

Perceived Advertising Values and Attitudes and, Purchase Intention towards Facebook advertisements: An Integrated Model

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ABSTRACT

Amongst the various social networking sites, Facebook is presently one of the most common sites for user content and usage (Faelens et al., 2021). For advertisers, Facebook helps them to engage consumers with their brands, stimulating word of mouth (WOM) (Chiu, 2022; Sharma and Klein, 2020). This makes Facebook advertising effective when enhancing brand image of products as well as services (Sabir et al., 2022). The present study investigates the Perceived Advertising Values and Attitudes (PAVA) and, Purchase Intention (PI) towards Facebook advertisements of the thus far understudied South Pacific developing country consumers – Fiji, a Pacific Island Country (PIC). The global digital divide has led several countries to lag behind in effective internet usage and smartphone ownership (Mariscal et al., 2019). Thus, poorer countries that have lower rates of social media consumption (Pierce, 2019) are neglected when it comes to empirical research. Most studies that investigated Facebook advertising have particularly focused on emerging economies such as Africa, India, China, USA and Europe (Poushter et al., 2018).

Keywords: Facebook, Developing Country, PAVA, U&G, S-O-R