to answer questions – respondents are provided with the information about research aim and purpose of data collecting. The survey ensures confidentiality and there are no options to provide personal data. As per EU General Data Protection Regulation, respondent confirm that only IP address is collected for the survey. The questionnaire allows to stop and withdraw from providing the answers at any time.

As a conclusion, research methodology part described the model, hypothesis, as well as the design type, which is chosen to be cross-sectional. Additionally, by the help of online survey data needed will be collected. Lastly, the questions and measurement is defined.

2.6. Validity Considerations

The research is in the need to ensure internal and external validity. According to McDermott (2011), the internal validity explains the accuracy of the research and how well the independent

variables explains dependent variables. On the other hand, the external validity shows how research results can be used for real life (McDermott, 2011).

The internal validity of this research is ensured using well developed and confirmed statements, as well as scales from previous researches reviewed from in theoretical overview. Additionally, the hypothesis will be confirm/rejected based on statistics rules and only if they are statistically significant. Whilst the external validity is ensured using random sampling and collecting more answers than was needed based on required sample.

3. INFLUENCE OF FACEBOOK ADVERTISING ELEMENTS ON CONSUMER'S INTENTION TO BUY THROUGH M-COMMERCE EMPIRICAL RESEARCH RESULTS

This part of the research will describe the data collection process performed as well as the preparation for it. After it, the data will be evaluated, adjusted and tested for the purposes of working further with making the final modelling. Such process included reliability test, descriptive statistics review, normality test and multicollinearity review. Lastly, the regression analysis will be performed for making arguments on supporting or rejecting the hypothesis.

3.1. Data collection and preparation

The survey for the research was created using Google Form using Lithuanian language. It was shared on Facebook personal wall, stories and various Facebook groups. The data collection took 26 days from 18th of October, 2021 to 12th of November, 2021.

In total 408 individual responses have been collected. All of the respondents were in line with basic requirements for participating in data analysis: finishing the questionnaire till the end, being Lithuanian, shopping via m-commerce clothes, using Facebook and being older than 16. For further analysis IBM SPSS program is used.

3.2. Sample profile and demographics

Out of 408 respondents majority were female (88%) and the rest – male (Table 14). Such distribution can be explained by gender's habit of buying clothes.

The biggest group of respondents were between 25 to 34 years old (39%). The second group were 35-44 years old (27%), then the following: 45 to 54 – 15%, up to 24 years old – 12%, 55 to 64 – 5% and 1% more than 65 years old (Table 15).

In terms of income – two major groups were earning 500 to 999 EUR per month (33% of respondents) and 1000 to 1499 EUR (28%). The rest of the distribution between income groups of the participants can be seen in Table 16.

Table 14. *Gender*

Gender	Frequency	Percent
Female	359	88%
Male	49	12%
Total	408	100%

Note. Composed by the author.

Table 15. *Age*

Age	Frequency	Percent
25 to 34	159	39%
35 to 44	112	27%
45 to 54	63	15%
Up to 24	50	12%
55 to 64	21	5%
More than 65	3	1%
Total	408	100%

Note. Composed by the author.

Table 16. *Monthly income*

Monthly income	Frequency	Percent
500 - 999 EUR	133	33%
1000 - 1499 EUR	115	28%
1500 - 1999 EUR	56	14%
Up to 499 EUR	43	11%
2000 - 2499 EUR	34	8%
More than 3000 EUR	27	7%
Total	408	100%

Note. Composed by the author.

As the research is focusing to understand the effect of ads in Facebook, respondents were asked how often they are using Facebook (Table 17). The majority claimed to be using 1-2 hours per day (33%), 25% are using 2-3 hours daily, other 25% - more than 3 hours and the rest 18% said to be

using less than 1 hour per day. Considering the responses the conclusion can be made that respondents are spending time and therefore seeing ads on Facebook.

Table 17. *Facebook as social media usage*

How often do you use Facebook?	Frequency	Percent
1 - 2 hours per day	133	33%
2 - 3 hours per day	101	25%
More than 3 hours per day	100	25%
Up to 1 hour per day	74	18%
Total	408	100%

Note. Composed by the author.

Also, for the research it is important to understand the frequency of users purchasing clothes via mobile habit. Those, who do not purchase clothes via mobile at all were asked to not continue filling the form. Majority of respondents claimed to be buying clothes in such a way from once per month to once per half a year (40%). Two other popular options were “less often than once per year” (20%) and “from once per week to once per month” (20%). The full information about the distribution can be seen in Table 18.

Table 18. *Frequency of buying clothes via mobile*

How often do you buy clothes via mobile?	Frequency	Percent
From once per month to once half a year	163	40%
Less often than once per year	81	20%
From once per week to once per month	80	20%
From once per half a year to once a year	74	18%
More than once per week	10	2%
Total	408	100%

Note. Composed by the author.

The last aspect checked about the respondents were the experience of using smartphone. The vast majority – 63% of people responded claimed having more than 10 years of using a smartphone. The full distribution is showed in Table 19.

Table 19. *Experience with using smartphone*

Your experience with using smartphone	Frequency	Percent
More than 10 years	256	63%

7-9 years	106	26%
4-6 years	34	8%
Up to 3 years	12	3%
Total	408	100%

Note. Composed by the author.

3.3. Reliability

The online survey used scales for collecting responses, which were formed based on different researches. To evaluate the reliability and consistency of these scales the Cronbach's Alpha method was applied. Table 20 presents the summary of scale reliability results for variable groups.

Based on Tavakol and Dennick (2011) if Cronbach's Alpha is less than 0.5, then the reliability is unacceptable. Poor consistency is when $0.6 > \alpha \geq 0.5$, questionable if $0.7 > \alpha \geq 0.6$, acceptable if $0.8 > \alpha \geq 0.7$, good if $0.9 > \alpha \geq 0.8$ and excellent if greater than 0.9. Perceived Personalization and Perceived Price both have Cronbach Alpha's below 0.5, therefore the reliability is considered as poor and these variables are taken out from further modelling.

Table 20. *Scale reliability results*

Variable Group	Scale Items	Cronbach's Alpha	Reliability
Perceived Informativeness	5	0.896	Good
Perceived Entertainment	4	0.893	Good
Perceived Irritation	5	0.843	Good
Perceived Credibility	5	0.828	Good
Perceived Interactivity	4	0.819	Good
Perceived Personalization	2	0.588	Poor
Perceived Advertising Value	3	0.893	Good
Attitude Towards Facebook Ads	4	0.944	Excellent
Perceived Price	3	0.573	Poor
Delivery Terms and Conditions	2	0.713	Acceptable
Perceived Risk	3	0.836	Good
Perceived Shopping's Platform Easiness of Use	3	0.762	Acceptable
Subjective Norm	3	0.856	Good
Intention to Purchase	3	0.823	Good

Note. Composed by the author, data received using IBM SPSS software.

3.4. Descriptive statistics

The 5-point Likert Scale was used for all the dependent and independent variables in the survey for giving an answer. In the answers “1” meant “Strongly disagree”, while “5” – “Strongly agree”. Table 21 provides the summary of all variables descriptive statistics, whole the original SPSS output is presented in Appendix C.

The highest mean of all variables is for Delivery Terms and Conditions equal to 4.4412 which represents that respondents agree that this aspect of buying clothes via m-commerce are important. The lowest mean is for Subjective Norm equal to 2.3848, which means that this aspect is the least important when buying clothes via m-commerce. The standard deviation are close to 1, which means that scales are consistent. However there are three variables - Perceived Shopping's Platform Easiness of Use, Delivery Terms and Conditions, and Perceived Credibility that presents that potential outlier might be existing. When looking at the skewness of variables shows different patterns, meaning that not all results are agreeable.

Table 21. *Descriptive statistics*

	Mean	Std. Deviation	Variance	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Perceived Informativeness	3.4897	1.00225	1.005	-.537	.121	-.186	.241
Perceived Entertainment	2.9369	1.11094	1.234	-.091	.121	-.764	.241
Perceived Irritation	2.8059	.97797	.956	.097	.121	-.730	.241
Perceived Credibility	2.9265	.85997	.740	-.223	.121	-.242	.241
Perceived Interactivity	3.1011	.96421	.930	-.169	.121	-.411	.241
Perceived Advertising Value	2.7533	1.05700	1.117	.099	.121	-.606	.241
Attitude Towards Facebook Ads	2.9032	1.19548	1.429	-.027	.121	-.933	.241
Delivery Terms and Conditions	4.4412	.82808	.686	-1.768	.121	3.215	.241
Perceived Risk	3.7108	1.09061	1.189	-.602	.121	-.381	.241
Perceived Shopping's Platform Easiness of Use	4.2459	.79325	.629	-1.346	.121	2.153	.241
Subjective Norm	2.3848	1.12758	1.271	.340	.121	-.801	.241
Intention to Purchase	2.4877	1.12056	1.256	.442	.121	-.724	.241

Note. Composed by the author, data received using IBM SPSS software.

3.5. Normality

In order to check the normality of data distribution Kolmogorov-Smirnov and Shapiro-Wilk tests were performed. The results are presented in Table 22, whilst the SPSS output, as well as Q-Q plots and histograms are attached as Appendix D. Based on Ghasemi and Zahedias (2012) the data can be considered as normally distributed when $p > 0.05$. Both of the tests on all of the variables show that significance is less than 0.001, therefore the data is not normally distributed. As a consequence, non-parametric tests have to be performed further (i.e. ANOVA, Regression analysis).

Table 22. Normality of data distribution

Tests of Normality						
	Kolmogorov-Smirnov			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Perceived Informativeness	.077	408	<.001	.960	408	<.001
Perceived Entertainment	.062	408	<.001	.966	408	<.001
Perceived Irritation	.105	408	<.001	.977	408	<.001
Perceived Credibility	.084	408	<.001	.982	408	<.001
Perceived Interactivity	.108	408	<.001	.978	408	<.001
Perceived Advertising Value	.087	408	<.001	.965	408	<.001
Attitude Towards Facebook Ads	.081	408	<.001	.953	408	<.001
Delivery Terms and Conditions	.311	408	<.001	.717	408	<.001
Perceived Risk	.119	408	<.001	.919	408	<.001
Perceived Shopping's Platform Easiness of Use	.171	408	<.001	.849	408	<.001
Subjective Norm	.135	408	<.001	.920	408	<.001
Intention to Purchase	.116	408	<.001	.941	408	<.001

Note. Composed by the author, data received using IBM SPSS software.

3.5. Correlation

Taking into account that data sets are non-normally distributed, Spearman correlation test was performed between all variables. For easier use the variable names were shortened (Table 23). The results of the tests are presented in Table 24, whilst the SPSS output is attached as Appendix E. The test results correlations are being considered as (Schober, Boer and Schwarte, 2018):

- 0.90 – 1.00 very strong correlation;
- 0.70 – 0.89 strong correlation;
- 0.40 – 0.69 moderate correlation;
- 0.10 – 0.39 weak correlation;
- 0.00 – 0.10 negligible correlation.

The sign of the coefficient indicates whether the relationship is positive or negative. In Table 24 correlations, which are weak or negligible, are marked in red. Perceived Risk is rejected from further research as it does not have any acceptable correlation with none of the variables.

Table 23. Shortened name versions of the variables

PInf	Perceived Informativeness
PEnt	Perceived Entertainment
PIrr	Perceived Irritation
PCre	Perceived Credibility
PInt	Perceived Interactivity
PAdV	Perceived Advertising Value
ATFAd	Attitude Towards Facebook Ads
DTCo	Delivery Terms and Conditions
PRis	Perceived Risk
PSPEUs	Perceived Shopping's Platform Easiness of Use
SNor	Subjective Norm
IPur	Intention to Purchase

Note. Composed by the author

Table 24. Correlation between variables

	PInf	PEnt	PIrr	PCre	PInt	PAdV	ATFAd	DTCo	PRis	PSPEUs	SNor	IPur
PInf	1	0.696	-0.501	0.671	0.428	0.619	0.672	0.153	-0.032	0.234	0.288	0.457
PEnt	0.696	1	-0.557	0.669	0.444	0.696	0.807	0.118	-0.114	0.166	0.373	0.545
PIrr	-0.501	-0.557	1	-0.48	-0.243	-0.488	-0.594	-0.072	0.306	-0.177	-0.117	-0.298
PCre	0.671	0.669	-0.48	1	0.486	0.72	0.707	0.097	-0.159	0.144	0.41	0.559
PInt	0.428	0.444	-0.243	0.486	1	0.518	0.512	0.188	0.011	0.159	0.272	0.343
PAdV	0.619	0.696	-0.488	0.72	0.518	1	0.829	0.073	-0.139	0.155	0.44	0.592
ATFAd	0.672	0.807	-0.594	0.707	0.512	0.829	1	0.09	-0.132	0.167	0.425	0.599
DTCo	0.153	0.118	-0.072	0.097	0.188	0.073	0.09	1	0.165	0.42	0.073	0.073
PRis	-0.032	-0.114	0.306	-0.159	0.011	-0.139	-0.132	0.165	1	0.123	-0.02	-0.14
PSPEUs	0.234	0.166	-0.177	0.144	0.159	0.155	0.167	0.42	0.123	1	0.097	0.177
SNor	0.288	0.373	-0.117	0.41	0.272	0.44	0.425	0.073	-0.02	0.097	1	0.622
IPur	0.457	0.545	-0.298	0.559	0.343	0.592	0.599	0.073	-0.14	0.177	0.622	1

Note. Composed by the author, data received using IBM SPSS software. Correlation is significant at the 0.01 level (2-tailed).

3.5. Multicollinearity test

Before constructing and evaluating the final model based on the results it is important to check the multicollinearity between the variables. Based on Alin (2010), the multicollinearity exists between variables if Variance Inflation Factor (VIF) is more than 3.

First, the part of theoretical model is when Perceived Advertising Value is as dependent variable, while independent ones are: Perceived Informativeness, Perceived Entertainment, Perceived Irritation and Perceived Credibility. Based on the results (Table 25) as VIF is less than 3 – multicollinearity problem does not exist.

Table 25. *Multicollinearity test when dependent variable is PAdV*

	Tolerance	VIF
PInf	0.411	2.436
PEnt	0.397	2.52
PIrr	0.648	1.544
PCre	0.452	2.215
a. Dependent Variable: PAdV		

Note. Composed by the author, data received using IBM SPSS software.

The second part of the model is when dependent variable is Attitude Towards Facebook Ads together with Perceived Advertising Value, Perceived Informativeness, Perceived Entertainment, Perceived Credibility and Perceived Interactivity as independent variables. The results (Table 26) do not show multicollinearity problem.

Table 26. *Multicollinearity test when dependent variable is ATFAd*

	Tolerance	VIF
PAdV	0.371	2.697
PInf	0.411	2.435
PEnt	0.391	2.557
PCre	0.370	2.701
PInt	0.673	1.485
a. Dependent Variable: ATFAd		

Note. Composed by the author, data received using IBM SPSS software.

The last part of the model contains when dependent variable is Intention to Purchase and Attitude Towards Facebook Ads, Delivery Terms and Conditions, Perceived Shopping's Platform Easiness of Use and Subjective Norm as independent variables. The results (Table 27) do not show multicollinearity problem as well.

Table 27. *Multicollinearity test when dependent variable is IPur*

	Tolerance	VIF
ATFAd	0.789	1.268
DTCo	0.768	1.302
PSPEUs	0.74	1.352
SNor	0.813	1.23
a. Dependent Variable: IPur		

Note. Composed by the author, data received using IBM SPSS software.

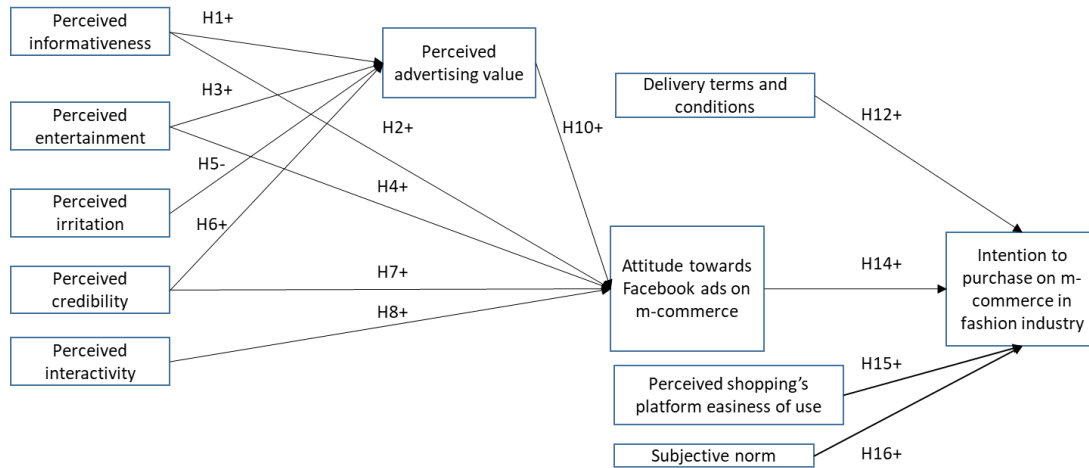
3.6. Regression analysis

The hypothesis will be tested using regression analysis. After all statistical checks the following variables and corresponding hypothesis were excluded from the further research:

- Perceived Personalization (H9) due to poor scales reliability - Cronbach Alpha's below 0.5;
- Perceived Price (H11) due to poor scales reliability - Cronbach Alpha's below 0.5;
- Perceived Risk (H13) due to weak and negligible correlations with other variables.

The further analysis of hypothesis testing is performed using Linear Regression. The hypothesis is considered as supported if significance is $p < 0.05$.

Figure 2. Updated Research Model



Note. Composed by the author.

First part of the model considers Perceived Advertising Value as dependent variable. The model equation is $Perceived\ Advertising\ Value = C + b1\ Perceived\ Informativeness + b2\ Perceived\ Entertainment + b3\ Perceived\ Irritation + b4\ Perceived\ Credibility + \epsilon$. Modelling results are presented in Table 28, more extensive data is in Appendix F.

Table 28. Perceived Advertising Value linear regression

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	0.258	0.236		1.092	0.275		
PInf	0.128	0.051	0.121	2.497	0.013	0.411	2.436
PEnt	0.261	0.047	0.275	5.556	<.001	0.397	2.52
PIrr	-0.082	0.042	-0.076	-1.953	0.052	0.648	1.544
PCre	0.516	0.057	0.42	9.06	<.001	0.452	2.215

Note. Composed by the author, data received using IBM SPSS software.

H1: The perceived informativeness of the mobile ad for m-commerce is positively associated with its perceived advertising value on Facebook.

Hypothesis significance is 0.013, which is less than 0.05 and considered as statistically significant. Additionally, $\beta = 0.121$, $t = 2.497$. To sum up, H1 hypothesis is supported.

H3: The perceived entertainment of the mobile ad for m-commerce is positively associated with its perceived advertising value on Facebook.

Hypothesis significance is $<.001$, which is less than 0.05 and considered as statistically significant. Additionally, $\beta = 0.275$, $t = 5.556$. To sum up, H3 hypothesis is supported.

H5: The perceived irritation of the mobile ad for m-commerce is negatively associated with its perceived advertising value on Facebook.

Hypothesis significance is 0.052, which is more than 0.05 and considered as statistically insignificant. Therefore, H5 hypothesis is not supported.

H6: The perceived credibility of the mobile ad for m-commerce is positively associated with its perceived advertising value on Facebook.

Hypothesis significance is $<.001$, which is less than 0.05 and considered as statistically significant. Additionally, $\beta = 0.42$, $t = 9.06$. To sum up, H6 hypothesis is supported.

Second part of the model considers Attitude Towards Facebook Ads as dependent variable. The model equation is $Attitude\ Towards\ Facebook\ Ads = C + b1\ Perceived\ Informativeness + b2\ Perceived\ Entertainment + b3\ Perceived\ Credibility + b4\ Perceived\ Interactivity + b5\ Perceived\ Advertising\ Value + \epsilon$. Modelling results are presented in Table 29, more extensive data is in Appendix G.

Table 29. Attitude towards Facebook ads linear regression

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistic	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	-0.402	0.113		-3.561	<.001		
PInf	0.069	0.042	0.058	1.67	0.096	0.411	2.435
PEnt	0.417	0.038	0.388	10.876	<.001	0.391	2.557
PCre	0.067	0.051	0.048	1.311	0.191	0.37	2.701
PInt	0.062	0.034	0.05	1.835	0.067	0.673	1.485
PAdV	0.527	0.041	0.466	12.718	<.001	0.371	2.697

Note. Composed by the author, data received using IBM SPSS software.

H2: The perceived informativeness of the mobile ad for m-commerce is positively associated with attitude towards Facebook ads.

Hypothesis significance is 0.096, which is more than 0.05 and considered as statistically not significant. Additionally, $\beta = 0.058$, $t = 1.67$. To sum up, H2 hypothesis is not supported.

H4: The perceived entertainment of the mobile ad for m-commerce is positively associated with attitude towards Facebook ads.

Hypothesis significance is $<.001$, which is less than 0.05 and considered as statistically significant. Additionally, $\beta = 0.388$, $t = 10.876$. To sum up, H4 hypothesis is supported.

H7: The perceived credibility of the mobile ad for m-commerce is positively associated with attitude towards Facebook ads.

Hypothesis significance is 0.191, which is more than 0.05 and considered as statistically not significant. Additionally, $\beta = 0.048$, $t = 1.311$. To sum up, H7 hypothesis is not supported.

H8: The perceived interactivity of the mobile ad for m-commerce is positively associated with attitude towards Facebook ads.

Hypothesis significance is 0.067, which is more than 0.05 and considered as statistically not significant. Additionally, $\beta = 0.05$, $t = 1.835$. To sum up, H8 hypothesis is not supported.

H10: The perceived advertising value of the mobile ad for m-commerce is positively associated with attitude towards Facebook ads.

Hypothesis significance is $<.001$, which is less than 0.05 and considered as statistically significant. Additionally, $\beta = 0.466$, $t = 12.718$. To sum up, H10 hypothesis is supported.

The third part of the model considers Intention to Purchase on M-Commerce in Fashion Industry as dependent variable. To make sure the modelling is as accurate as possible the new variable is introduced – Attitude Towards Facebook Ads Calculated (ATFAdCalc). It is calculated based on model 2 supported hypothesis equation: *Attitude Towards Facebook Ads*

Calculated= $-.137 + .475 \text{ Perceived Entertainment} + .598 \text{ Perceived Advertising Value}$. The final model 2 is in Appendix G.

The model equation is *Intention to Purchase on M-Commerce in Fashion Industry* = $C + b1 \text{ Attitude Towards Facebook Ads Calculated} + b2 \text{ Delivery Terms and Conditions} + b3 \text{ Perceived Shopping's Platform Easiness of Use} + b4 \text{ Subjective Norm} + \epsilon$. Modelling results are presented in Table 30, more extensive data is in Appendix I.

Table 30. *Intention to Purchase linear regression*

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	-0.117	0.244		-0.481	0.631		
ATFAdCalc	0.425	0.04	0.404	10.624	<.001	0.771	1.296
DTCo	-0.04	0.052	-0.03	-0.782	0.435	0.767	1.304
PSPEUs	0.115	0.055	0.082	2.105	0.036	0.741	1.349
SNor	0.445	0.037	0.448	11.974	<.001	0.798	1.252

Note. Composed by the author, data received using IBM SPSS software.

H12: Clear delivery terms and conditions is positively associated with the intention to buy via m-commerce.

Hypothesis significance is 0.435, which is more than 0.05 and considered as statistically not significant. Additionally, $\beta = -0.03$, $t = -0.782$. To sum up, H12 hypothesis is not supported.

H14: Attitude towards Facebook ads is positively associated with the intention to buy via m-commerce.

Hypothesis significance is <.001, which is less than 0.05 and considered as statistically significant. Additionally, $\beta = 0.404$, $t = 10.624$. To sum up, H14 hypothesis is supported.

H15: Perceived shopping platform`s ease of use is positively associated with the intention to buy via m-commerce.

Hypothesis significance is 0.036, which is less than 0.05 and considered as statistically significant. Additionally, $\beta = 0.082$, $t = 2.105$. To sum up, H15 hypothesis is supported.

H16: Subjective norm is positively associated with the intention to buy via m-commerce.

Hypothesis significance is $<.001$, which is less than 0.05 and considered as statistically significant. Additionally, $\beta = 0.448$, $t = 11.974$. To sum up, H16 hypothesis is supported.

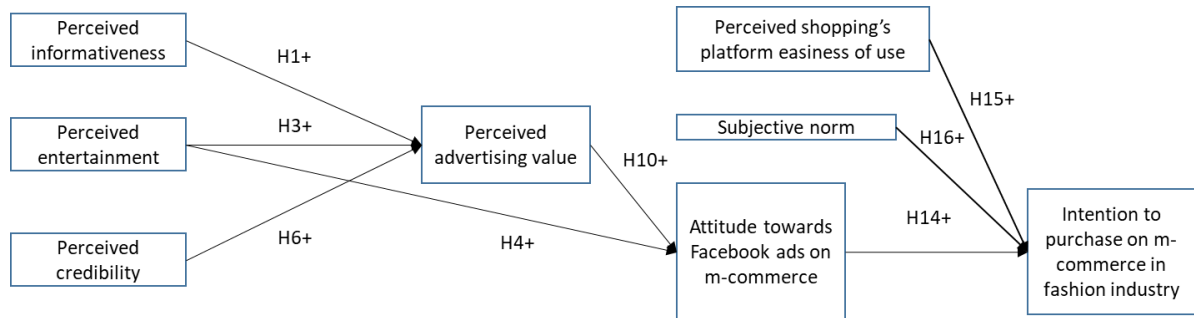
To summarize, the hypothesis were tested by using empirical research. Three out of 16 hypotheses could not be tested (H9, H11, H13). Perceived personalization and Perceived price variables were not tested due to poor scales reliability. Perceived risk were not tested too because of weak and negligible correlation with other variables. H2, H5, H7, H8 and H12 hypothesis were not supported due to insignificance. While H1, H3, H4, H6, H10 and H14 as hypothesis were supported. All of the summary is provided in Table 31. The final supported hypothesis results in a model is presented in Figure 3.

Table 31. Hypothesis testing results

H1	The perceived informativeness of the mobile ad for m-commerce is positively associated with its perceived advertising value on Facebook.	Supported
H2	The perceived informativeness of the mobile ad for m-commerce is positively associated with attitude towards Facebook ads.	Not supported
H3	The perceived entertainment of the mobile ad for m-commerce is positively associated with its perceived advertising value on Facebook.	Supported
H4	The perceived entertainment of the mobile ad for m-commerce is positively associated with attitude towards Facebook ads.	Supported
H5	The perceived irritation of the mobile ad for m-commerce is negatively associated with its perceived advertising value on Facebook.	Not supported
H6	The perceived credibility of the mobile ad for m-commerce is positively associated with its perceived advertising value on Facebook.	Supported
H7	The perceived credibility of the mobile ad for m-commerce is positively associated with attitude towards Facebook ads.	Not supported
H8	The perceived interactivity of the mobile ad for m-commerce is positively associated with attitude towards Facebook ads.	Not supported
H9	The perceived personalisation of the mobile ad for m-commerce is positively associated with attitude towards Facebook ads.	Cannot be tested
H10	The perceived advertising value of the mobile ad for m-commerce is positively associated with attitude towards Facebook ads.	Supported
H11	The perceived price of m-commerce products is negatively associated with the intention to buy.	Cannot be tested
H12	Clear delivery terms and conditions is positively associated with the intention to buy via m-commerce.	Not supported
H13	Perceived risk is negatively associated with the intention to buy via m-commerce. Attitude Towards Ads	Cannot be tested
H14	Attitude towards Facebook ads is positively associated with the intention to buy via m-commerce.	Supported
H15	Perceived shopping platform`s ease of use is positively associated with the intention to buy via m-commerce.	Supported
H16	Subjective norm is positively associated with the intention to buy via m-commerce.	Supported

Note. Composed by the author.

Figure 3. Model with supported hypothesis



Note. Composed by the author.

4. DISCUSSION

This last part of the research aims to summarize the insights of the whole research, including empirical research. Thus, here the implications of the influence of Facebook advertising elements on consumer's intention to buy through m-commerce will be offered. Therefore the further recommendation on research topic, together with the limitations will be presented, as well as guidance for m-commerce online shops and digital agencies.

4.1. Managerial (business) implications

The findings of this research provides recommendations and insights for m-commerce selling clothing while using Facebook ads. Such conclusions can be useful for digital marketing agencies holding clients in clothing industry, as well as for the m-commerce clothing shops itself. All of the insights can help to use advertising as well as other related aspects in a more cost efficient way.

The direct impact affecting positively intention to purchase on m-commerce in fashion industry is affected by three aspects. First is how the platform helps to perceive the consumers' easiness to use when shopping. It is important to make sure that it is easy to choose the product, operate and understand the platform itself, as well as take care of fast downloading and loading time of the platform. Secondly, the subjective norm plays important role too. Therefore marketers need to make sure that people important to the consumer, similar to them, as well as those whom they look up to would think and encourage to buy clothes via smartphone. Lastly, the big importance is lying in the attitude towards Facebook Ads. Which means that marketers need to make sure consumers think such ads are a good thing, would have favorable opinion about it and would like it in general.

However, to create the attitude towards Facebook ads on m-commerce have quite some aspects to be worked on to form it in a positive way. The first thing for that is the perception about Facebook ads being entertaining – it need to be pleasing and enjoyable. The second thing is the perception about the value advertisement creates, including usefulness and importance. The research showed that the same perceived entertainment as an important factor. The other variable to take care is the credibility the customer perceives. The Facebook ad for that needs to be convincing, credible, trustworthy, believable and be as a useful reference for the purchase. While the last contributor is perceived informativeness. For that it is important to ensure the ads are a good product information source, relevant, provide timely information, be up-to-date and be convenient.

4.2. Limitations and recommendations for further studies

It is important to discuss the limitation this research holds. Firstly, the gender distribution is highly unequal, as big majority of respondents were females. Therefore to test the effect of whole Lithuanian population the gender should be distributed more equally. Secondly, the number of respondents contained just above the level of minimum requirement. To make sure the results are more accurate – the bigger sample size could be gathered.

Furthermore, the respondents were allowed to imagine shopping experience and ads on Facebook as they wanted to. Such situation might bring the misunderstanding and low consistency between the specific clothing brand cases. To adapt the insights for specific brand – more accurate case scenario need to be given. Additionally, to adapt such research implications for other than clothing industry – the other type of literature review, and therefore hypothesis and survey questions need to be adapted. To apply the insights for other than Lithuanian consumers – the research questionnaire need to be run more globally.

Moreover, to investigate the effect of Facebook ads elements more accurately – the exact content examples could be given. This could lead to more unified understanding about the elements given (i.e. informativeness, entertainment, credibility, etc.) as for now it was left to respondents' free interpretation. Lastly, more of the different elements of Facebook ads could be added.

4.3. Conclusions

The problem of the study were to answer the question “What influence does different Facebook advertising elements have on consumer’s intention to buy through m-commerce?” Therefore the aim was set to investigate the influence of different Facebook advertising elements have on consumer’s intention to buy through m-commerce. To achieve the aim and solve the problem four objectives were set. Therefore the conclusions will be presented in accordance to the aims.

1. After analyzing the existing academic literature of the influence of Facebook advertising elements on consumers' intention to buy through m-commerce the following conclusions can be made.
 - 1.1.Brand awareness, electronic word of mouth, influencer marketing and different advertising elements via social channels affect intention to buy. The advertisement elements such as banner type and size, banner design, information in the ad as well as the placement type (mobile or desktop) via Facebook contributes intention to buy.
 - 1.2.M-commerce and e-commerce is found to have differences on consumers' intention to buy. The most important aspects of m-commerce advertising is found to be users view, mobile connection, device, digital environments, consumers' individual characteristics, personalization and innovation.
 - 1.3.The possible models to proceed with the research was found to be UTAUT, SOR, TAM, Custom models and Advertising Value Model. Based on the latter the research model were constructed.

2. Based on the literature analysis the model for the current study was constructed based on Advertising Value Model and containing 16 hypothesis.
3. Based on the model constructed the empirical research was performed in order to examine and evaluate how different Facebook advertising elements influences consumers intention to buy via mobile commerce. The conclusions from the research are as follows:
 - 3.1. Perceived informativeness, perceived entertainment and perceived credibility as of Facebook ads elements were supported as significant variables on perceived advertising value.
 - 3.2. Perceived entertainment and perceived advertising value were confirmed as significant variables positively impacting attitude towards Facebook ads on m-commerce.
 - 3.3. Attitude towards Facebook ads on m-commerce together with perceived shopping's platform easiness of use and subjective norm were supported as main elements influencing consumers intention to purchase on m-commerce in fashion industry.
 - 3.4. Perceived personalization, perceived price and perceived risk were eliminated from the regression model due to low suitability as variables according to data collected.
 - 3.5. Few variables in the model analysis were rejected due to low significance:
 - 3.5.1. Irritation impact towards perceived advertising value.
 - 3.5.2. Perceived informativeness, perceived credibility and perceived interactivity relations with attitude towards Facebook ads.
 - 3.5.3. Delivery terms and conditions in terms of influencing intention to purchase.
4. According to the literature analysis and empirical research the following recommendations for businesses and future studies are recommended:
 - 4.1. For further studies it is recommended to gather bigger sample size, apply for specific brands, perform on different industry, execute globally focused research and/or specify the elements for the respondents.
 - 4.2. For businesses working with Facebook ads to sell on m-commerce, especially in fashion industry, it is recommended to focus a lot on platforms easiness to use when shopping, get the use of subjective norm aspect and make sure that attitude towards Facebook ads

are favorable. The main elements to take care of in terms of Facebook ads to influence intention to buy are entertainments, value creation, credibility and providing the desired information.

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APPENDICES

Appendix A

Questionnaire

Hello,

I'm a master's student in Digital Marketing program at Business School of Vilnius University researching the final master thesis. The research aims to explore the influence of Facebook advertising elements on consumers' intention to buy clothes through m-commerce. The approximate time for completing the survey is 7 minutes. Please be aware that confidentiality is assured and you are free to withdraw filling in the survey at any time you wish.

Your IP address will be known to the researching student, their supervisor(s), and the authorized university representatives such as program director, defense committee, and a committee on ethics. The IP address data will be stored in password-protected computers. We do not actively collect other personal data, such as your physical location. If you have any questions on data protection before or after the participation, please contact research conducting student donatas.cvirka@vm.stud.vu.lt

Screening Questions	Answer Options
1.How often do you use Facebook?	<input type="radio"/> Up to 1 hour per day <input type="radio"/> 1 - 2 hours per day <input type="radio"/> 2 - 3 hours per day <input type="radio"/> More than 3 hours per day
2.How often do you buy clothes via mobile?	<input type="radio"/> Less often than once per year <input type="radio"/> From once per half a year to once a year <input type="radio"/> From once per month to once half a year <input type="radio"/> From once per week to once per month <input type="radio"/> More than once per week
3.Your experience with using smartphone	<input type="radio"/> Up to 3 years <input type="radio"/> 4-6 years <input type="radio"/> 7-9 years <input type="radio"/> More than 10 years
While answering the provided questions bellow think about the clothing brand ads you see on Facebook.	
Perceived Informativeness	
4.1.Clothes ads on Facebook via mobile are good sources of product information	1, 2, 3, 4, 5
4.2.Clothes ads on Facebook via mobile supply relevant product information	1, 2, 3, 4, 5
4.3.Clothes ads on Facebook via mobile provide timely information	1, 2, 3, 4, 5

4.4.Clothes ads on Facebook via mobile are good sources of up-to-date product information	1, 2, 3, 4, 5
4.5.Clothes ads on Facebook via mobile are convenient sources of product information	1, 2, 3, 4, 5
Perceived Entertainment	
5.1.Clothes ads on Facebook via mobile are entertaining.	1, 2, 3, 4, 5
5.2.Clothes ads on Facebook via mobile are pleasing.	1, 2, 3, 4, 5
5.3.Clothes ads on Facebook via mobile are enjoyable.	1, 2, 3, 4, 5
5.4.Clothes ads on Facebook via mobile are fun.	1, 2, 3, 4, 5
Perceived Irritation	
6.1.Clothes ads on Facebook via mobile are annoying.	1, 2, 3, 4, 5
6.2.Clothes ads on Facebook via mobile are irritating.	1, 2, 3, 4, 5
6.3.Clothes ads on Facebook via mobile are deceptive.	1, 2, 3, 4, 5
6.4.Clothes ads on Facebook via mobile are confusing.	1, 2, 3, 4, 5
6.5.Clothes ads on Facebook via mobile insult people's intelligence.	1, 2, 3, 4, 5
Perceived Credibility	
7.1.Clothes ads on Facebook via mobile are convincing.	1, 2, 3, 4, 5
7.2.Clothes ads on Facebook via mobile are credible.	1, 2, 3, 4, 5
7.3.Clothes ads on Facebook via mobile are trustworthy.	1, 2, 3, 4, 5
7.4.Clothes ads on Facebook via mobile believable.	1, 2, 3, 4, 5
7.5.Clothes ads on Facebook via mobile are useful reference for purchasing products.	1, 2, 3, 4, 5
Perceived Interactivity	
8.1.Clothes ads on Facebook via mobile let's to easily convey my opinion.	1, 2, 3, 4, 5
8.2.Clothes ads on Facebook via mobile allows to exchange opinions or conversations with other users.	1, 2, 3, 4, 5
8.3.Clothes ads on Facebook via mobile allows two-way interaction with a brand.	1, 2, 3, 4, 5
8.4.Clothes ads on Facebook are interactive.	1, 2, 3, 4, 5
Perceived Personalization	
9.1.Clothes ads on Facebook communicates targeted solutions and offers to me.	1, 2, 3, 4, 5
9.2.Clothes ads on Facebook are personalized.	1, 2, 3, 4, 5
Perceived Advertising Value	
10.1.Clothes ads on Facebook via mobile are useful.	1, 2, 3, 4, 5
10.2.Clothes ads on Facebook via mobile are valuable.	1, 2, 3, 4, 5
10.3.Clothes ads on Facebook via mobile important.	1, 2, 3, 4, 5
Attitude Towards Facebook Ads	

11.1.Clothes ads on Facebook via mobile are a good thing.	1, 2, 3, 4, 5
11.2.I like clothes ads on Facebook via mobile.	1, 2, 3, 4, 5
11.3.My general opinion about clothes ads on Facebook via mobile is favorable.	1, 2, 3, 4, 5
11.4.I like to watch clothes ads on Facebook via mobile.	1, 2, 3, 4, 5
Perceived Price	
12.1.When buying clothes via smartphone price comparison between online and offline are important to me.	1, 2, 3, 4, 5
12.2.When buying clothes via smartphone price promotions are important to me.	1, 2, 3, 4, 5
12.3.When buying clothes via smartphone price versus performance ratio is important to me.	1, 2, 3, 4, 5
Delivery Terms and Conditions	
13.1.The clarity of delivery terms and conditions when buying clothes via smartphone is important to me.	1, 2, 3, 4, 5
13.2.The shortness of delivery time when buying clothes via smartphone is important to me.	1, 2, 3, 4, 5
Perceived Risk	
14.1.When buying clothes via smartphone I worry about the product quality.	1, 2, 3, 4, 5
14.2.When buying clothes via smartphone I worry about the payments privacy.	1, 2, 3, 4, 5
14.3.When buying clothes via smartphone I worry about the risk of information privacy.	1, 2, 3, 4, 5
Perceived Shopping's Platform Easiness of Use	
15.1.The easiness to choose the product on shopping platform when buying clothes via smartphone is important to me.	1, 2, 3, 4, 5
15.2.The easiness to operate and understand the shopping platform when buying clothes via smartphone is important to me.	1, 2, 3, 4, 5
15.3.The shopping platform's downloading and loading time when buying clothes via smartphone is important to me.	1, 2, 3, 4, 5
Subjective Norm	
16.1.People important to me think I should buy clothes via smartphone.	1, 2, 3, 4, 5
16.2.It is expected that people like me should buy clothes via smartphone.	1, 2, 3, 4, 5
16.3.People I look up to expect that I should buy clothes via smartphone.	1, 2, 3, 4, 5
Intention to Purchase	
17.1.I prefer to buy clothes via mobile rather than other online or offline options.	1, 2, 3, 4, 5

17.2.As I see clothes ads on Facebook I have the intention to buy it via my smartphone.	1, 2, 3, 4, 5
17.3.After seeing clothes ads on Facebook I would recommend it to other people buying it smartphone.	1, 2, 3, 4, 5
Demographic Questions	
18.Gender	<input type="radio"/> Male <input type="radio"/> Female
19.Age	<input type="radio"/> Up to 24 <input type="radio"/> 25 to 34 <input type="radio"/> 35 to 44 <input type="radio"/> 45 to 54 <input type="radio"/> 55 to 64 <input type="radio"/> More than 65
20.Monthly income	<input type="radio"/> Up to 499 EUR <input type="radio"/> 500 - 999 EUR <input type="radio"/> 1000 - 1499 EUR <input type="radio"/> 1500 - 1999 EUR <input type="radio"/> 2000 - 2499 EUR <input type="radio"/> 2500 - 2999 EUR <input type="radio"/> More than 3000 EUR

Appendix B

Klausimynas

Laba diena,

Esu Donatas Cvirka, Skaitmeninės Rinkodaros programos studentas VU Verslo mokykloje. Atlieku apklausą baigiamajam magistro darbui. Šio darbo tikslas - ištirti Facebook reklamos elementų įtaką ketinimui pirkti drabužius mobiliuoju komercijoje. Laikas, reikalingas atlikti šią apklausą - apie 7 min. Noriu informuoti, kad pateiktų atsakymų konfidencialumas yra užtikrintas. Jūsų atsakymai bus fiksuojami elektroninėje klausimų platformoje Google Forms. Atsakymai bus fiksuojami ir matomi anketą pateikusiam asmeniui bei magistro mokslinio laipsnio gynimo komisijai. Iškilus klausimams prašome susisiekti el. paštu donatas.cvirka@vm.stud.vu.lt

Bendrieji Klausimai	Atsakimų Variantai
1. Kaip dažnai naudojate Facebook socialiniu tinklu?	<ul style="list-style-type: none"> o Mažiau nei 1 val. per dieną o 1 - 2 val. per dieną o 2 - 3 val. per dieną o Daugiau nei 3 val. per dieną
2. Kaip dažnai perkate drabužius per išmanųjį telefoną internetu?	<ul style="list-style-type: none"> o Rečiau nei kartą per metus o Nuo karto per pusę metų – iki karto per metus o Nuo karto per mėnesį iki karto per pusę metų o Nuo karto per savaitę iki karto per mėnesį o Dažniau nei kartą per savaitę
3. Kiek ilgai naudojate išmaniuoju telefonu?	<ul style="list-style-type: none"> o Iki 3 metų o 4-6 metus o 7-9 metus o Daugiau nei 10 metų
Atsakydami į toliau užduodamus klausimus, galvokite apie įvairių prekinių ženklų drabužių reklamas, kurias matote Facebook socialiniame tinkle.	
Suvokiamas informatyvumas	
4.1. Drabužių reklamos „Facebook“ tinkle per išmanųjį telefoną yra geras informacijos apie produktą šaltinis	1, 2, 3, 4, 5
4.2. Drabužių reklamos „Facebook“ tinkle per išmanųjį telefoną pateikia svarbią informaciją apie produktą	1, 2, 3, 4, 5
4.3. Drabužių reklamos „Facebook“ tinkle per išmanųjį telefoną suteikia informaciją laiku	1, 2, 3, 4, 5
4.4. Drabužių reklamos „Facebook“ tinkle per išmanųjį telefoną yra geras naujausios informacijos apie produktą šaltinis	1, 2, 3, 4, 5
4.5. Drabužių reklamos „Facebook“ tinkle per išmanųjį telefoną yra patogus informacijos apie produktą šaltinis	1, 2, 3, 4, 5
Suvokiama pramoga	
5.1. Drabužių reklamos „Facebook“ tinkle per išmanųjį telefoną suteikia pramogą.	1, 2, 3, 4, 5

5.2. Drabužių reklamos „Facebook“ tinkle per išmanųjį telefoną man patinka.	1, 2, 3, 4, 5
5.3. Drabužių reklamos „Facebook“ tinkle per išmanųjį telefoną yra malonios.	1, 2, 3, 4, 5
5.4. Drabužių reklamos „Facebook“ tinkle per išmanųjį telefoną yra įdomios.	1, 2, 3, 4, 5
Suvokiamas dirginimas	
6.1. Drabužių reklamos „Facebook“ tinkle per išmanųjį telefoną yra erzinančios.	1, 2, 3, 4, 5
6.2. Drabužių reklamos „Facebook“ tinkle per išmanųjį telefoną yra dirginančios.	1, 2, 3, 4, 5
6.3. Drabužių reklamos „Facebook“ tinkle per išmanųjį telefoną yra klaidinančios.	1, 2, 3, 4, 5
6.4. Drabužių reklamos „Facebook“ tinkle per išmanųjį telefoną yra painios.	1, 2, 3, 4, 5
6.5. Drabužių reklamos „Facebook“ tinkle per išmanųjį telefoną įžeidžia žmonių intelektą.	1, 2, 3, 4, 5
Suvokiamas patikimumas	
7.1. Drabužių reklamos „Facebook“ tinkle per išmanųjį telefoną yra įtikinamos.	1, 2, 3, 4, 5
7.2. Drabužių reklamos „Facebook“ tinkle per išmanųjį telefoną yra patikimos.	1, 2, 3, 4, 5
7.3. Drabužių reklamos „Facebook“ tinkle per išmanųjį telefoną yra įtikimos.	1, 2, 3, 4, 5
7.4. Aš pasitikiu drabužių reklamomis „Facebook“ tinkle matomomis per išmanųjį telefoną.	1, 2, 3, 4, 5
7.5. Drabužių reklamos „Facebook“ tinkle per išmanųjį telefoną yra naudinga nuoroda perkant produktus.	1, 2, 3, 4, 5
Suvokiamas interaktyvumas	
8.1. Drabužių reklamos „Facebook“ tinkle per išmanųjį telefoną leidžia lengvai išreikšti mano nuomonę.	1, 2, 3, 4, 5
8.2. Drabužių reklamos „Facebook“ tinkle per išmanųjį telefoną leidžia keistis nuomonėmis ir diskutuoti su kitais vartotojais.	1, 2, 3, 4, 5
8.3. Drabužių reklamos „Facebook“ tinkle per išmanųjį telefoną leidžia abipusiai sąveikauti su prekės ženklu.	1, 2, 3, 4, 5
8.4. Drabužių reklamos „Facebook“ tinkle per išmanųjį telefoną yra interaktyvios.	1, 2, 3, 4, 5
Suokiamas suasmeninimas	
9.1. Drabužių reklamos „Facebook“ tinkle man komunikuoja tikslinius sprendimus ir pasiūlymus.	1, 2, 3, 4, 5
9.2. Drabužių reklamos „Facebook“ tinkle yra personalizuotos.	1, 2, 3, 4, 5
Suvokiama reklamos vertė	
10.1. Drabužių reklamos „Facebook“ tinkle per išmanųjį telefoną yra naudingos.	1, 2, 3, 4, 5

10.2. Drabužių reklamos „Facebook“ tinkle per išmanųjį telefoną yra vertingos.	1, 2, 3, 4, 5
10.3. Drabužių reklamos „Facebook“ tinkle per išmanųjį telefoną yra svarbios.	1, 2, 3, 4, 5
Požiūris į Facebook reklamą	
11.1. Drabužių reklamos „Facebook“ tinkle per išmanųjį telefoną yra geras dalykas.	1, 2, 3, 4, 5
11.2. Man patinka drabužių reklamos „Facebook“ tinkle per išmanųjį telefoną.	1, 2, 3, 4, 5
11.3. Aš palankiai vertinu drabužių reklamas „Facebook“ tinkle per išmanųjį telefoną.	1, 2, 3, 4, 5
11.4. Man patinka žiūrėti drabužių reklamos „Facebook“ tinkle per išmanųjį telefoną.	1, 2, 3, 4, 5
Suvokiama Kaina	
12.1. Perkant drabužius per išmanųjį telefoną man svarbu palyginti kainas internete ir fizinėse parduotuvėse.	1, 2, 3, 4, 5
12.2. Perkant drabužius per išmanųjį telefoną man svarbu akcijos.	1, 2, 3, 4, 5
12.3. Perkant drabužius per išmanųjį telefoną man svarbu kainos ir kokybės santykis.	1, 2, 3, 4, 5
Pristatymo sąlygos	
13.1. Man svarbu pristatymo sąlygų aiškumas perkant drabužius išmaniuoju telefonu.	1, 2, 3, 4, 5
13.2. Man svarbu pristatymo laiko trumpumas perkant drabužius išmaniuoju telefonu.	1, 2, 3, 4, 5
Suvokiama rizika	
14.1. Perkant drabužius per išmanųjį telefoną nerimauju dėl gaminio kokybės.	1, 2, 3, 4, 5
14.2. Perkant drabužius per išmanųjį telefoną nerimauju dėl mokėjimų privatumo.	1, 2, 3, 4, 5
14.3. Perkant drabužius per išmanųjį telefoną, nerimauju dėl informacijos privatumo rizikos.	1, 2, 3, 4, 5
Suvokiamas apsipirkimo platformos naudojimo paprastumas	
15.1. Perkant drabužius per išmanųjį telefoną internetu man svarbu kaip lengvai išsirenku produktą apsipirkimo platformoje.	1, 2, 3, 4, 5
15.2. Man svarbu lengvai naviguoti ir suprasti apsipirkimo platformą perkant drabužius išmaniuoju telefonu.	1, 2, 3, 4, 5
15.3. Apsipirkimo platformos krovimo greitis perkant drabužius išmaniuoju telefonu man yra svarbus.	1, 2, 3, 4, 5
Asmeninė noma	
16.1. Man svarbūs žmonės mano, kad turėčiau pirkti drabužius per išmanųjį telefoną.	1, 2, 3, 4, 5
16.2. Tikimasi, kad tokie žmonės kaip aš turėtų pirkti drabužius per išmanųjį telefoną.	1, 2, 3, 4, 5

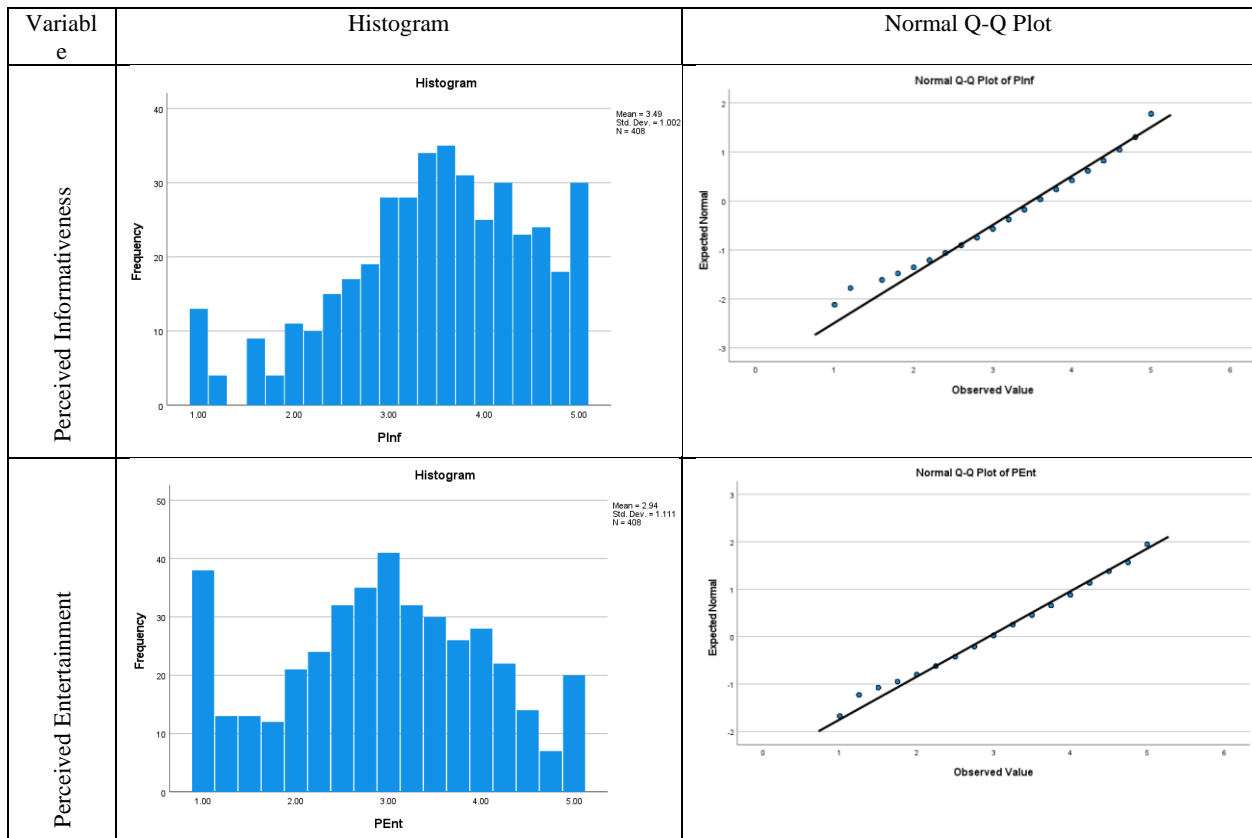
16.3. Žmonės, į kuriuos žiūriu, tikisi, kad turėčiau pirkti drabužius per išmanųjį telefoną.	1, 2, 3, 4, 5
Ketinimas pirkti	
17.1. Man labiau patinka drabužius pirkti būtent išmaniuoju telefonu per internetą, o ne kitokiu būdu.	1, 2, 3, 4, 5
17.2. Kai matau drabužių reklamas „Facebook“ tinkle, ketinu juos nusipirkti per savo išmanųjį telefoną.	1, 2, 3, 4, 5
17.3. Pamatęs drabužių reklamas „Facebook“ tinkle, rekomenduočiau produktus kitiems žmonėms pirkti išmaniuoju telefonu internete.	1, 2, 3, 4, 5
Demografiniai klausimai	
18. Jūsų lytis	o Vyras o Moteris
19. Jūsų amžius	o Iki 24 o 25 to 34 o 35 to 44 o 45 to 54 o 55 to 64 o Daugiau nei 65
20. Mėnesinės įplaukos	o Iki 499 EUR o 500 - 999 EUR o 1000 - 1499 EUR o 1500 - 1999 EUR o 2000 - 2499 EUR o 2500 - 2999 EUR o Daugiau nei 3000 EUR

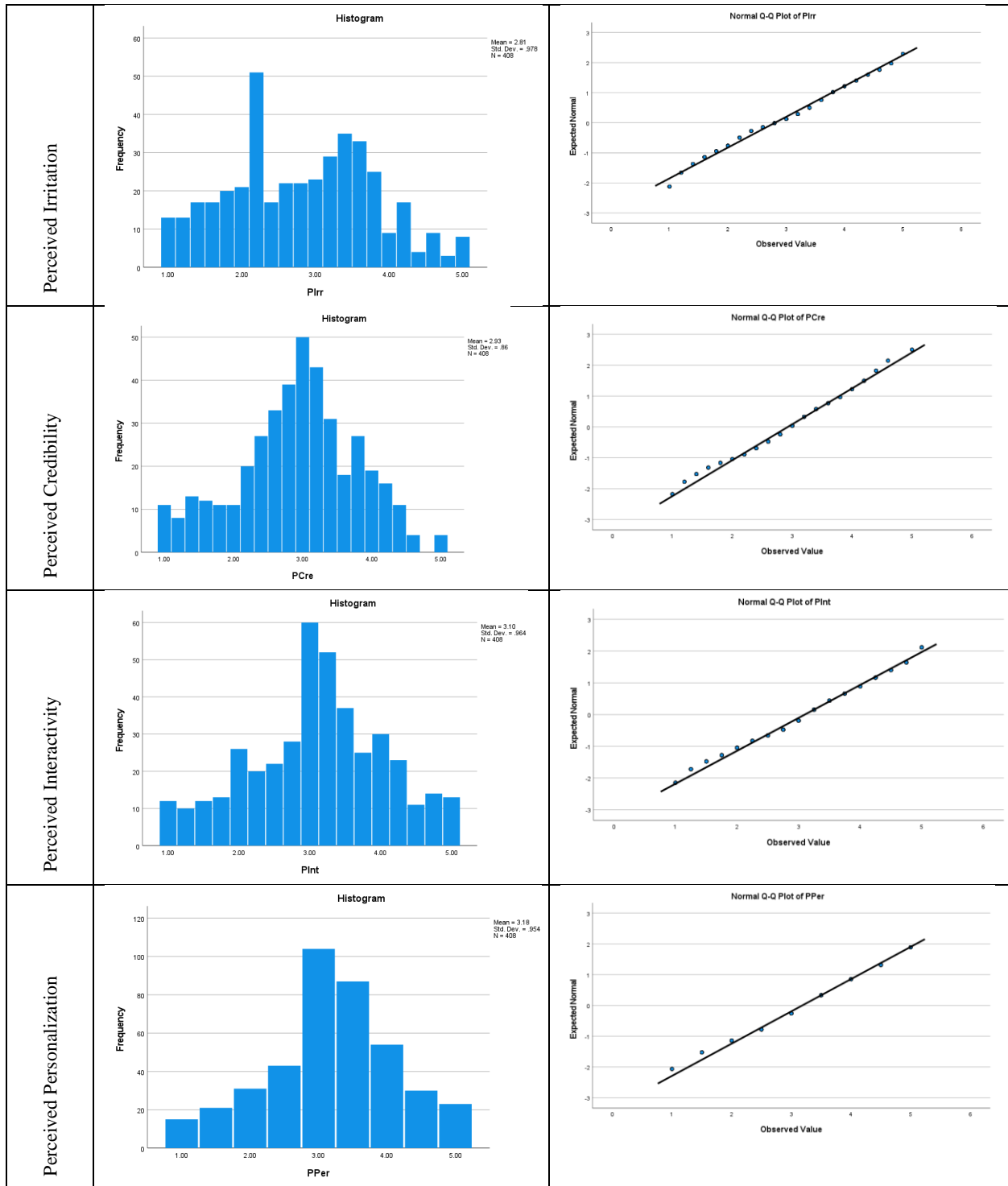
Appendix D

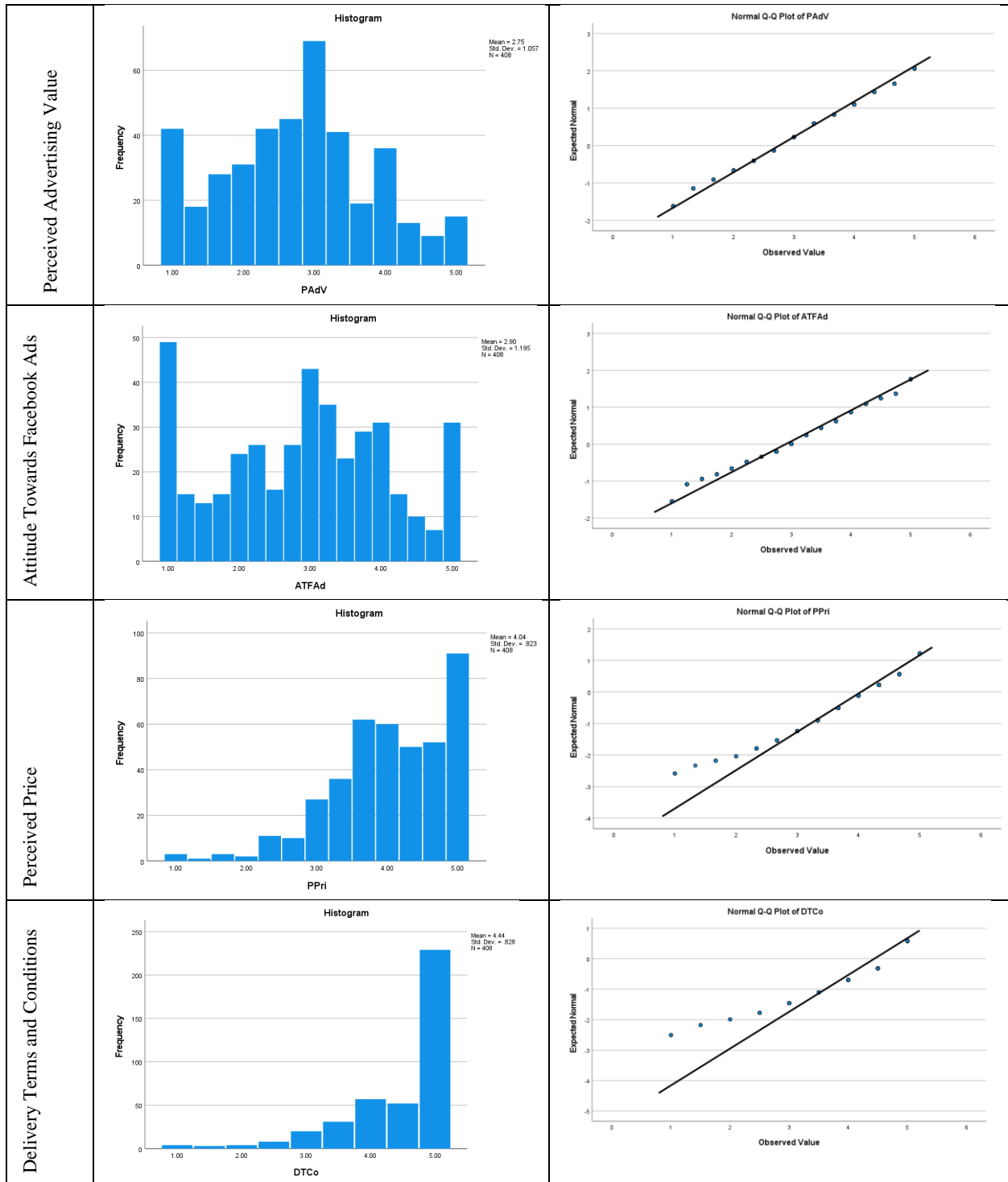
Tests of Normality

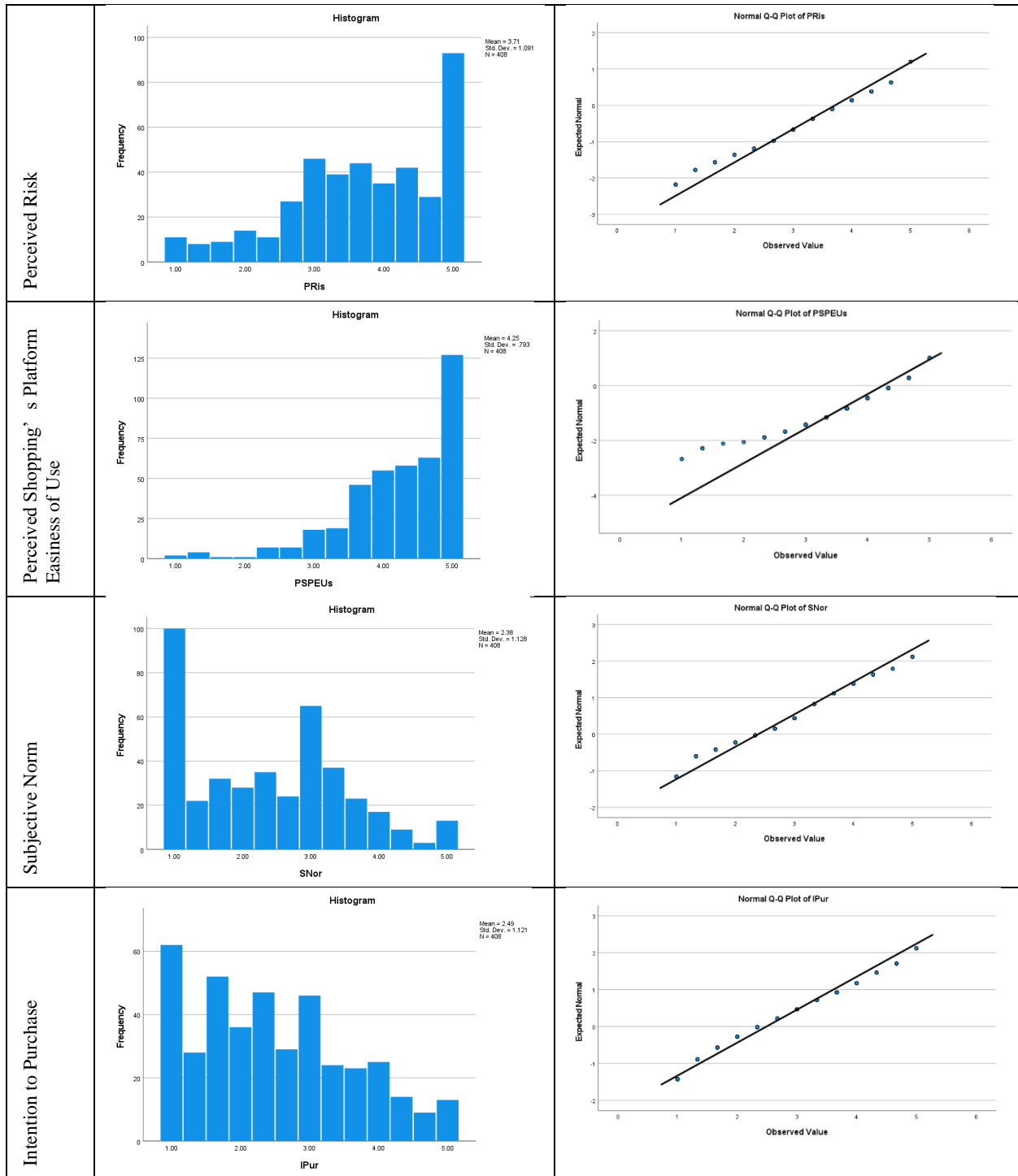
	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Plnf	.077	408	<.001	.960	408	<.001
PEnt	.062	408	<.001	.966	408	<.001
Plrr	.105	408	<.001	.977	408	<.001
PCre	.084	408	<.001	.982	408	<.001
Plnt	.108	408	<.001	.978	408	<.001
PPER	.155	408	<.001	.959	408	<.001
PAv	.087	408	<.001	.965	408	<.001
ATFAd	.081	408	<.001	.953	408	<.001
PPri	.127	408	<.001	.912	408	<.001
DTC _o	.311	408	<.001	.717	408	<.001
PRis	.119	408	<.001	.919	408	<.001
PSPEUs	.171	408	<.001	.849	408	<.001
SNor	.135	408	<.001	.920	408	<.001
IPur	.116	408	<.001	.941	408	<.001

a. Lilliefors Significance Correction









Appendix F

Descriptive Statistics

	Mean	Std. Deviation	N
PAdV	2.7533	1.05700	408
Plnf	3.4897	1.00225	408
PEnt	2.9369	1.11094	408
Plrr	2.8059	.97797	408
PCre	2.9265	.85997	408

Correlations

		PAdV	Plnf	PEnt	Plrr	PCre
Pearson Correlation	PAdV	1.000	.643	.687	-.495	.725
	Plnf	.643	1.000	.707	-.516	.687
	PEnt	.687	.707	1.000	-.566	.677
	Plrr	-.495	-.516	-.566	1.000	-.479
	PCre	.725	.687	.677	-.479	1.000
	Sig. (1-tailed)	PAdV	.	<.001	<.001	<.001
	Plnf	.000	.	.000	.000	.000
	PEnt	.000	.000	.	.000	.000
	Plrr	.000	.000	.000	.	.000
	PCre	.000	.000	.000	.000	.
N	PAdV	408	408	408	408	408
	Plnf	408	408	408	408	408
	PEnt	408	408	408	408	408
	Plrr	408	408	408	408	408
	PCre	408	408	408	408	408

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	PCre, Plrr, Plnf, PEnt ^b	.	Enter

a. Dependent Variable: PAdV

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			
						F Change	df1	df2	Sig. F Change
1	.780 ^a	.609	.605	.66418	.609	156.947	4	403	<.001

a. Predictors: (Constant), PCre, Plrr, Plnf, PEnt

b. Dependent Variable: PAdV

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	276.940	4	69.235	156.947	<.001 ^b
	Residual	177.778	403	.441		
	Total	454.718	407			

a. Dependent Variable: PAdV

b. Predictors: (Constant), PCre, Plrr, Plnf, PEnt

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	.258	.236		1.092	.275					
	Plnf	.128	.051	.121	2.497	.013	.643	.123	.078	.411	2.436
	PEnt	.261	.047	.275	5.556	<.001	.687	.267	.173	.397	2.520
	Plrr	-.082	.042	-.076	-1.953	.052	-.495	-.097	-.061	.648	1.544
	PCre	.516	.057	.420	9.060	<.001	.725	.411	.282	.452	2.215

a. Dependent Variable: PAdV

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions				
				(Constant)	Plnf	PEnt	Plrr	PCre
1	1	4.703	1.000	.00	.00	.00	.00	.00
	2	.226	4.557	.00	.01	.04	.20	.01
	3	.032	12.120	.00	.08	.88	.06	.36
	4	.024	13.960	.01	.72	.06	.02	.59
	5	.015	17.954	.98	.19	.02	.72	.04

a. Dependent Variable: PAdV

Casewise Diagnostics^a

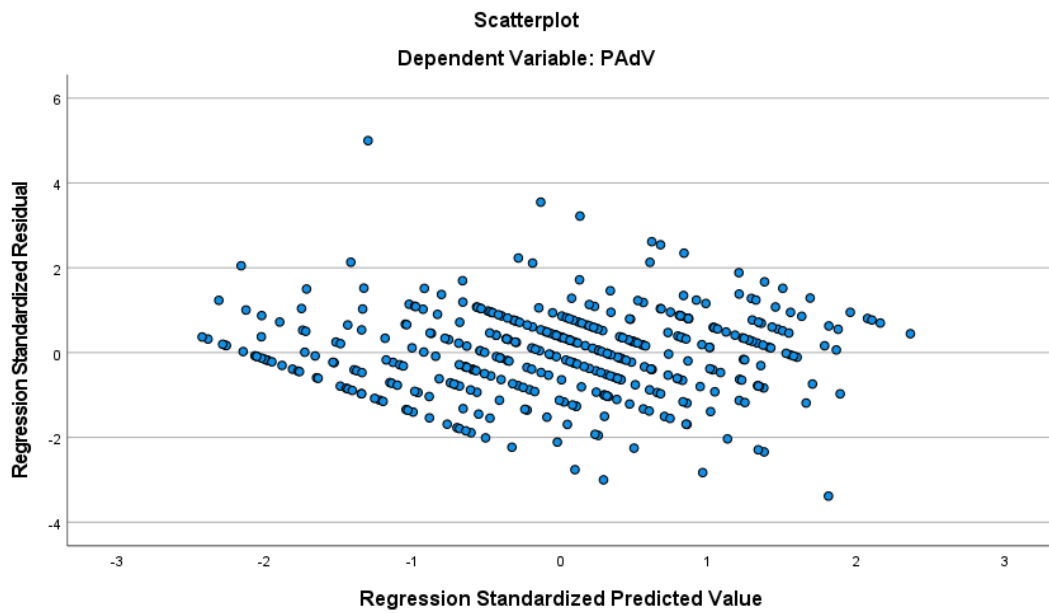
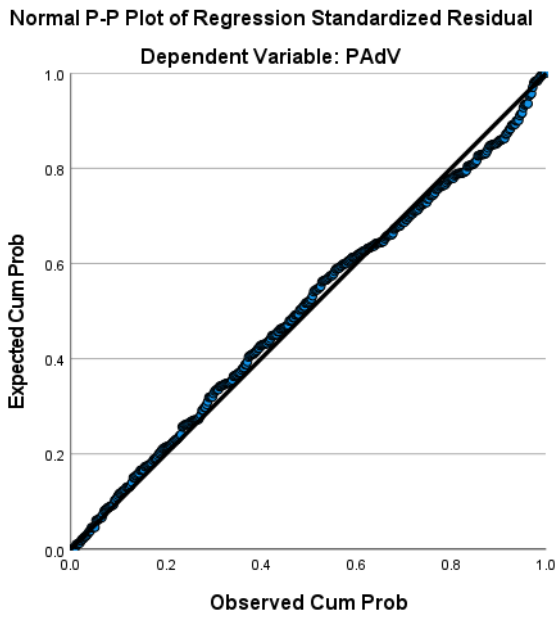
Case Number	Std. Residual	PAdV	Predicted Value	Residual
118	4.999	5.00	1.6798	3.32023
311	-3.000	1.00	2.9927	-1.99266
329	3.220	5.00	2.8614	2.13864
377	3.549	5.00	2.6426	2.35741
408	-3.383	2.00	4.2470	-2.24699

a. Dependent Variable: PAdV

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	.7546	4.7037	2.7533	.82489	408
Std. Predicted Value	-2.423	2.365	.000	1.000	408
Standard Error of Predicted Value	.033	.166	.070	.021	408
Adjusted Predicted Value	.7490	4.6981	2.7530	.82492	408
Residual	-2.24699	3.32023	.00000	.66091	408
Std. Residual	-3.383	4.999	.000	.995	408
Stud. Residual	-3.412	5.045	.000	1.002	408
Deleted Residual	-2.28518	3.38154	.00026	.67056	408
Stud. Deleted Residual	-3.458	5.206	.000	1.007	408
Mahal. Distance	.017	24.475	3.990	3.230	408
Cook's Distance	.000	.094	.003	.008	408
Centered Leverage Value	.000	.060	.010	.008	408

a. Dependent Variable: PAdV



Appendix G

Descriptive Statistics			
	Mean	Std. Deviation	N
ATFAd	2.9032	1.19548	408
Plnf	3.4897	1.00225	408
PEnt	2.9369	1.11094	408
PCre	2.9265	.85997	408
Plnt	3.1011	.96421	408
PAdV	2.7533	1.05700	408

Correlations							
		ATFAd	Plnf	PEnt	PCre	Plnt	PAdV
Pearson Correlation	ATFAd	1.000	.687	.805	.713	.532	.832
	Plnf	.687	1.000	.707	.687	.447	.643
	PEnt	.805	.707	1.000	.677	.460	.687
	PCre	.713	.687	.677	1.000	.501	.725
	Plnt	.532	.447	.460	.501	1.000	.544
	PAdV	.832	.643	.687	.725	.544	1.000
Sig. (1-tailed)	ATFAd	.	<.001	<.001	<.001	<.001	<.001
	Plnf	.000	.	.000	.000	.000	.000
	PEnt	.000	.000	.	.000	.000	.000
	PCre	.000	.000	.000	.	.000	.000
	Plnt	.000	.000	.000	.000	.	.000
	PAdV	.000	.000	.000	.000	.000	.
N	ATFAd	408	408	408	408	408	408
	Plnf	408	408	408	408	408	408
	PEnt	408	408	408	408	408	408
	PCre	408	408	408	408	408	408
	Plnt	408	408	408	408	408	408
	PAdV	408	408	408	408	408	408

Variables Entered/Removed ^a			
Model	Variables Entered	Variables Removed	Method
1	PAdV, Plnt, Plnf, PEnt, PCre ^b	.	Enter

a. Dependent Variable: ATFAd
 b. All requested variables entered.

Model Summary ^b									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			
						F Change	df1	df2	Sig. F Change
1	.894 ^a	.800	.798	.53782	.800	321.795	5	402	<.001

a. Predictors: (Constant), PAdV, Plnt, Plnf, PEnt, PCre
 b. Dependent Variable: ATFAd

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	465.397	5	93.079	321.795	<.001 ^b
	Residual	116.279	402	.289		
	Total	581.676	407			

a. Dependent Variable: ATFAd
 b. Predictors: (Constant), PAdV, Plnt, Plnf, PEnt, PCre

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	-.402	.113		-3.561	<.001					
	Plnf	.069	.042	.058	1.670	.096	.687	.083	.037	.411	2.435
	PEnt	.417	.038	.388	10.876	<.001	.805	.477	.243	.391	2.557
	PCre	.067	.051	.048	1.311	.191	.713	.065	.029	.370	2.701
	Plnt	.062	.034	.050	1.835	.067	.532	.091	.041	.673	1.485
	PAdV	.527	.041	.466	12.718	<.001	.832	.536	.284	.371	2.697

a. Dependent Variable: ATFAd

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions					
				(Constant)	Plnf	PEnt	PCre	Plnt	PAdV
1	1	5.783	1.000	.00	.00	.00	.00	.00	.00
	2	.080	8.505	.30	.00	.14	.00	.11	.11
	3	.052	10.574	.16	.08	.07	.00	.55	.15
	4	.038	12.408	.06	.00	.49	.07	.29	.38
	5	.026	15.031	.48	.41	.25	.21	.05	.20
	6	.022	16.086	.00	.51	.05	.71	.00	.15

a. Dependent Variable: ATFAd

Casewise Diagnostics^a

Case Number	Std. Residual	ATFAd	Predicted Value	Residual
19	4.430	5.00	2.6173	2.38272
54	3.329	5.00	3.2094	1.79062
194	-3.716	1.75	3.7485	-1.99853

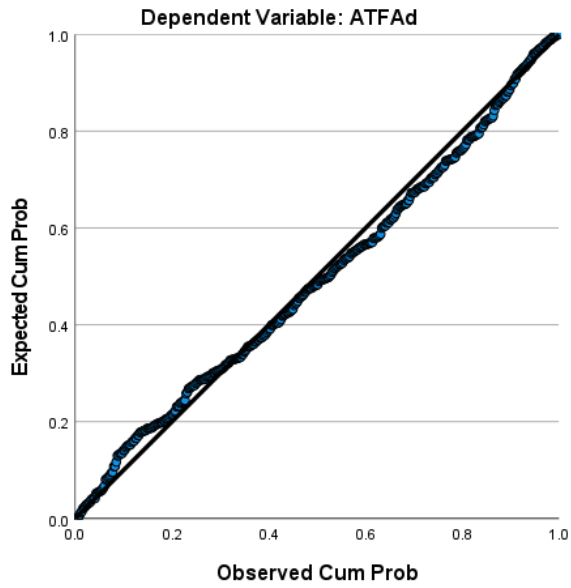
a. Dependent Variable: ATFAd

Residuals Statistics^a

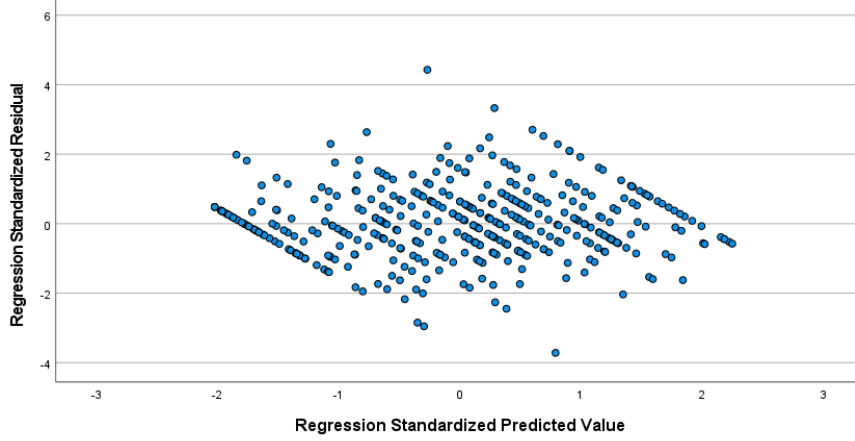
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	.7402	5.3083	2.9032	1.06934	408
Std. Predicted Value	-2.023	2.249	.000	1.000	408
Standard Error of Predicted Value	.028	.153	.062	.020	408
Adjusted Predicted Value	.7341	5.3144	2.9033	1.06915	408
Residual	-1.99853	2.38272	.00000	.53451	408
Std. Residual	-3.716	4.430	.000	.994	408
Stud. Residual	-3.738	4.463	.000	1.002	408
Deleted Residual	-2.02256	2.41783	-.00009	.54353	408
Stud. Deleted Residual	-3.800	4.572	.000	1.007	408
Mahal. Distance	.123	32.059	4.988	4.120	408
Cook's Distance	.000	.064	.003	.007	408
Centered Leverage Value	.000	.079	.012	.010	408

a. Dependent Variable: ATFAd

Normal P-P Plot of Regression Standardized Residual



Scatterplot
Dependent Variable: ATFAd



Appendix H

-Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.137	.082		-1.678	.094		
	PEnt	.475	.033	.441	14.227	<.001	.527	1.896
	PAdV	.598	.035	.528	17.032	<.001	.527	1.896

Appendix I

Descriptive Statistics

	Mean	Std. Deviation	N
IPur	2.4877	1.12056	408
ATFAdCalc	2.9045	1.06612	408
DTCo	4.4412	.82808	408
PSPEUs	4.2459	.79325	408
SNor	2.3848	1.12758	408

Correlations

		IPur	ATFAdCalc	DTCo	PSPEUs	SNor
Pearson Correlation	IPur	1.000	.619	.102	.221	.637
	ATFAdCalc	.619	1.000	.141	.227	.447
	DTCo	.102	.141	1.000	.482	.080
	PSPEUs	.221	.227	.482	1.000	.139
	SNor	.637	.447	.080	.139	1.000
Sig. (1-tailed)	IPur	.	<.001	.020	<.001	<.001
	ATFAdCalc	.000	.	.002	.000	.000
	DTCo	.020	.002	.	.000	.054
	PSPEUs	.000	.000	.000	.	.002
	SNor	.000	.000	.054	.002	.
N	IPur	408	408	408	408	408
	ATFAdCalc	408	408	408	408	408
	DTCo	408	408	408	408	408
	PSPEUs	408	408	408	408	408
	SNor	408	408	408	408	408

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	SNor, DTCo, ATFAdCalc, PSPEUs ^b	.	Enter

a. Dependent Variable: IPur

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.742 ^a	.550	.546	.75517	.550	123.283	4	403	<.001

a. Predictors: (Constant), SNor, DTCo, ATFAdCalc, PSPEUs

b. Dependent Variable: IPur

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	281.225	4	70.306	123.283	<.001 ^b
	Residual	229.825	403	.570		
	Total	511.050	407			

a. Dependent Variable: IPur

b. Predictors: (Constant), SNor, DTCo, ATFAdCalc, PSPEUs

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	-.117	.244		-.481	.631					
	ATFAdCalc	.425	.040	.404	10.624	<.001	.619	.468	.355	.771	1.296
	DTCo	-.040	.052	-.030	-.782	.435	.102	-.039	-.026	.767	1.304
	PSPEUs	.115	.055	.082	2.105	.036	.221	.104	.070	.741	1.349
	SNor	.445	.037	.448	11.974	<.001	.637	.512	.400	.798	1.252

a. Dependent Variable: IPur

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions				
				(Constant)	ATFAdCalc	DTCo	PSPEUs	SNor
1	1	4.749	1.000	.00	.00	.00	.00	.01
	2	.145	5.733	.01	.03	.02	.02	.65
	3	.072	8.110	.01	.96	.01	.01	.34
	4	.017	16.568	.06	.00	.47	.92	.00
	5	.017	16.961	.92	.00	.49	.05	.01

a. Dependent Variable: IPur

Casewise Diagnostics^a

Case Number	Std. Residual	IPur	Predicted Value	Residual
195	3.835	4.67	1.7708	2.89589
303	3.090	4.67	2.3333	2.33341

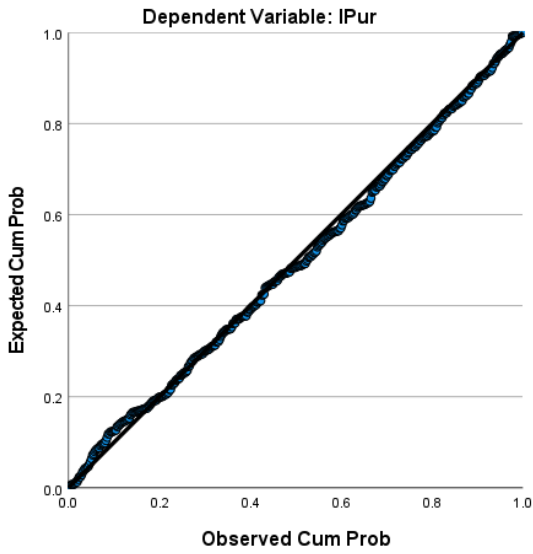
a. Dependent Variable: IPur

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	.8000	4.7024	2.4877	.83125	408
Std. Predicted Value	-2.030	2.664	.000	1.000	408
Standard Error of Predicted Value	.044	.203	.080	.025	408
Adjusted Predicted Value	.7871	4.6963	2.4879	.83105	408
Residual	-2.03920	2.89589	.00000	.75145	408
Std. Residual	-2.700	3.835	.000	.995	408
Stud. Residual	-2.734	3.851	.000	1.001	408
Deleted Residual	-2.09086	2.92033	-.00014	.76035	408
Stud. Deleted Residual	-2.757	3.919	.000	1.004	408
Mahal. Distance	.402	28.376	3.990	3.768	408
Cook's Distance	.000	.038	.002	.005	408
Centered Leverage Value	.001	.070	.010	.009	408

a. Dependent Variable: IPur

Normal P-P Plot of Regression Standardized Residual



Scatterplot
Dependent Variable: IPur

