Young Adults' Engagement with Facebook Advertisements : An Exploratory Study Using Theory of Planned Behaviour

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Abstract

Social networking sites have gained tremendous popularity and have become preferred media of communication, especially among young people. For the millennials and the generation Z, if any company is not online, it does not exist. This generation has grown up with smart phones and they are in full control of any media message they want to become exposed to. Among all of the social networking sites, Facebook has become the most common hangout platform for the young generation and has maintained its dominant position in the online space. Facebook allows companies to enhance customer interaction at a personal level and has huge opportunity to be one of the most viable advertising platforms. This paper examined the engagement level of young adults with Facebook advertisements using Ajzen's (1991) well known "theory of planned behaviour" model. Primary data were collected from college students and young professionals in the age group of 18–30 years. Structural equation modelling was performed to analyze the data through exploratory and confirmatory factor analysis. The study provided a strong support for the application of the TPB model for predicting young adults' intention to engage with Facebook advertisements, but overall engagement of the viewers was found to be not very high.

Keywords : **Facebook advertisements, young adults, TPB model, engagement level**

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Social networking sites are gaining tremendous popularity and becoming one of the most preferred media of communication, especially among young people. For the millennials and the generation Z, if any company is not online, it does not exist. It has become a common practice among customers to search online before any offline or online purchase. Based on social presence, media richness, and self-presentation or self-disclosure, social media are classified in different categories. YouTube is categorized as a content community, Facebook an example of a social networking site, and Twitter is a microblogging site (Kaplan & Haenlein, 2010 ; Mangold & Faulds, 2009).

Among all of them, Facebook has become the most common hangout platform for the young generation and has maintained its dominant position in the online space. Facebook users in India are growing more than twice as fast as than in the USA (Kemp, 2017). With 241 million active users and an approximate growth rate of 27% in India, Facebook has been a viable option for advertising both for small and big companies in India. Facebook has

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evolved to become a trusted source of information and sharing opinions among young people. Consequently, it has become a lucrative advertisement platform with the opportunity for any company to build consumer – brand relationships. FB ads work excellently by allowing any business to tap huge potential customers across the globe by its versatility and widespread use. It has a vast network, almost double than Twitter. A company can track the performance of its ads by the easy measurement parameters such as likes, comments, downloads, shares, posts, etc. Since FB generates an option to create a common group and support social interaction, companies can be benefitted by placing ads on FB as the ads might gain popularity through viral advertising.

Marketers who intend to place advertisements in social media should have a thorough understanding and knowledge about the influencing factors which enhance viewers' engagement with any particular social media. People's engagement with FB ads can be viewed through their behaviour on FB by their posts, comments, likes, and shares. "The theory of planned behaviour" model (TPB model, Ajzen, 1991) is extensively used to analyze human behaviour ; it is a validated decision-making model. A plethora of studies have used Ajzen's TPB model and extended TPB model to predict adoption and behaviour. Previous research into engagement with FB ads has limited information in this area, and they are either limited to specific brands or industries (Cvijikj & Michahelles, 2013 ; Luarn et al., 2015). This study would add more knowledge on how to optimize FB ads in the existing literature.

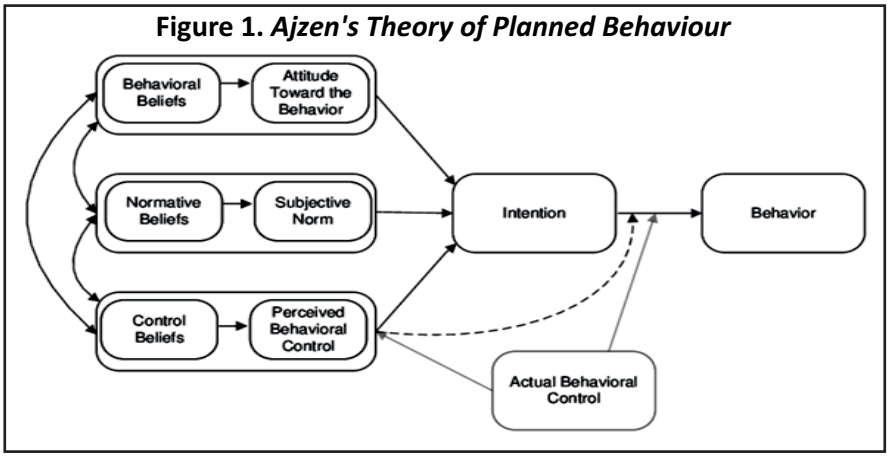
The Theory of Planned Behaviour

Behaviour is shaped by collective wisdom and influenced by social and other contextual factors. As intention can explain behaviour, how can intention be explained ? According to Ajzen, three parameters help to explain behavioural intention (Figure 1) :

- Behavioural belief/ attitude toward any behaviour (opinion of someone about that behaviour) ;
- Normative belief/ subjective norm (opinions of other people about the behaviour) ;
- Control belief/ perceived behavioural control (ability to behave in a particular manner and get the intended results).

Complexities of human behaviour can be analyzed at many levels – starting from psychological processes at one extreme to the influences of social institutions at the other end. Behavioural belief is someone's belief about the likely consequence of the behaviour, which leads to favourable or unfavourable attitude toward that behaviour.

Figure 1. ***Ajzen's Theory of Planned Behaviour***



Sometimes, we are not sure what to do and seek confirmation from our surroundings. Ajzen defined this parameter as "normative beliefs" which result into perceived social pressure or "subjective norms." Belief about how easy it is to perform a behavior and the factors that facilitate or impede performance of the behaviour are measured by the "control belief" which leads to "perceived behavioural control." The more favourable the attitude and subjective norms along with greater perceived control, the stronger a person's intention to perform the behaviour.

Literature Review

Human behaviour varies from one to another, as each person has a different need, motive, perception, and attitude. Family, friends, and cultural & economic influences interact together and shape the four factors in different ways. Surrounding environment and external factors like culture, sub - culture, social class, social status, and reference groups also influence behaviour.

Robustness of the TPB model was proven in a research carried to explain people's intention to adopt sustainable energy (Srivastava & Mahendar, 2018). Researchers found out that along with all the variables explained by the TPB model, demographic variables played a major role in the intention to adopt solar energy products. Pelling and White (2009) used the same model to predict usage pattern of social networking sites. Self-identity and belongingness were included with other psychological variables to investigate level of engagement and usage of social networking sites by young people. Based on a survey of university students, the research reported that young people loved to spend time on social networking sites as they could express themselves as individuals there.

Sanne and Wiese (2018) investigated the application of TPB model in predicting users' engagement with Facebook advertising after conducting a study on 656 young users of Facebook in South Africa. They found attitude to be the strongest predictor and perceived behaviour control was not a significant predictor of behavioural intention to engage with Facebook advertising. Another recent study (Denyse & Bhagat, 2018) on 400 young Y consumers of Rwanda used TPB model and explained behaviour intentions of an individual on purchase of ethical products. Purchase intention and perceived behaviour control showed a positive significant relation with purchase behaviour, and consumers favoured environmental ethical products more than animal and human ethical products. TPB model was used to understand the antecedents of online video and TV services in a study in France (Truong, 2009). Perceived behavioural control showed a greater influence towards the use of online videos ; whereas, the effects of attitudes and subjective norms showed moderate effects on that.

A research was done by Jung et al. (2016) in South Korea to examine values of advertisements in social networking sites and their influences on consumer attitudes and behavioural intention. It was found that among three types of social networking advertising, namely home page ads, social impression ads, and organic impression ads, organic ads on Facebook were most preferred by consumers, especially those featured by their friends. Engagement level with any Facebook advertisement was measured by the number of likes, comments, shares, and posts by the viewers. Any brand with its advertisement having less than 5% engagement level should rework on the advertisement to make it more attractive and involving (Williams, 2019).

According to a study of Calder et al. (2009), consumer engagement with a website was tested through eight different online experiences. Consumer engagement with a website was conceptualized using multiple constructs after a thorough investigation on previous literatures. Two types of engagements with online media were proposed by the researchers – Personal and social interactive engagement and both of them showed positive association with advertising effectiveness. 'Engagement' with a media was defined by some researchers as how the consumers experienced the platform or a cognitive and effective commitment to the active relationship with a brand, as represented by a platform. Other researchers saw engagement as being a psychological process or behavioural response. Bowden (2009) and Rangeley and Mollen (2012) discussed how to develop engagement with customers of different segments and provided a complete understanding of the nature of customer-brand relationships.

Maurer and Wiegmann (2011) studied the impact of Facebook advertisements in Austria and revealed that though Facebook was a popular media for marketing, users did not use Facebook as a source of information and their purchase decisions were not influenced by Facebook advertisements. They suggested that organizations should analyze the appropriateness of social media marketing before placing an ad on social media. Facebook allowed a two-way communication between consumers and a company and played a necessary role in maintaining stakeholders' relations. The contribution of Facebook on a company's online reputation through the corporate portfolio of stakeholders was investigated by Champoux et al. (2012). The research highlighted how to manage online reputation of a company and discussed it using a case study on Nestle.

Results of an exploratory study by Bannister et al. (2013) on college students of the Gulf coast region showed that while most college students were active Facebook users, they were unlikely to click on Facebook advertising or engage in purchase behaviours. Curran et al. (2011) discussed about bidding-based pricing option offered by Facebook for posting any ad. They stated that Facebook became a successful ad platform because of its very specific target viewers and of the provision of indirect and direct marketing at a much lower price. Gaber and Wright (2014) did a study on Egyptian consumers' attitude towards fast food advertising on Facebook and they provided a framework for the factors that led to consumers' engagement with the advertisements on Facebook. Logan (2014) compared the antecedents of young people's attitude to follow any brand on Facebook and Twitter and their results were not totally consistent with the TPB model.

Luarn et al. (2015) examined content types of posts on Facebook brand pages and analyzed users' engagement through liking, commenting, and sharing of posts. They found that the content of the posts exerted a significant impact on users' online engagement. Communicating through social media advertisements using Facebook, Twitter, or LinkedIn became a very common practice among marketers in South Africa (Duffett, 2015). Facebook advertisements showed a positive influence on the behavioural attitudes towards purchasing among the millennials. Purchase intention was influenced positively by the usage characteristics, log on duration on FB, profile update incidence, and the demography. The impact of Facebook advertisements on consumers' engagement brought differences of opinions among researchers.

Research Gap

Over recent years, Facebook advertising has become one of the most promising advertisement platforms in terms effectiveness and engagement and consequently emerged as an interesting research area across the globe. As observed from the above discussion, the TPB model has been explored by many researchers to explain and predict human behavioural intention towards social networking sites or adoption of technologies in either individual or organizational contexts. But till date, a limited number of studies have been conducted towards understanding users' engagement with Facebook ads or on consumers' reaction to Facebook ads. Previous research studies are confined only to limited brands or industries and there is a limited understanding of the influences of Facebook advertising on users' engagement in the Indian context. FB ads look like ordinary posts and have the capacity to erase the distinction between paid or organic ads, and substantial research is required to bridge pre-existing research gap, especially in India.

Objectives of the Study

Facebook is a very popular social networking site among young adults and they reveal themselves to a great extent on Facebook. They share their dreams, aspirations, feelings, thoughts, successes, failures as well as likes and dislikes of themselves and others on Facebook. This study aims to :

- Understand young adults' attitude and behaviour towards Facebook advertisements.

↳ Engagement level with Facebook ads.

↳ To test the validity of the TPB model by measuring three components namely, behavioural beliefs, normative beliefs, and control beliefs to predict behavioural intent and actual engagement with FB advertising.

Research Methods

An empirical research is done to measure young adults' engagement with FB advertisements. Constructs of the "theory of planned behaviour" are drawn from Ajzen's (1991), "Constructing a Theory of Planned Behaviour Questionnaire." Few changes were made to fit the current context. To enhance the content validity and reliability of the questionnaire, it was prepared after reviewing related literatures.

Constructs like behavioural beliefs, control beliefs, normative beliefs, behavioural intent, and actual behaviour are measured by various statements prepared on a 5-point Likert scale (1 = *totally disagree* and 5 = *totally agree*). Previous studies on TPB model used similar constructs (Ajzen, 2006 ; George, 2004 ; Ho et al., 2015 ; Truong, 2009).

Questionnaire and Pilot Testing

Table 1 portrays the reliability analysis of each construct done on a pilot study of 35 respondents and the Cronbach's alpha values are as depicted in Table 1.

Table 1. ***Reliability Testing of Items***

Constructs	Items	Cronbach's Alpha
Behavioural Beliefs	*FB2, FB3, FB4*	**0.736**
Normative Beliefs	*FB5, FB6, FB7*	**0.70**
Control Beliefs	*FB8, FB9, FB10, FB11, FB12*	**0.783**
Behavioural Intent	*FB13, FB14, FB15*	**0.793**
Actual Behaviour	*FB1, FB16, FB17, FB18*	**0.806**

Note. ** Related statements of *FB1– FB18* are listed in the Appendix.

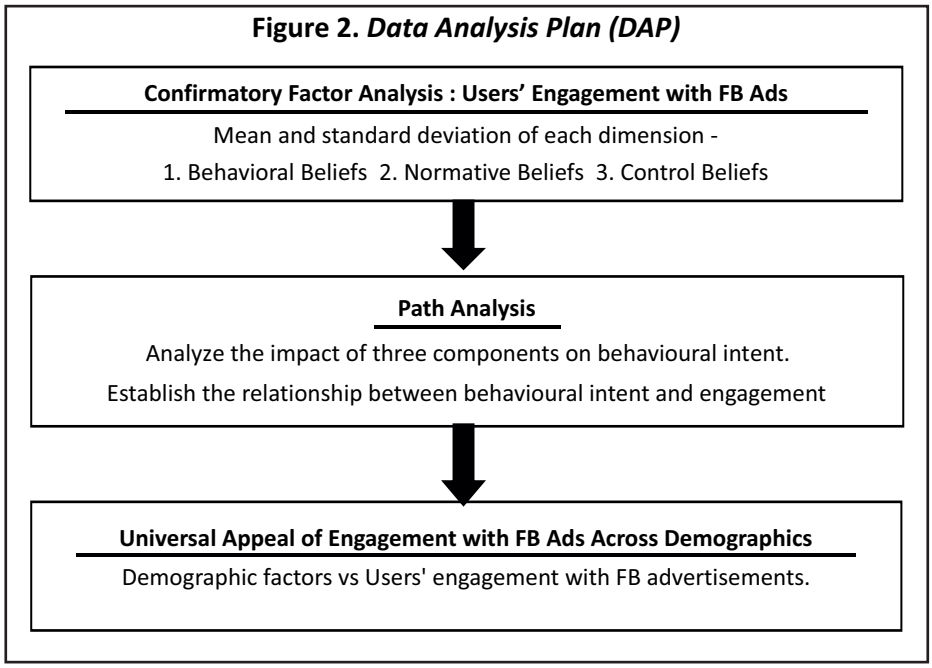
Reliability of the measures is high as Cronbach's values of the constructs are more than 0.7 and they were used in previous research ; so, validity of the measures was already built in.

Sampling and Sample Size

The final questionnaire was prepared using Google Forms and the study population consisted of Facebook users in the age group of 18 – 30 years. As it was difficult to have a proper sampling frame, judgmental sampling method was used and the questionnaire was sent to students of UG and PG levels at different colleges of Bangalore as well as to some young professionals within that age group.

We collected the data during September – October 2018 from 220 respondents. A sample size of 214 is considered because of the completeness of the questionnaire. Data were analyzed using SPSS and AMOS software. Data analysis plan is described in Figure 2.

Figure 2. ***Data Analysis Plan (DAP)***



Data Analysis and Results

Descriptive Statistics of the Measures of Each Construct Used in the TPB Model and Average Amount of Time Spent on Facebook

Table 2. ***Demographic Characteristics of the Respondents***

Group	Respondents' Characteristics	Number of Respondents
Gender	Male	124
	Female	90
Age (in years)	18–22	105
	23–26	93
	27–30	16
Basically from	Rural Area	31
	Semi Urban	118
	Metros	65

The hypotheses formulated are as follows :

↳ **H01 :** There is no positive and direct relationship between attitude toward FB advertising and behavioural intention.

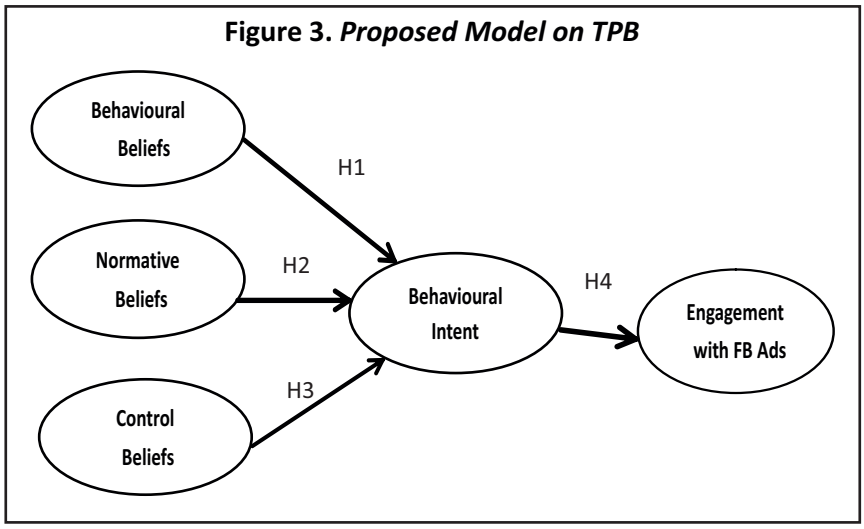
↳ **Ha1 :** There is a positive and direct relationship between attitude toward FB advertising and behavioural intention.

↳ **H02 :** There is no positive and direct relationship between subjective norms and behavioural intention.

Table 3. Descriptive Statistics of Dimensions of TPB

Constructs	Mean	Standard Deviation	Interpretation
Behavioral Beliefs	3.1	0.852	Respondents' attitude towards FB ads is in between neutral to slightly positive.
Normative Beliefs	2.96	1.213	Influence from friends, parents, relatives to posts or reactions on FB ads was not high.
Control Beliefs	3.35	0.783	Much agreement was observed among respondents in terms of self-efficacy. They had control on whether to react or not to any FB ad.
Behavioural Intent	3.139	1.243	Respondents slightly agreed on behavioral intent on FB ads in terms of viewing, reacting, using, and posting advertisements on Facebook in future.
Actual Behavior/User Engagement with FB Ads	2.99	1.367	Overall engagement with FB ads was not high as respondents' mean score is nearly 3 or neutral.
Amount of Time Spent on Facebook on a Scale of 1 – 10 (1 being *low* to 10 being *high*)	6.63	2.063	Average time spent by youngsters was high, more than five times the average time and there is large variation with respect to usage among young adults.

Figure 3. *Proposed Model on TPB*



↳ **Ha2 :** There is a positive and direct relationship between subjective norms and behavioural intention.

↳ **H03 :** There is no positive and direct relationship between perceived behavioural control and behavioural intention.

↳ **Ha3 :** There is a positive and direct relationship between perceived behavioural control and behavioural intention.

↳ **H04 :** There is no positive and direct relationship between behavioural intention and engagements with FB ads.

↳ **Ha4 :** There is a positive and direct relationship between behavioural intention and engagements with FB ads.

Confirmatory Factor Analysis

The purpose of confirmatory factor analysis is to check whether each item loaded well on its respective factors.

In Figure 4 of the model estimation, regression weights are shown by the values given on the arrows pointing towards the rectangles and squared multiple correlations are above the boxes. *e1* to *e11* are the associated error terms for the respective indicator variables and can be calculated by subtracting the respective squared multiple correlation from 1. For example, value of $e9 = 1 - 0.52 = 0.48$.

FB2, FB3, FB4, FB5, FB6, FB7, FB8, FB9, FB10, FB11, and *FB12* are observed or endogenous variables. Behavioural beliefs, normative beliefs, and control belief are exogenous variables along with all the error terms *e1 – e11*.

Table 4 depicts that the model (framed in Figure 4) is over identified and there is a scope for improving the model. Table 5 shows that all the values of the estimates are greater than 0.5 except *FB7*, which is close to 0.5. Therefore, all variables show high correlation to each construct. The SMC (squared multiple correlation) gives the percentage contribution of a set of predictors in explaining the dependent variables. For example, the SMC of

Figure 4. Confirmatory Factor Analysis for Three Dimensions of Behavioural Intent

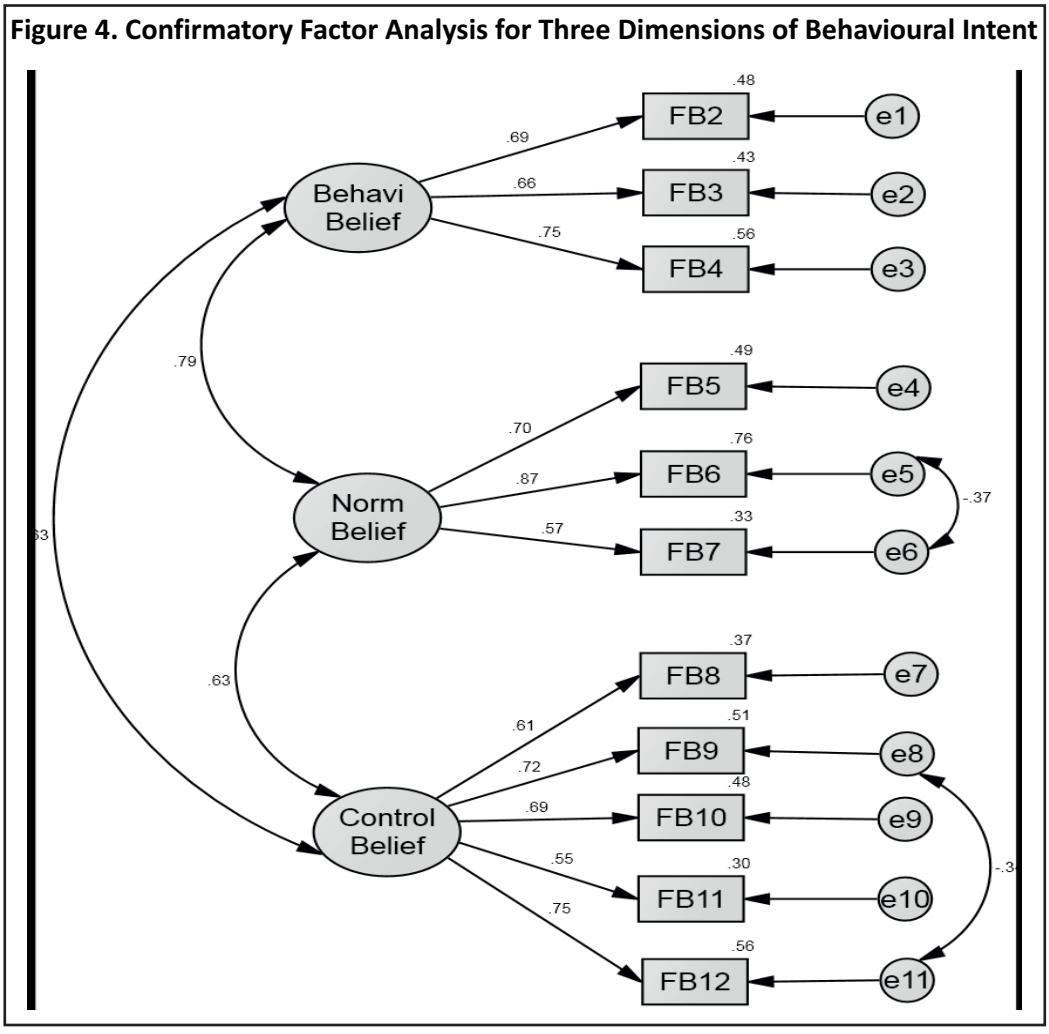


Table 4. *Variable Counts in CFA*

Variable Counts (Group Number 1)		Model Identification & Estimation
Number of variables in your model :	25	**Computation of Degrees of Freedom :**
Number of observed variables :	11	Number of distinct sample moments: $P * (P+1)/2 = 11 * 12/2 = 66$
Number of unobserved variables :	14	Number of parameters to be estimated = 11+11+3 = 25
Number of exogenous variables :	14	Degrees of freedom = 66–25 = 41
Number of endogenous variables :	11	Therefore, the model is overidentified. There is a scope for going to next step.

Table 5. *Standardized Regression Coefficients*

Maximum Likelihood Estimates : Standardized Regression Weights				
Endogenous Variables		**Constructs**	**Estimate**	**SMC**
FB2	<---	Behavioural Beliefs	.685***	0.469225
FB3	<---	Behavioural Beliefs	.658***	0.432964
FB4	<---	Behavioural Beliefs	.751***	0.564001
Fb5	<---	Normative Beliefs	.736***	0.541696
FB6	<---	Normative Beliefs	.840***	0.7056
FB7	<---	Normative Beliefs	.476***	0.226576
FB8	<---	Control Beliefs	.615***	0.378225
FB9	<---	Control Beliefs	.659***	0.434281
FB10	<---	Control Beliefs	.721***	0.519841
FB11	<---	Control Beliefs	.561***	0.314721
FB12	<---	Control Beliefs	.695***	0.48302

Note. *** Significant at 1%.

variable *FB6* and normative belief is 0.7056, which explains that *FB6* contributes to 70% of the variances of normative beliefs.

Table 6 shows that the value of CMIN/*DF* is 1.884 (below 5), therefore, the hypothesized model is a good fit. However, as we know that the chi-square statistic is sensitive to the sample size – it tends to give highly significant results in case of moderate to large sample sizes. Hence, apart from the chi-square test, other goodness of fit indices are also considered.

Table 7 shows that the model fitting parameters like GFI, CFI, TLI are all above 0.90. RMR, SRMR, and RMSEA all are below 0.05 in acceptable limits. So far, it can be concluded that based on the goodness-of fit results, our hypothesized four factors of CFA model related to behavioural intent fit the sample data well.

Table 6. *Model Fit*

Model	NPAR	CMIN	*DF*	*P*	CMIN/*DF*
Default model	25	77.259	41	.001	1.884
Saturated model	66	.000	0		
Independence model	11	807.471	55	.000	14.681

Table 7. ***Goodness of Fit Statistics of Dimensions of Behavioural Intent Using the TPB Model***

Default Model – CMIN/ *Df*	GFI (Goodness of Fit Index)	CFI (Comparative Fit Index)	TLI (Tucker – Lewis Index)	RMR (Root Mean Square Residual)	SRMR (Standardized Root Mean Square Residual)	RMSEA Root Mean Square Error of Approximation)
1.884	0.941	0.952	0.935	0.06	0.0408	0.06

Table 8. ***Modified Model of TPB***

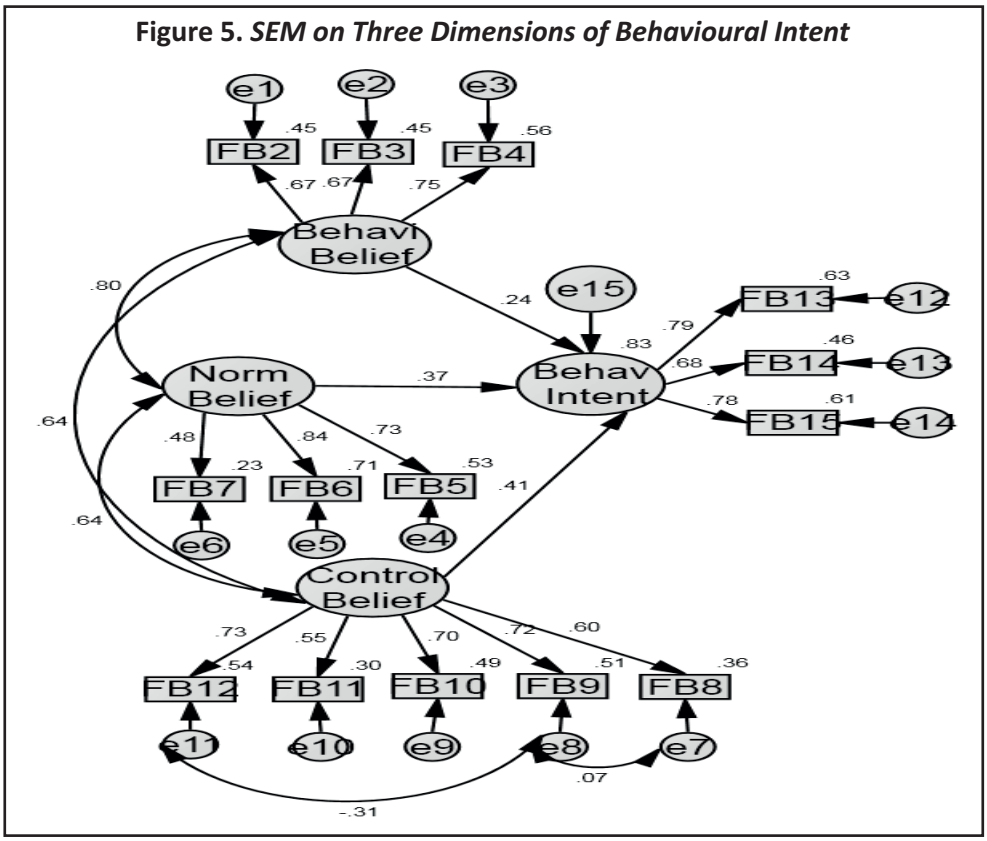
Default Model – CMIN/ *Df*	GFI (Goodness of Fit Index)	CFI (Comparative Fit Index)	TLI (Tucker – Lewis Index)	RMR (Root Mean Square Residual)	SRMR (Standardized Root Mean Square Residual)	RMSEA (Root mean Square Error of Approximation)
1.518	0.954	0.973	0.962	0.05	0.051	0.049

From Table 8, it is observed that by correlating the error *e5* and *e6* and also *e8* and *e11*, a substantial improvement in the results is obtained. The value of CMIN/*DF* is 1.518 reduced from 1.884, and values of other goodness of fit indices also improved.

Path Analysis – Modelling Three Dimensions of Behavioural Intent on it

The next objective is to establish a causal relationship between three dimensions namely behavioural beliefs,

Figure 5. ***SEM on Three Dimensions of Behavioural Intent***



normative beliefs, and control beliefs on behavioural intent and to check the validity of the TPB model in the current context. Behavioural intent is again measured by three endogenous variables : *FB13, FB14,* and *FB15*.

Table 9 shows that the value of CMIN/*DF* is 2.652 (below 5) and the hypothesized model is a good fit. Apart from chi-square test, other goodness of fit indices are also considered.

From Table 10, it is observed that the model fitting parameters are within the acceptable limits. GFI, CFI are all above 0.90, but TLI is very close to 0.90. RMR, SRMR, and RMSEA all are almost near 0.05 in acceptable limits. So far, it can be concluded that based on the goodness-of fit results, our hypothesized model fits the sample data well.

Table 9. ***Model Fit Summary in Path Analysis***

Model	NPAR	CMIN	*DF*	*P*	CMIN/*DF*
Default model	52	474.65	179	0	2.652
Saturated model	231	0	0		
Independence model	21	3165.675	210	0	15.122

Table 10. ***Goodness of Fit Statistics in Path Analysis***

Default Model – CMIN/ *Df*	GFI (Goodness of Fit Index)	CFI (Comparative Fit Index)	TLI (Tucker – Lewis Index)	RMR (Root Mean Square Residual)	SRMR (Standardized Root Mean Square Residual)	RMSEA (Root Mean Square Error of Approximation)
2.652	0.928	0.90	0.889	0.053	0.053	0.053

Discussion

It can be inferred from Figure 5 that :

↳ Standardized regression coefficient between behavioural beliefs and behavioural intent is 0.24 and is significant. Hence, H01 is rejected. So, young adults with a more favourable attitude towards FB ads are more likely to intend to engage with FB ads.

↳ Standardized regression coefficient between normative beliefs and behavioural intent is 0.37 and is significant. Hence, H02 is rejected, and therefore, young people's engagement level with FB ads would be more if they receive more assurance from peers and relatives to react on any FB ad.

↳ Standardized regression coefficient between control beliefs and behavioural intent is 0.41 and is significant. Hence, H03 is rejected, and therefore, control beliefs emerge as a significant predictor of behavioural intent towards FB ads.

Structural Equation Modelling of Behavioural Intent and Engagement with Facebook Advertisements (Actual Behaviour)

The final objective is to establish a predictive relationship between behavioural intent and actual behaviour of young adults in case of engagement with FB advertisements.

Among the three dimensions of behavioural intent, normative beliefs explain maximum amount of behavioural intent with a regression weight of 0.50 followed by control beliefs with regression weight of 0.31 and then by

Figure 6. ***SEM of Behavioural Intent on User Engagement with FB Ads***

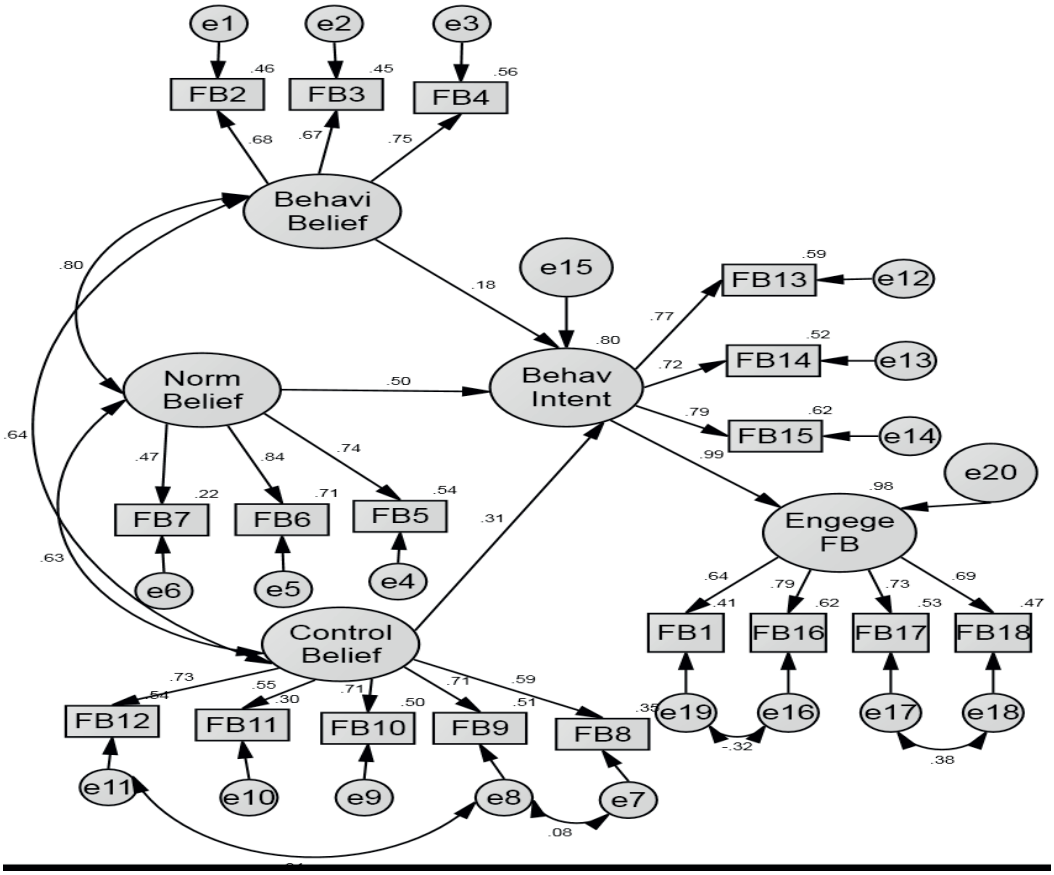


Table 11. ***Model Fit Summary in Path Analysis***

Model	NPAR	CMIN	*DF*	*P*	CMIN/*DF*
Default model	47	259.99	124	0.000	2.097
Saturated model	171	0.000	0		
Independence model	18	1946.778	153	0.000	12.724

behavioural beliefs with regression weight of 0.18 (Figure 6).

Table 11 shows that the value of CMIN/*df* is 2.097 (below 5) and from Table 12 it is observed that all other goodness of fit indices are also within limit. The hypothesized model is a good fit.

Correlation coefficient between behavioural intent and user engagement is 0.99 and is significant (refer Figure 6). Hence, H04 is rejected and from structural equation modelling, it can be said that behavioural intent is absolutely capable of predicting user engagement or actual behaviour. This proves the robustness of the TPB model in predicting behaviour.

Dimensions of TPB vs Demographic Factors

↳ **H05 :** There is no difference between the values of the three dimensions of TPB among different demographics.

Table 12. ***Goodness of Fit Statistics in Path Analysis***

Default Model – CMIN/ *Df*	GFI (Goodness of Fit Index)	CFI (Comparative Fit Index)	TLI (Tucker – Lewis Index)	RMR (Root Mean Square Residual)	SRMR (Standardized Root Mean Square Residual)	RMSEA (Root Mean Square Error of Approximation)
2.097	0.885	0.924	0.906	0.06	0.07	0.07

↳ **Ha5 :** There is a difference between the values of the three dimensions of TPB among different demographics.

Table 13 shows that the *p*-values for all demographic variables (refer Table 2) are more than 0.05 except behavioural intent between genders. So, H05 is not rejected and all the dimensions of TPB model are not significantly different among age groups, gender (except behavioural intent), and original residences. It shows users' engagement with FB ads does not differ among demographics and, therefore, FB ads have universal appeal across age, gender, or residing areas.

Table 13. ***TPB Dimensions vs. Demographics***

Descriptive	Age Group (Years)/Gender/ Original Residence	*N*	Mean	Std. Deviation	*F*/*T* value	Sig
Behavioural Beliefs	18–22	105	3.05	.679	.707	.494
	23–26	93	3.16	.811		
	27–30	16	3.02	.793		
Normative Beliefs	18–22	105	3.8994	.747	.766	.492
	23–26	93	3.09	.819		
	27–30	16	2.90	.887		
Control Beliefs	18–22	105	3.29	.766	.451	.638
	23–26	93	3.39	.756		
	27–30	16	3.41	.837		
Behavioural Intent	18–22	105	3.05	.933	1.796	.168
	23–26	93	3.27	.891		
	27–30	16	2.93	1.14		
Engagement with FB Ads	18–22	105	2.80	0.872	2.037	1.33
	23–26	93	3.07	0.967		
	27–30	16	2.92	1.00		
Behavioural Beliefs	Male	90	2.98	.755	–1.97	0.05
	Female	124	3.18	.731		
Normative Beliefs	Male	90	2.89	.862	–.960	.338
	Female	124	3.00	.876		
Control Beliefs	Male	90	3.30	.753	–.670	.504
	Female	124	3.37	.775		
Behavioural Intent	Male	90	2.97	.946	–2.25	.026**
	Female	124	3.26	.912		
Engagement with FB Ads	Male	90	2.85	.931	–1.081	.281
	Female	124	2.99	.927		

Behavioural Beliefs	Rural	31	3.18		1.056	.350
	Semi-urban	118	3.13	.74		
	Metros	65	2.98	.68		
Normative Beliefs	Rural	31	3.07	.85	0.483	.617
	Semi-urban	118	2.91	.74		
	Metros	65	2.98	.80		
Control Beliefs	Rural	31	3,23	.74	.436	.647
	Semi-urban	118	3.35	.76		
	Metros	65	3.38	.78		
Behavioural Intent	Rural	31	3.26	.896	.360	.698
	Semi-urban	118	3.10	.888		
	Metros	65	3.12	1.04		
Engagement with FB Ads	Rural	31	2.91	.90	1.518	.222
	Semi-urban	118	2.85	.93		
	Metros	65	2.93	.92		

Summary and Conclusion

Analyzing the data as per the sequence mentioned in DAP (refer to Figure 2), the present study provides very little support towards young adults' engagement with the advertisements on Facebook. Table 3 exhibits that the values of all the constructs of TPB are low (nearly 3 on a scale of 1–5). Similar results were obtained in a study on college students in the Gulf coast by Bannister et al. (2013). The respondents' overall feelings towards FB ads were either *neutral* or *slightly positive*. They generally did not believe that FB ads were giving relevant information and neither were the ads quite enjoyable (refer to Table 3). Previous studies found that young adults were normally not influenced by the traditional print or television media in selecting brands ; they tended to believe the experiences shared by previous users and were more brand loyal (Plazibat et al., 2017). Advertisers should utilize these two distinguished characteristics while creating Facebook advertisements – to add previous experience shared by near and dear ones and try to make them more loyal.

As depicted in Table 3, low mean values of behavioural and normative beliefs suggest that young adults don't think that their acquaintances, friends, peers, or relatives expect them to react to FB ads to enhance their social life ; neither engaging with advertisements on Facebook is very typical at their age group. Contrarily, slightly higher value in control beliefs suggest that they had resources and good knowledge on how to navigate through Facebook or its ads. They rarely encountered any problems in accessing FB ads, and they had high perceived behavioural control on FB advertisements. The results indicate that behavioural intent and actual engagement with FB ads in terms of viewing, reacting, using, and posting advertisements in the future is positive (Figure 6). This indicates that in the future, they would be engaging with FB ads at a moderate level. Research done on millennials by Arora et al. (2018) found that millennials engaged with Facebook as a source of information and were involved in marketing by actively sharing their opinions through tweets, blogs, reviews, and videos while using social media.

On the other hand, the present study provides strong support for the application of the TPB model for predicting young adults' intention to engage with FB ads with the help of three dimensions – behavioural beliefs, normative beliefs, and control beliefs (Figure 6). The results also indicate that behavioural intent is able to predict actual behaviour or the engagements with FB ads with a very high significant level. Previous research done on social media (Al-Debei et al., 2013 ; Baker & White, 2010 ; Leng et al., 2011) and in the online context (Heirman & Walrave, 2012 ; Truong, 2009) are aligned to the current results. Attitude, subjective norms, and perceived

behavioural control predicted behavioural intent and intent predicted actual behaviour both in social media and online contexts. Sanne and Wiese (2018) found that Facebook as a platform was able to influence intentions significantly.

Our study finds that the effectiveness of FB ads does not vary across gender, age, or residing areas, which means impact of FB ads is universal in nature (refer to Table 13). Contradictory results were obtained in a study done by Sharma et al. (2020), where it was observed that women mostly liked blogs, videos, and posts ; men had a strong preference for Instagram ; and transgenders were influenced by Instagram and Facebook. Marketers placing any ad on Facebook should analyze young adults' behaviour towards those ads, and if the attitude is negative or neutral, they should try to change the consumers' overall attitude toward the ads. FB ads should have some meaningful information and should be on contemporary topics so that the viewers believe that FB ads are good, wise, favourable, pleasant, and beneficial to them. A previous study done by Padival et al. (2019) also suggested that creativity and informativeness had a significant influence on the attitude of consumers towards social media ads. If social media marketers are able to create more interactive and enjoyable ads on Facebook, young people's attitude will be more favourable and the engagement level would be increased. In our research, normative beliefs are found to be a good predictor of intention to engage with FB ads, and this finding is in line with previous research studies (refer to Figure 6). Creative and interesting FB ads would encourage users to tag or share with their friends and peers. Delivery of FB ads should not be intrusive in the users' social and private space. Since young adults are tech savvy, they are very comfortable in navigating any ad through FB. This suggests that more emphasis should be given on the influence of perceived behavioural control in predicting behavioural intent. Hence, the theory of planned behaviour (TPB) has again proven to be effective in predicting user engagement with FB ads in our study (Figure 6).

Managerial Implications

The strength of the present study lies in sound theory base, usage of a robust model, which exhibits young adults' engagement with FB advertising and predicts the behavioural intent and actual engagement. The study demonstrates on how to improve users' engagement with FB ads for both paid and organic categories. It aids the knowledge of social media marketers on how to optimize FB ads. Current research throws light on the predictors of engagement with FB ads, and the marketers can use these insights to develop marketing strategies to increase overall engagement of the young adults. Predominantly, a large percentage of Facebook users are young adults, and India being one of the youngest countries, has a huge potential market for Facebook. Mostly, viewers of FB ads are not aware whether any ad is paid or organic. Since a paid ad could be morphed into an organic ad once it gains initial engagement followed by a certain number of likes, posts, and shares, this is an opportunity for small and medium companies to create attractive ads with limited budget and reach to their potential customers using Facebook. Facebook has promoted itself as a viable social networking online media for posting ads and made a permanent place on any leaflet or poster of a big or small company with the feature, “Find us on Facebook” (Curran et al., 2011).

Limitations of the Study and Scope for Future Research

One of the few limitations of the study is the sampling method. In this study, convenience sampling method was used to collect the data. Being a non-probability sampling, generalization of the results could be an issue, and future researchers can make use of some probability sampling. This research also did not categorize FB ads based on products or services. In fact, another limitation of the study is that it does not consider the content, time, and day

of posting an ad. There could be a question as the present study does not consider paid and organic advertisements on Facebook separately for measuring engagement levels.

Future researchers should attempt to make the research area more comprehensive by adding additional predictors and influencers in predicting behavioural intent and user engagement with FB ads. Further research can be carried out using FB advertisements in a particular product or service category. For example, FB ads influence a lot on selecting online courses, where young adults follow their peers' posts on any educational programme. Since this research throws light on comprehensive understanding of user's psychological characteristics and on users' engagement levels with FB advertisements, similar studies could be conducted for other social media ads like Twitter, Instagram, or LinkedIn advertisements.

Authors' Contribution

After reading several research papers on user engagements with social media advertising and seeing the popularity of Facebook among young students, Dr. Shampa Nandi started thinking of conducting an empirical study on Facebook advertisements. Advertisements and consumer behaviour are her area of interests and she has published several blogs and research papers in these areas. She primarily sketched the design on how to conduct the study both in qualitative and quantitative areas and decided to use the TPB model (Azjen, 1991). Dr. Saumya Singh, who guided her in her PhD, supervised the study. Dr. Singh guided her to build constructs after thoroughly reviewing the literatures and identifying the gap. Data was primarily collected and analyzed by Dr. Nandi using AMOS software. She also wrote the manuscript in consultation with Dr. Singh. Dr. Singh checked the contribution of the research after analyzing the TNT report and suggested revisions, wherever required.

Conflict of Interest

The authors certify that they have no affiliations with or involvement in any organization or entity with any financial interest, or non-financial interest in the subject matter, or materials discussed in this manuscript.

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Appendix

Appendix.

FB1 - I like to watch FB ads.

FB2 - Facebook ads give relevant information and are enjoyable.

FB3 - Checking Facebook and engaging with Facebook ads will benefit my social life.

FB4 - Engaging with Facebook ads is a wise idea as it keeps me updated.

FB5- People important to me like friends, parents, and relatives post or send me links of Facebook ads and expect me to react to them.

FB6 - My friends and acquaintances feel that I am more accessible because I am active, see Facebook ads, and comment on them.

FB7 - Engagement with Facebook and its advertisements is typical for my age group.

FB8 - For me, accessing Facebook and navigating through the ads posted on it is easy.

FB9 - I can choose Facebook ads – whichever I want to engage with.

FB10 - I have the knowledge and resources to engage with Facebook ads.

FB11- Engage or not to engage with Facebook ads is entirely in my control.

FB12 - I rarely encounter problems that I cannot overcome when using Facebook or watching ads.

FB13 - I believe I will be using Facebook and its advertisements as much as now or more in time next year.

FB14 - I intend to post more content for others to view on Facebook e.g. upload photos, change statuses, share ads I like, etc.

FB15 - I will be viewing Facebook ads in future also as often they give me relevant information.

FB16 - I check to see if anyone has sent me anything on my Facebook and react on any ad posted.

FB17 - I also post likes or comments on Facebook ads.

FB18 - I share Facebook ads in my social network.

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