

ANTECEDENTS AND CONSEQUENCES OF E- JORDANIAN CONSUMER BEHAVIOUR REGARDING FACEBOOK ADVERTISING*

MAHMOOD JASIM ALSAMYDAI¹ & MOHAMMAD HAMDI AL KHASAWNEH²

¹Professor of Marketing and Business Management, Al-Zaytoonah University of Jordan, Amman, Jordan

²Assistant Professor of Marketing, Al-Zaytoonah University of Jordan, Amman, Jordan

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ABSTRACT

The purpose of the research is to examine the antecedents and consequences of e-consumer behaviour regarding Facebook advertising in Jordan. As such, a thorough revision of relevant literature in the fields of social psychology, advertising psychology, consumer behaviour and online advertising was conducted to establish the theoretical foundations of this study. On the basis of the literature review, a research framework of consumer attitudes in the Facebook advertising context was constructed. This model explores influences of informativeness, entertainment, and irritation, credibility and personalisation on various online consumer behaviours such as attitude toward the Facebook advertising, Facebook advertising usage, and satisfaction with Facebook advertising. Particularly, usage and satisfaction are explored as the consequences of attitude toward the Facebook advertising, while informativeness, entertainment, and irritation, along with credibility and personalisation are the antecedents of attitude toward Facebook advertising. A conceptual model and hypotheses are tested with a sample of 763 Jordanian Facebook users, and analysed quantitatively. Overall, the findings provided support for the model of the study. All the hypotheses regarding the impact of the factors included in the study on customer attitude, satisfaction and Facebook advertising usage were supported. Moreover, the results of the study indicated that there is a significant relationship between all constructs of the study's model. More specifically, the findings of the current study indicate that informativeness, entertainment, credibility and personalisation of Facebook advertising have a significant positive influence on consumer attitude as well as satisfaction and usage of such advertising, whereas message irritation was found to have a negative influence on consumer attitude towards Facebook advertising. The current research provides a number of theoretical and practical implications. Firstly, we believe this study is among the first studies to examine the e Jordanian consumer behaviour in the context of Facebook advertising. Therefore, the study adds to and expands our knowledge of the antecedents and consequences of e Jordanian consumer behaviour regarding Facebook advertising. The practical implication of the findings of the current study is reflected in enhancing our understanding of e consumer behaviour in regards to Facebook advertising in Jordan and therefore act as a valuable base of Facebook advertising practitioners.

KEYWORDS: Facebook Advertising, E-Consumer Behaviour, Consumer Attitudes, Facebook, Social Media, Users Generated Contents, Consumer Satisfaction, Jordan