

EFFECTIVENESS OF FACEBOOK ADVERTISING REGARDING THE PREFERENCE AFFECTIVE ELEMENT: A STUDY AMONGST CPUT BELLVILLE STUDENTS

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Findings, discussions and analysis

The results show that a majority of the respondents agreed that Facebook advertising created a mental preference for products and brands in their decision making process compared to those who disagreed (Figure 1). The findings show that respondents who accessed Facebook via mobile devices and those who accessed on both devices agreed that Facebook advertising causes preference for brands and products, but those who use PC's were generally neutral (Figure 2). The findings from period of usage show that respondents who have been using Facebook for one year have the highest level of agreement that Facebook advertising causes preference for brands and products, whereas those who have been using Facebook for two years or longer also in agreed that Facebook advertising causes preference for brands and products, but to a lesser extent (Figure 3).

Considering the usage frequency and respondents who accessed Facebook daily, a minority agreed that Facebook advertising create a preference for brands and products, no matter how often they use Facebook (Figure 4). When looking at how much time respondents spent on Facebook per log-in versus preference for brands and product, the results show that when a person as logged on for one hour they displayed the greatest level of disagreement, and this declined slightly when they were logged on for 2 hours or more (Figure 5). In terms of profile update component, respondents who updated their profiles daily disagreed no matter how many times they updated their profile, that Facebook advertising created a preference for brands and products period (Figure 6).

Conclusion and recommendations

Today's Internet users enjoy up-to-date content and do not want to be bored when visiting a company's page. In this regard, companies should aim to keep their advertisements up to date and fresh. This can be achieved by rotating their advertisements frequently to avoid people becoming tired of seeing the same thing and hence ignoring it.

Companies should be able to make a clear distinction between their target audience who is new to Facebook and those who have been using it for a long time. New Facebook users show that they are more excited about advertisements and they actually develop a preference for brands/products, but as they use Facebook for a longer period, they grow tired of advertisements and stop following brands. Companies should, therefore, investigate how they communicate their brand/product to the different groups. This means that they can no longer merely have one way of communicating to the masses; there should indeed be a clear distinction to maintain brand/product preference in the long term.

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Research methodology

Sampling is a process that is concerned with the selection of a subset of individuals from a larger population (Kotler 2013). In this regard, the study population (CPUT Bellville campus) was designed and distributed in a way that was not time consuming and was suitable for the study. The sample was selected using a simple random sampling method. The sample was selected using a simple random sampling method. The sample was selected using a simple random sampling method.

Primary statement and research objectives

Consumers are increasingly converting to Facebook groups as a trusted source of information, therefore, promoting the idea of using word-of-mouth marketing as a tool for increasing Facebook advertising. The research objectives are to assess the effectiveness of Facebook advertising, to determine the level of preference for brands and products, to determine the level of preference for brands and products, to determine the level of preference for brands and products.

Introduction

It is important for companies to create a positive perception of their brand among stakeholders in order to create a preference for their brand. The research objectives are to assess the effectiveness of Facebook advertising, to determine the level of preference for brands and products, to determine the level of preference for brands and products.

