

"Exploring the Dynamics: Unraveling the Impact of Facets Model on Social Media Advertising among College Students"

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Abstract

This research embarks on a profound exploration of the Facets Model, inspired by the foundational principles elucidated in "Advertising & IMC Practices and Principles" by Sandra Moriarty, Nancy Mitchell, Charles Wood, and William Wells. The study aims to unravel the intricate relationships between Perception, Emotion, Cognitive processes, and the Persuasive factor within the context of social media advertising. With the college student demographic as the focal point, we delve into the profound insights provided by the renowned authors, seeking to augment their theoretical framework with empirical evidence.

Keywords: Perception Facet, Emotional Facet, Cognitive Facet, Persuasive Facet, College students

Introduction:

In the dynamic landscape of advertising and Integrated Marketing Communications (IMC), the Facets Model by (Moriarty et al., 2018) serves as an indispensable compass, guiding marketers through the multifaceted terrain of consumer engagement. As outlined in Moriarty et al.'s seminal work, the model encapsulates four pivotal dimensions: Perception, Emotion, Cognitive processes, and Persuasive strategies. Grounded in these principles, our research endeavors to shed light on the specific nuances of these facets within the realm of social media advertising targeted at the discerning audience of college students.

1. Perception Facet (PF):

Moriarty et al.'s insights underscore the critical role of perception in the advertising landscape. As we delve into the college student demographic, we aim to discern how brand awareness is cultivated through social media advertisements. Drawing inspiration from the principles laid out in the book, our exploration extends to the effectiveness of social media ads in capturing attention, increasing product visibility, and establishing relevance at a personal level.

2. Emotional Facet (EF):

The emotional facet, a cornerstone in advertising, is intricately detailed in Moriarty et al.'s comprehensive framework. This dimension becomes the focal point of our research as we investigate how social media advertisements stir desires, evoke specific feelings, and leverage user-generated content to foster trust. The emotional responses elicited or absent within the digital sphere are explored with a lens grounded in the principles laid out by the esteemed authors.

3. Cognitive Facet (CF):

As we navigate the cognitive facet, inspired by Moriarty et al.'s teachings, our study seeks to unravel how social media advertisements aid comprehension, contribute to knowledge gain, and facilitate learning about products. Understanding the competitive advantage of brands and the provision of adequate details for informed decision-making become key components in our exploration, aligning with the cognitive principles elucidated in the referenced book.

4. Persuasive Facet (PEF):

In the realm of persuasion, Moriarty et al.'s work provides a robust foundation. Our research extends this exploration to understand how social media advertisements motivate action, influence information-seeking behavior, and employ logic, reasons, and proof to establish conviction. The persuasive facet is dissected with a keen eye on its impact on the imagination, memory creation, and ultimately, the purchase decisions of college students.

As we embark on this empirical journey, weaving together the theoretical underpinnings of Moriarty et al.'s work with real-world insights, our research aims not only to contribute to the academic discourse on social media advertising but also to offer practical implications for marketers navigating the complex landscape of college student consumer behavior.

Literature Review

In the exploration of the multifaceted impact of social media advertising on college students, significant insights into the dynamics and implications of advertising on this demographic emerge. This review aims to provide an extensive analysis of the facets model by (Moriarty et al., 2018) and its influence on advertising effectiveness as well as broader implications for students' attitudes, behaviors, and intentions. The facets model, comprising exposure, effectiveness, and preference, emerges as a critical determinant of advertising effectiveness, directly impacting college students' perceptions (Errol & Foja, 2023). It underscores the intricate interplay of these dimensions in shaping students' responses to advertising stimuli. Moreover, the identification of prototypes associated with alcohol-related content on social media platforms sheds light on their substantial impact on college students' drinking behaviors (Razo et al., 2023). These findings highlight the profound influence of social media advertising on students' lifestyle choices and behaviors, emphasizing the need for a nuanced understanding of these advertising dynamics. Furthermore, the review unveils the influence of social media advertising beyond structural dimensions to specific behaviors exhibited on various platforms, such as Facebook and microblogs, impacting post-graduation planning, employment decisions, and adaptation to new educational environments (Aguilar & Tombocon, 2023; Muyuan, 2023). The shift to platforms like Instagram and Snapchat in the context of alcohol-related posts further emphasizes the platform-specific dynamics of social media advertising and its influence on various aspects of college students' behaviors (Boyle et al., 2017). These insights underscore the need for tailored advertising strategies that effectively engage college students, resonating with the dynamics of each platform. Additionally, the review uncovers the nuanced roles of trust in social media platforms and advertiser motives in shaping college students' willingness to engage in social causes, underscoring the significance of perceived trustworthiness and its impact on behavioral intentions (Smith et al., 2016). Concurrently, the intricate relationship between social media advertising and college students' smoking behaviors, college adjustment, and mental health implications emphasizes the broad-reaching impact of advertising on students' psychosocial well-being (Kwansik Mun et al., 2021; Woohyun Yoo et al., 2016; Darren & Chun, 2020). These observations call for ethical and responsible advertising practices, considering the potential implications on students' well-being. Furthermore, the review delves into the influence of social media advertising on consumer

behavior and purchase decisions, discussing the impact of message framing, personalized advertising, and persuasive messages, alongside the influence of electronic word of mouth and social media influencers (Denny et al., 2007; Winter et al., 2021; Chang et al., 2015; Maria Cristina et al., 2018; Arif et al., 2023). These factors contribute significantly to shaping college students' purchase intentions and consumption behaviors, emphasizing the significant role of social media advertising in shaping consumer behavior and the opportunity for strategic targeting and engagement. In conclusion, this systematic review underscores the multifaceted and profound impact of social media advertising on college students, encompassing dimensions ranging from behavioral and psychosocial implications to consumer behavior and purchase decisions. Understanding these dynamics is integral for developing effective advertising strategies and addressing the challenges and opportunities associated with social media engagement among college students. This review serves as a valuable resource for academics, marketers, and policymakers seeking to comprehend and respond to the evolving landscape of social media advertising targeting college students. The insights presented herein hold implications for future research directions and practical applications within the field of social media advertising.

Research Methodology

The research methodology applied in this study aimed to comprehensively investigate the intricate dynamics surrounding the impact of the Facets Model on social media advertising among college students. The structured approach adhered to the rigorous standards of research, ensuring reliability and validity. A quantitative research design was adopted to explore the multifaceted effects of the Facets Model on social media advertising. The study encompassed a sample size of 240 participants, chosen through a convenience sampling method to ensure practicality and accessibility. A preliminary pilot study was executed to refine the research questionnaire. The insights derived from this initial phase facilitated necessary adjustments, enhancing the clarity and effectiveness of the survey instrument. The questionnaire was meticulously crafted, aligning with "The Facets Model of Effects" proposed by Moriarty et al. The inclusion of factors in the questionnaire ensured a targeted investigation into the various facets outlined in the model, providing a structured and focused approach to data collection. Data collection was conducted among students from seven colleges, comprising four arts and science colleges and three engineering colleges. A dual approach was employed, with approximately 150 samples directly collected and the remaining participants receiving the questionnaire through Google Forms. This strategy aimed to encompass a diverse and representative sample. To supplement primary data, secondary data was sourced from reputable websites and academic journals. This additional layer of information contributed to a more nuanced understanding of the subject matter. A robust validity check was implemented to ensure the accuracy and reliability of the collected data. This process involved a meticulous examination of the questionnaire's construct and its alignment with the Facets Model. The research employed a measurement model to analyze the intricate relationships between various factors delineated in the Facets Model. This model elucidates how measured variables represent constructs not directly measured, as posited by Hair et al. (2006). To ascertain the convergent and discriminant validity of the measurement model, Confirmatory Factor Analysis (CFA) was conducted using the AMOS 23.0 tool. This statistical analysis method provided a robust assessment of the measurement model's effectiveness. A critical consideration in the research methodology is the geographical constraint, as the survey was limited to a specific district (Virudhunagar). Consequently, caution must be exercised when generalizing the findings beyond this localized context. The main objective of the study is to relationship within factors of facet model i.e between perception, Emotional, Cognition and Persuasion. Also to determine the relationship of facet factors with purchase decision.

Data Descripton and Analysis

Table 1: Demographic Profile of Respondents

Parameter	Observed Statistics	Implication
Gender	Male (48%) and Female (52 %)	Respondents were selected from Male and Female to know their intention towards Social media advertising
Discipline	Arts (39) and Science (34%) Engineering (27%)	Respondents from different discipline were selected to know their intention towards Social media Advertising
Device used for using Social Media	Smart Phone (78%) Laptop (16%) PC (6%)	To understand the preferred of respondents to view social media

Source: Primary Data

The above table interpret most of the respondents are female, Arts Students and Using Smart Phone for using Social media..

Measurement Model

The measurement model specifies the relationships that suggest how measured variables represent a construct that is not measured directly (Hair et al. 2006). It was assessed with confirmatory factor analysis (CFA) using the AMOS 23.0 tool to examine convergent and discriminant validity.

Table 2 : Results of Measurement Model

Constructs	Loading	CR	AVE	MSV
Perception Facet (PF)	PE	0.765	0.574	0.985
Brand awareness is effectively generated through advertisements on social media	0.43			
Advertisement in social media grab attention and increases visibility of a product in online	0.54			
Advertisement in social media are relevant and tries to connect at personal level	0.72			
I am able to remember the advertisement in social media that I view at different social media platforms	0.65			
I am able to recall the message delivered through social media advertisement	0.51			
Advertisements on social media is not effective in creating awareness	0.42			
Emotional facet (EF)	SI	0.789	0.573	1.211
Advertisement in social media creates desire to purchase the products	0.73			
Social media advertisement has ability to arouse some specific feeling (humor, hate, love, fear, etc.) and passion	0.49			
Testimonials,comments,ratings and reviews of the product by a user in social media creates more trust than traditional ads	0.69			

Advertisement in social media does not create any kind of emotional response	0.64			
Cognitive facet (CF)	FC	0.715	0.579	1.231
Ads on social media aid in comprehending, making sense of things, and helps in gaining knowledge about products and services	0.68			
Understanding the competitive advantage of brands and differentiating them becomes clearer with the help of social media advertising	0.61			
Social Media advertisement provides learning about the product	0.68			
Adequate details about products/services are provided in a social media advertisement and helps to me decide on a purchase	0.58			
Persuasive Facet(PEF)	AU	0.763	0.556	0.813
Advertisement in social media motivates me to perform some action	0.86			
After viewing relevant advertisement in social media I spent considerable time and effort in searching information about the product	0.77			
Social media advertisements use logic, reasons, and proof to make a strong point and establish conviction	0.63			
Purchase Decision(PD)	QL	0.754	0.511	0.883
Advertisement in social media platforms can make me to imagine and create memories of experiences	0.72			
Sometimes advertisements in social media makes me try a particular product	0.59			
Social media advertisements have a positive impact on influencing my purchasing decisions.	0.71			
I have bought the products that were promoted through social media advertisements	0.58			
The influence of social media advertisements leans towards a negative impact on decision-making for purchases	0.41			

Source: Computed Primary Data

CR- Composite Reliability, AVE- Average Variance Extracted, MSV- Maximum Shared Variance.

Table 2 describes the results of measurement model. Convergent validity is ascertained by examining indicator loadings. In this study, factor loading values were above 0.4 (Acceptable range) that indicates the validity of the construct. The convergent validity was also confirmed through estimation of average variance extracted (AVE) as recommended by Fornell and Larcker (1981), values must be greater than 0.5. Finally, composite reliability was assessed and all values exceeded 0.5.

Table 3: Discriminant validity of measurement model

	PF	EF	CF	PEF	PD
PF	0.925*				
EF	0.754	0.923*			
CF	0.642	0.659	0.884*		

PEF	0.823	0.813	0.867	0.943*	
PD	0.839	0.842	0.845	0.827	0.914*

Source: Computed Primary Data

*Diagonal elements (bold) are Square Root of AVE

Off diagonal elements present binary correlation among the construct

The results of correlation and square root of AVE for testing the discriminant validity of online shopping construct. According to Fornell and Larcker (1981), to measure the discriminant validity, the square root of average variance extracted (AVE) of each sub construct should be higher than correlation coefficient among sub constructs. There is a correlation between the Perception Facet and emotional facet (0.754), Perception facet and Cognitive facet and it is indicated from the value (0.642), Perception factor and Persuasion Factor (0.823), Perception factor and Purchase Decision (0.839), Emotional factor and cognitive factor (0.659), Emotional factor and Persuasive factor (0.813), Emotional factor and Purchase Decision (0.842), Cognitive factor and Persuasive factor (0.867) Cognitive factor and Purchase Decision (0.845), Purchase factor and Persuasive factor (0.729). As a result, square root of AVE in all cases is more than the correlation.

Standardized Factor Loading from CFA model

Based on the CFA model, it is possible to conclude that Perception factor, Emotional factor, Cognition factor, Persuasion factor and Purchase Intention are statistically significant, which means that the Perception factor have a significant influence on the emotional factor, Cognition factor, persuasive factor and Purchase Intention. Also Emotional factor have a significant influence on the Perception factor, Cognition factor, Persuasive factor and Purchase Decision. Similarly Cognition factor have a significant influence in the Perception factor, Emotional Factor Persuasion factor and Purchase Intension. Persuasion factor have significance influence on Perception factor, Emotional factor, Cognition factor and Purchase Decision. Finally Purchase Decision also significant influence on

Goodness of Fit Test

The recommended approach to judging the adequacy of a model is to use several fit indices. A model can be considered to have adequate fit if most or all fit indices are acceptable.

Table 4 : Goodness of Fit test of Path Analysis

Measures	Estimate	Threshold	Interpretation
RMSEA	0.062	<0.06	Acceptable
PClose	0.238	>0.05	Excellent
CMIN	154.641	--	--
DF	99	--	--
CMIN/DF	2.154	Between 1 and 3	Excellent
CFI	0.976	>0.95	Excellent
SRMR	0.069	<0.08	Excellent

Source: Computed Primary Data

The value of CMIN/DF, CFI, SRMR, RMSEA are 2.154, 0.976, 0.069, 0 and 0.062 respectively. The minimum fit chi-square statistic was found to be significant (Chi square = 154.641;df= 99; p = 0.238), therefore, could be considered as a perfect model fit and implied that the model might adequate.

Testing the Path and Hypotheses

Under Structural equation modeling, relationships between the theoretical constructs are represented by regression or path coefficients between the constructs. The single headed arrows show the causal relationship present in the model, with the variable at the tail of the arrow being the cause of the variable at the point. Statistically, single headed arrows represent the regression coefficients.

Path Diagram of the Model with Standardized Regression Weight

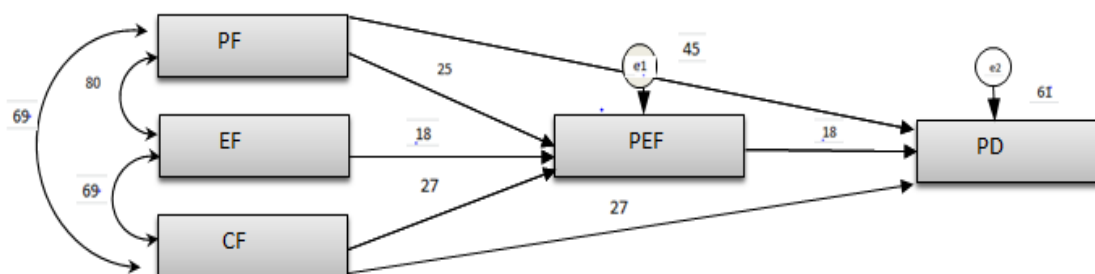


Table 5 : Regression Weights

Relationships between Exogenous and Endogenous			Estimate	S.E.	C.R.	P	Relationship
PEF	<---	PF	0.043	0.027	2.713	.005	Significant
PEF	<---	EF	0.063	0.031	2.023	.031	Significant
PEF	<---	CF	0.061	0.042	3.468	***	Significant
PD	<---	PEF	0.374	0.105	3.476	***	Significant
PD	<---	PF	0.172	0.031	7.875	***	Significant
PD	<---	CF	0.112	0.021	4.321	***	Significant

Source: Computed Primary Data

Effect of Perception factor, Emotional factor and Cognition factor on Persuasion

Ho1: There is no significant effect of Perception factor, Emotional factor and Cognition factor on Persuasion

The critical ratio, regression coefficient and p value of the path from Perception factor to Persuasion factor is 2.713, 0.043 and 0.005 respectively. The critical ratio, regression coefficient and p value of the path from Emotional factor to Persuasion factor is 2.023, 0.063 and 0.031 respectively. The critical ratio, regression coefficient and p value of the path from Cognitive factor to Persuasion factor is 3.476, 0.042 and <0.001 respectively. As in all factors p value is than significant alpha value of 0.05, H_{o1} is rejected that Perception factor, Emotional factor and Cognitive factor have significant positive influence on Persuasion.

Effect of Perception factor, Persuasion and Cognition factor on Purchase Decision

Ho2: There is no significant effect of Perception factor, Persuasion and Cognition factor on Purchase Decision.

The critical ratio, regression coefficient and p value of the path from Persuasion factor to Purchase Decision is 0.374, 0.105 and <0.001 respectively. The critical ratio, regression coefficient and p value of the path from Preference factor to Purchase Decision is 0.172, 7.875 and <0.001 respectively. The critical ratio, regression coefficient and p value of the path from y Cognition factor to Purchase Decision is 4.321, 0.112, and <0.001 respectively. As p value is less than significant alpha value of 0.05, Ho2 is rejected that Perception factor, Persuasion and Cognition factor on Purchase Decision.

Conclusion

In the labyrinth of social media advertising, our exploration reveals a symphony of interconnected facets, each playing a crucial role in shaping the landscape of consumer behavior among college students. The hypothesis, asserting a relationship between perception, emotion, and cognition, stands validated through empirical analysis. The threads of brand awareness, attention-grabbing content, and personal connection weave a rich tapestry that not only captures attention but also resonates emotionally and stimulates cognitive engagement.

The nexus of persuasion emerges as the linchpin, influenced by the harmonious interplay of these facets. The journey unfolds with advertisements not merely creating desires but also motivating actions, sparking information quests, and establishing conviction through logic and proof. It is in the crucible of persuasion that the seeds of purchase decisions are sown, influenced positively by the orchestrated dance of perception, emotion, and cognition.

Future Scope for Marketers:

1. **Dynamic Personalization:** The future beckons marketers to embrace dynamic personalization, tailoring content to individual preferences. Customized experiences, aligned with diverse emotions and cognitive processes, promise to deepen the impact of social media advertisements.
2. **Immersive Storytelling:** As technology evolves, marketers can explore immersive storytelling techniques. Virtual and augmented reality platforms provide avenues to create emotionally resonant and cognitively engaging narratives, offering consumers a more immersive and memorable experience.
3. **Ethical Persuasion Strategies:** Marketers are urged to adopt ethical persuasion strategies. The conscious use of logic, reasons, and proof, coupled with transparency, can enhance trust and credibility, fostering positive emotional responses and cognitive alignment.
4. **Data-Driven Insights:** Leveraging data-driven insights becomes paramount. Analyzing consumer data can unveil nuanced preferences, allowing marketers to tailor advertisements that not only capture attention but also align with the emotional and cognitive nuances of their target audience.

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