Causal Model Analysis of the Effect of Facebook Ad Constituents on Advertisement Attitude

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Abstract: Background/Objectives: The present research aims to identify the unique characteristics and constituents of Facebook advertisements, and the effect of these constituents on advertising effect by utilizing causal model analysis. Methods/Statistical analysis: A frequency analysis was performed to identify the general characteristics of respondents. Also, an exploratory factor analysis was conducted to identify Facebook ad constituents, and Cronbach's Alpha was obtained to test the reliability of each factor. Moreover, the validity of potential variables was verified by using SPSS 20.0 program. Finally, AMOS 20.0 was employed to verify the goodness-of-fit of the confirmatory factor analysis and to test the finalized model. Findings: The results of analysis can be summarized as follows. As a result of exploratory factor analysis, factors of Facebook advertisement were identified as Interest, customized information, exposure, bystander reactivity, and product reviews info. It was found that the factor of interest had a positive effect on Facebook ad fitness. Thus, accepting Hypothesis 1-1. It was also found that the factor of customized information also had a positive impact on Facebook ad fitness. Thus, Hypothesis 1-2 was accepted. Bystander reactivity exerted a positive effect on Facebook ad fitness. Therefore, Hypothesis 1-4 was accepted. The factor of interest had a positive effect on Facebook ad attitude. Thus, Hypothesis 2-1 was accepted. It was found that customized information exerted a positive effect on Facebook ad attitude. Thus, Hypothesis 2-2 was accepted. Facebook ad fitness had a positive impact on ad attitude. Thus, Hypothesis 3 was accepted. Improvements/Applications: The results of the current analysis can be meaningful in that it obtained base data that can be practically used by advertisers and ad producers in establishing strategies and plans to make Facebook ads. Also, the link between Facebook constituents and ad fitness as well as its ad effect was identified.

Keywords: Facebook ad, Facebook ad constitution factor, Fitness, Ad attitude, Causal model analysis

I. INTRODUCTION

Facebook was ranked at Number 4 in the list of most valuable brands in April 2017 according to Forbes, an influential magazine [1]. Facebook, initially developed as a website for a dormitory at Harvard University in 2004, is now used, as of 2017, by more than 1.9 billion users around the world [2]. It has become a global leader in social networking services and its brand and influential power is beyond dispute, leading the trend in the 21st century.

Facebook offers network-oriented services. It started with the concept of expanding offline relationships to online and is now used by 2.1 billion users around the world. It does not merely contain the whereabouts and news from friends but also a variety of information dealing with various topics and interests, which would all help develop social networks. Facebook users now spontaneously get connected to one another to seek necessary information and contents, and play the role of content producers in vitalizing social networks [3].

Facebooks' inexorable and rapid growth has also brought success as an advertising platform as well as Web services. From October to December in 2016, for example, sales from advertisements accounted for 98% of the total sales, and the number of users a day was 1.23 billion, which was a 18% increase from the previous year [4].

Facebook is well acknowledged by marketing and advertising personnel as ad contents. According to the survey conducted by Firebrand Group and Simply Measured in March 2016, in which respondents were asked to choose three most effective social platforms for advertising, 95.8 % of the marketers chose Facebook [5]. It clearly shows that Facebook is an indispensable platform for SNS marketing.

Facebook's success as an ad platform can be attributable to its unique characteristics different from conventional internet and mobile advertisements. As a typical social networking service, it makes full use of social relationships including the relationship with users, and the interaction among users. Thus, a Facebook ad would not remain as a tool of delivering message but can target a particular group, using information of the users, to establish an affinity relationship and build up trust.

An ad with the type of Sponsor Story may come in the context of UCC (User Created Contents) by users' spontaneous posting of feedbacks and information on products and stores though various channels including Fan pages. Facebook users also share their opinions as well as information, for example, by clicking on 'I like it'. All these characteristics of Facebook ads have brought about changes in the paradigm of advertising.

In such a context, the present research aims to identify the unique characteristics and constituents of Facebook advertisements, and the effect of these constituents on advertising effect by utilizing causal model analysis.

From the practical perspective, the identified effect of the constituents on advertising attitude is expected to help advertisers and ad producers understand what elements should be considered in making Facebook advertisements.

II. FACEBOOK ADVERTISEMENTS

Facebook has offered services with the core values of participation, sharing and opening.

Revised Manuscript Received on January 03, 2019.

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Published By:
Blue Eyes Intelligence Engineering
& Sciences Publication

Its advertisement platform, similar to Page and Google AdWords, has shown a remarkable growth, since it was launched in November 2007[6]. Facebook ad platform is based on self-service, which means that advertisers register and manage ads on independently by using SNS social information [7]. The strategy of opening services to anybody and its characteristic of enabling advertisers to target a particular group of consumers by using users' personal information have contributed to the success of its ad platform.

Facebook ads can be classified into various types: Facebook ads, image ads, video ads, slide ads, canvas ads, link ads, collection ads, page ads, event response ads[8]. Such a variety in types might reflect its differentiated constituents than conventional mobile ads.

The characteristics of Facebook ads can be summarized as follows. First, in terms of exposure, a Facebook ad is exposed in the 'New Speed' space, just like other contents posted by ordinary users. How, the phrase 'sponsored' is presented to tell them it is an ad. The right side of the picture is contents posted by users and advertisements are exposed on the left side. It is often classified belonging to the type of Native ads [9].

Second, as for the ad materials, Facebook ads can be made with texts, images, and video files. In particular, for mobile devices, video ads can be most effective [9]. Third, one can set up and manage the ad design, method of advertising and range of promotions on the homepage. In other words, advertisers can make decisions on many aspects of ads depending on their products and target consumers [7].

Fourth, the media channels Facebook ads are exposed to include Facebook, Instagrarm and Facebook audience networks have partnerships with Facebook for ad exposure. Fifth, Facebook ads are charged with the criterion of CPC(cost per click). The CPC for each ad can not surpass an advertiser's bidding price. Thus, advertisers can control their total expenses by means of their bidding prices, which can perhaps help secure higher effect for lower expenses in comparison to other traditional media[9]. Next, as far as targeting is concerned, customized targeting is possible, since advertisers can use big data from demographic information on users and users' experiences. Such information is accessible, since Facebook users can be identified as they are logged on [9].

One of the greatest benefits of Facebook as an ad platform would be an enormous amount of spontaneous word-of-mouth (WOM) activities by many users in the network. The spread of information can be done through Likes, reply postings, and sharing [10]. So far we have discussed the types and characteristics of Facebook as an ad platform. Based on these characteristics, this research intends to identify how the Facebook ad constituents affect the advertising effect.

III. RESEARCH HYPOTHESES

Facebook builds a community though communication and sharing. Such a character naturally leads to rapid spread of information provided by businesses or individuals through users' spontaneous word-of-mouth activities in the network. Thus, Facebook as an ad platform has various qualities to solve problems of conventional channels of advertising by enabling establishment of interactive networks of friends from school, work or personal relationship and by not depending on one-way delivery of information.

Also, Facebook can employ customized targeting method for effective delivery of ad messages by matching customer data and Facebook user information. Thus, it can induce behavior and actions by identifying values of customer behavior, depending on Facebook users' interests [11]. Such targeting method of Facebook can provide users with appealing information and customized information. Thus, it should be meaningful to explore the effect of such characteristics on the effect of Facebook ads.

Facebook has presented a change in the way how ads are exposed. To take an example, the so-called 'native ads' are provided in the same way platform contents are exposed, thereby reducing consumers' repulsion against being exposed to ads. In other words, the consistency in the way contents and ads are presented can produce high effect of Facebook advertisements. The current research aims to see which of these characteristics of Facebook ads contributes to positive effect on ad fitness. Also, considering the similarity between the construct of Facebook pages and Facebook ads, we attempt to identify how such characteristics influence users' ad attitude. For that purpose, the following hypotheses were established.

Hypothesis 1: Facebook ad constituents will have a positive effect on ad fitness.

Hypothesis 1-1: The factor of interest will have a positive effect on ad fitness.

Hypothesis 1-2: The factor of customized information will have a positive effect on ad fitness.

Hypothesis 1-3: The factor of exposure will have a positive effect on ad fitness.

Hypothesis 1-4: The factor of bystander reactivity will have a positive effect on ad fitness.

Hypothesis 1-5: The factor of product reviews information will have a positive effect on ad fitness.

Hypothesis 2: Facebook ad constituents will have a positive effect on ad attitude.

Hypothesis 2-1: The factor of interest will have a positive effect on ad attitude.

Hypothesis 2-2: The factor of customized information will have a positive effect on ad attitude.

Hypothesis 2-3: The factor of exposure will have a positive effect on ad attitude.

Hypothesis 2-4: The factor of bystander reactivity will have a positive effect on ad attitude.

Hypothesis 2-5: The factor of product reviews information will have a positive effect on advertising attitude

Hypothesis 3: Ad fitness will have a positive effect on advertising attitude.

IV. RESEARCH MODEL

The purpose of this study is to test hypotheses about the direct influence of the constituents of Facebook advertisement on fitness and ad attitude.

In addition, we tried to confirm the indirect effect of fitness on ad attitude through hypothesis test. In other words, we tried to confirm the mediating effect. For this purpose, five factors were identified as explaining factors of Facebook advertisement through exploratory factor analysis. That is, Interest, customized information, Exposure, bystander reactivity, product reviews info. The research model for the hypothesis testing of this study is shown in Figure 1.

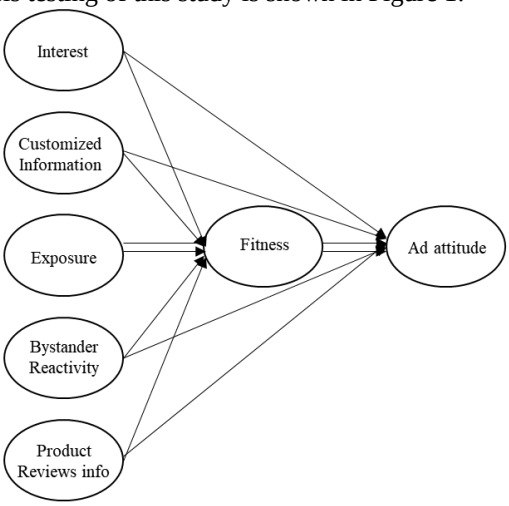

Figure 1. Research Model

V. RESEARCH METHOD

5.1. *Research subjects*

The participants of the current research consisted of a group of 350 college students using Facebook: 137 male (39.1%) and 213 female (60.9%). Their average time using Facebook was 2 hours and 35 minutes a day.

5.2. *Operational definition of variables*

The set of Facebook ad constituents is defined as a group of unique features of the ads exposed through Facebook platform. A set of 24 measurement items were adopted from Yu and Kim [12] model, as described below.

First, the factor of interest consisted of 7 measurement items in the form of the following statements: 'Facebook ads are more interesting than those in other media'. 'Facebook ads are more attracting than those in other media', 'I feel curious about the ads that received many 'Likes' from friends and acquaintances', 'Facebook ads attract interest in products.' 'Facebook ads stimulate my curiosity', and 'Facebook ads stimulate my curiosity, since I cannot see them in other media than Facebook'.

The factor of customized information consisted of 4 measurement items, which were presented in the following statements: 'Facebook ads provide me with necessary information in the form of feedbacks', 'It is easy and convenient to get information of products from Facebook ads', 'In Facebook, ads of the products I am interested are presented', and 'Facebook provides me with the information of the products appropriate(optimal) for me'.

The factor of exposure consisted of the following six items: 'In Facebook, I am naturally exposed to ads, while paging down the New Speed space', 'I am forcibly exposed to ads in Facebook', 'I often run across ads involuntarily, with intention to click on dramas or reality programs', 'Regardless of my will, I am exposed to ads in popular pages of Facebook', and 'I do not do Facebook much because of too many ads in it'.

The factor of bystander reactivity, in turn, consisted of the following three items: 'The contents in tags of friends and acquaintances lead me to watch Facebook ads', 'I watch Facebook ads due to the comments of friends and acquaintances', and 'Friends' 'Likes' lead me to watch Facebook ads'.

The factor of product reviews information was measured by the following four items: 'I can see product reviews by seeing Facebook ads', 'I see Facebook ads, with the knowledge that they are ads for nearby restaurants or cafes', 'Users' reviews of products appear in video files', and 'I can see product reviews and product effects in video files.'

The factor of ad fitness refers to consistency and harmony between Facebook pages and Facebook ads. In order to measure this factor, Jung[13]list of items was slightly modified for this research. The measurement items include the following four items: 'Facebook ads well match the structure and contents of Facebook', 'Facebook ads are harmonious to the structure and contents of Facebook', 'There is consistency between Facebook and Facebook ads in terms of structure and contents', and 'Facebook ads are adequate to the structure and contents of Facebook'.

Facebook ad attitude refers to the degree to which consumers like Facebook ads. To measure this, a slightly modified version of Brackett and Carr's[14]measurement items. It consisted of 5 items like the following: 'Facebook ads are appealing', 'Facebook ads are impressive', 'Facebook ads are attracting', 'Facebook ads provide useful information', and 'Facebook ads are persuading'. Each of the items was measured on a five point scale: 1 for strongly disagree and 5 for strongly agree.

5.3. *Analysis method*

A frequency analysis was performed to identify the general characteristics of respondents. Also, an exploratory factor analysis was conducted to identify Facebook ad constituents, and Cronbach's Alpha was obtained to test the reliability of each factor. Moreover, the validity of potential variables was verified by using SPSS 20.0 program. Finally, AMOS 20.0 was employed to verify the goodness-of-fit of the confirmatory factor analysis and to test the finalized model.

VI. RESEARCH RESULTS

6.1. Reliability and validity of the measurement tool

An exploratory factor analysis and a reliability test were conducted for the factors used in this research. Also, descriptive statistical analysis was performed to obtain the mean and standard deviation of the measurement items of the variables and to identify the degree of goodness. The results of such analyses are illustrated in Table 1. The means of the items were obtained from 2.87 to 4.31 and the standard deviation ranged from .702 to 1.111, which can be considered in good standing.

An exploratory factor analysis and reliability test of the factors under discussion found the following results.

First, Kaiser-Meyer-Olkin(KMO) measure was obtained at .894. Bartlett's sphericity test (χ^2= 4694.084, df=231, p<.001) found the adequacy of sampling. And a couple of items were eliminated from a set of 24 Facebook ad constituents, resulting in a set of 22 items categorized into five factors.

The first factor named 'interest' consisted of seven measurement items (explained variance: 37.457%). The second factor consisted of four items and was called 'customized information (explained variance: 13.519%). Factor 3 consisting of three items was called 'exposure' (explained variance: 7.087%). The fourth factor consisted of three items and was called 'bystander reactivity' (explained variance: 6.948%). Finally, the fifth factor consisted of four items and was called 'product reviews information (explained variance: 4.983%). The factor of fitness consisted of four items and its reliability was greater than .8. The factor of ad attitude, in turn, consisted of five items and its reliability was also greater than .8.

Table 1: Exploratory factor analysis and reliability

Potential Factors	Measurement Variables	Factor Load	Commonality	Mean	Standard Deviation	Cronbach's α
Factor 1: Interest	A.C. 7	.807	.692	3.03	.972	.908
	A.C. 8	.838	.770	3.15	.948	
	A.C. 9	.790	.685	3.16	.978	
	A.C. 10	.489	.572	3.53	1.111	
	A.C. 11	.708	.690	3.39	.914	
	A.C. 12	.755	.694	3.39	.882	
	A.C. 13	.732	.673	3.22	.961	
Factor 2: Customized Information	A.C. 18	.701	.603	3.04	.903	.849
	A.C. 19	.659	.612	3.23	.962	
	A.C. 20	.842	.761	3.02	.985	
	A.C. 21	.847	.790	2.87	.943	
Factor 3: Exposure	A.C. 1	.823	.713	4.31	.703	.833
	A.C. 2	.858	.788	4.32	.702	
	A.C. 3	.779	.640	4.17	.874	
	A.C. 5	.731	.598	4.07	.841	
Factor 4: Bystander Reactivity	A.C. 22	.852	.823	3.66	.934	.892
	A.C. 23	.865	.850	3.69	.924	
	A.C. 24	.815	.768	3.76	.899	
Factor 5: Product Reviews info	A.C. 14	.554	.560	3.31	.972	.853
	A.C. 15	.669	.605	3.52	1.006	
	A.C. 16	.798	.770	3.86	.865	
	A.C. 17	.740	.743	3.80	.855	
Fitness	fitness 1	.794	.630	3.01	.924	.853
	fitness 2	.866	.750	3.15	.882	
	fitness 3	.822	.675	2.95	.841	
	fitness 4	.856	.732	3.03	.838	
Ad attitude	ad attitude 1	.708	.501	2.86	.898	.825
	ad attitude 2	.830	.689	3.46	.945	
	ad attitude 3	.783	.613	3.75	.859	
	ad attitude 4	.755	.570	2.89	.821	
	ad attitude 5	.761	.579	2.91	.915	

A.C = ad characteristic

6.2. Confirmatory factor analysis

A confirmatory factor analysis was conducted to identify the consistency of relationship structure between measurement items and potential variables. A set of indexes including χ^2, CFI, NFI, TLI, GFI, RMR, RMSEA were extracted to verify the model fitness. Those evaluated as error items in the confirmatory factor analysis were eliminated to improve model fitness: measured variable 10 in the potential variable of interest, number 14 of product reviews information, numbers 4 and 5 of ad attitude. The figures in Tables 2, 3, 4, and 5 illustrate the results of analysis of the model fitness: χ^2=477.075(df=274, p=0.000), GFI=0.909, CFI=0.969, NFI=0.913, TLI=0.953, RMR=0.040, RMSEA=0.046(See Table 2).

First, the t value of observation variables was all significant at the level of p< 0.001. Also, the standardization coefficient of observation variables ranged from 0.603 ~ 0.921. Thus, the convergent validity and reliability of each item was verified good, since the coefficient was greater than 0.5, which is the criterion. AVE (Average Variance Extraction) and construct reliability were measured to identify the convergent validity of the variables under discussion. First, AVE ranged from 0.568 to 0.771, which was greater than the criterion of 0.5. The construct reliability was obtained from 0.796 to 0.915, which was greater than the criterion of 0.7[15, 16]. Thus, convergent validity of the measurement items was secured(See Table 3).

The discriminant validity of the constituents was identified by comparing their AVE index and the square of correlation coefficients [16].It was found that the AVE's, which ranged from 0.568 to 0.771, were greater than their square of correlation coefficients, which were obtained between 0.174 and 0.291. Thus, the discriminant validity of the factors was identified(See Table 4 and 5).

Table 2: Model fitness of the confirmatory factor analysis

Model	χ^2	df	*p*	CFI	NFI	TLI	GFI	RMR	RMSEA
Fitness	477.075	274	.000	.969	.913	.953	.909	.040	.046
Acceptance criterion	-	-	>.05	>.90	>.90	>.90	>.90	<.05	<.08

Table 3: Confirmatory factor analysis

Potential Variables	Observed Variable	Standardized Coefficient	S.E	C.R	AVE	Construct Reliability
Interest	A.C. 7	.735	-	-	.642	.915
	A.C. 8	.799	.061	17.136***		
	A.C. 9	.748	.077	13.269***		
	A.C. 11	.775	.070	13.686***		
	A.C. 12	.831	.076	13.875***		
	A.C. 13	.785	.072	14.139***		
Customized information	A.C. 18	.670	.055	13.367***	.659	.851
	A.C. 20	.839	.058	17.381***		
	A.C. 21	.874	-	-		
Exposure	A.C. 1	.817	.102	11.408***	.668	.886
	A.C. 2	.934	.114	11.620***		
	A.C. 3	.610	.092	11.692***		
	A.C. 5	.590	-	-		
Bystander reactivity	A.C. 22	.859	.063	17.794***	.771	.910
	A.C. 23	.921	.064	18.726***		
	A.C. 24	.792	-	-		
Product reviews info.	A.C. 15	.600	.077	10.859***	.594	.812
	A.C. 16	.814	.069	14.449***		
	A.C. 17	,824	-	-		
Fitness	fitness 1	.718	.073	13.620***	.662	.887
	fitness 2	.820	.069	15.753***		
	fitness 3	.758	.066	14.485***		
	fitness 4	.797	-	-		
Ad attitude	ad attitude 1	.601	-	-	.568	.796
	ad attitude 4	.753	.116	9.854***		
	ad attitude 5	.726	.127	9.691***		

A.C = ad characteristic, ***p<.001

Table 4: Correlation among Facebook ad constituents

Constituents	Interest	Customized Information	Exposure	Bystander Reactivity	Product Reviews info	Fitness	Ad attitude
Interest	1						
Customized Information	.458***	1					
Exposure	.201***	.032	1				
Bystander Reactivity	.402***	.268***	.384***	1			
Product Reviews info	.508***	.428***	.367***	-.417***	1		
Fitness	.469***	.439***	.091	.331***	.363***	1	
Ad attitude	.490***	.539***	-.001	.251***	.341***	.452***	1

*A.C, ***p<.001

Published By:
Blue Eyes Intelligence Engineering
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Table 5: Discriminant validity of constituents of measured variables

Constituents	AVE	Correlation distribution	Square of correlation
Interest	.642	-.417 ~ .539	.174 ~ .291
Customized Information	.659		
Exposure	.668		
Bystander Reactivity	.771		
Product Reviews info	.594		
Fitness	.662		
Ad attitude	.568		

6.3. Research hypothesis and Model verification

6.3.1. Model verification

The validity of the presented research model was verified to identify the effect of Facebook ad constituents on ad fitness and ad attitude. The structural equation test of model fitness examined each of the suggested path hypotheses and found the results illustrated in Table 6. It can be concluded that the fitness indexes all satisfied the criteria.

Table 6: Fitness of research model

Model	χ^2	df	*p*	CFI	NFI	TLI	GFI	RMR	RMSEA
Fitness	416.6	289	.051	.976	.927	.971	.922	.035	.036
Acceptance Criterion	-	-	>.05	>.90	>.90	>.90	>.90	<.05	<.08

6.3.2. Test of Hypotheses

The current research attempted to identify the effect of Facebook ad constituents on Facebook ad fitness and ad attitude through a structural equation model analysis. The results of analysis can be summarized as follows(See Figure 2). It was found that the factor of interest had a positive effect on Facebook ad fitness. The standardized path coefficient between the two variables was obtained at 0.13(t=2.423, p< .05), thus accepting Hypothesis 1-1. It was also found that the factor of customized information also had a positive impact on Facebook ad fitness. The standardized path coefficient between the two variables was obtained at 0.46(t=4.824, p< .001). Thus, Hypothesis 1-2 was accepted.

The factor of exposure did not have a significant effect on Facebook ad fitness, thus rejecting Hypothesis 1-3. Bystander reactivity, in turn, exerted a positive effect on Facebook ad fitness. The standardized path coefficient between the two variables was obtained at 0.17(t=2.300, p< .05). Therefore, Hypothesis 1-4 was accepted. Product reviews information, in contrast, did not have a significant impact on Facebook ad fitness, thereby rejecting Hypothesis 1-5. The factor of interest, in turn, had a positive effect on Facebook ad attitude. The standardized path coefficient between the two variables was obtained at 0.13(t=4.477, p< .001). Thus, Hypothesis 2-1 was accepted.

It was found that customized information exerted a positive effect on Facebook ad attitude. The standardized path coefficient between the two variables was obtained at 0.44(t=4.561, p< .001). Thus, Hypothesis 2-2 was accepted. The factor of exposure, in turn, did not exert a positive effect on Facebook ad attitude. Thus, Hypothesis 2-3 was rejected. Bystander reactivity also did not have a positive effect on Facebook ad attitude, rejecting Hypothesis 2-4. The factor of product reviews information did not have any effect on ad attitude, thus rejecting Hypothesis 2-5. Facebook ad fitness had a positive impact on ad attitude. The standardized path coefficient between the two variables was obtained at 0.15(t=3.243, p< .01), Thus, Hypothesis 3 was accepted.

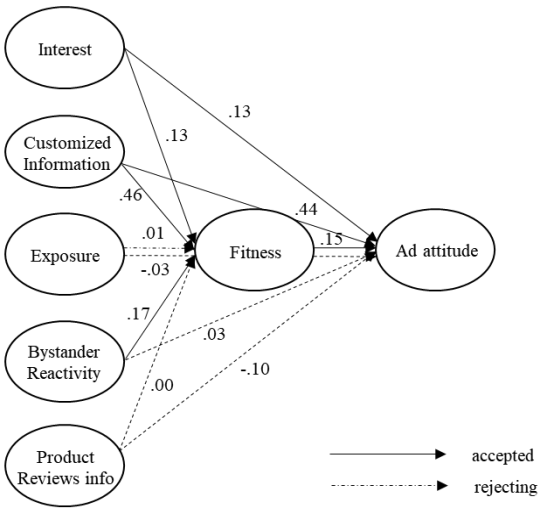

Figure 2. Finalized model

VII. CONCLUDING REMARKS

Facebook has recently emerged as a new advertisement platform thanks to a variety of its beneficial features: a new type of exposure appropriate to users' environment, individually customized information for users, participation in marketing events, and advertising using communities of acquaintances. The current research established a research model to identify the effect of the constituents of Facebook ads on ad fitness and users' ad attitude.

The implications of the research results can be summarized as follows. The set of unique characteristics of Facebook ads had a positive effect on ad fitness: interest, customized information, bystander reactivity, product reviews information. The contents of ads can be interesting and attract curiosity from users. Also, products and information can be customized to a particular group of users. And, tags, comments and responses by 'Like' can let users know the opinions of friends and acquaintances.

These unique characteristics of Facebook ads might result from the establishment of social networks and communities, thus differentiating them from other mobile ads. Therefore, marketing personnel and advertising planners should better understand the unique characteristics of Facebook ads and that users' repulsion against ads can be decreased if the consistency and harmony between Facebook pages and Facebook ads would make them feel naturally exposed to the ads.

Second, it was found that interest and customized information were the constituents that would influence users' ad attitude. Bystander reactivity, on the other hand, had a positive effect on ad fitness, but not on ad attitude. It might mean that interesting and curiosity-inducing contents of advertisements help enhance viewers' ad attention and persuasive power of ad messages. Also, it was found that the constituents of product reviews information and customized information of Facebook ads would help users gain useful information. Thus, the ads would impress users that they were delivered with persuasive power to them. What it might mean would be that ad makers can enhance the effect of their Facebook ads by putting interesting and curiosity-inducing contents and providing necessary customized information for their target users.

The results of the current analysis can be meaningful in that it obtained base data that can be practically used by advertisers and ad producers in establishing strategies and plans to make Facebook ads. Also, the link between Facebook constituents and ad fitness as well as its ad effect was identified. This finding might be valued as having presented academic significance.

The limitations of the current research are as follows. First, the research was carried out only with a group of college students, who arguably use Facebook the most. However, it is also true that Facebook users range all age groups of all types of profession. Thus, further studies are expected to expand to various groups of subjects. Second, it should be admitted that types of Facebook ads were not taken into consideration. So, future researches are expected to note that afferent set of constituents can perhaps be related with different types of ads.

ACKNOWLEDGMENT

Funding for this paper was provided by Namseoul University.

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