

Examining The Relationship Between Facebook Advertising and Consumer Buying Behavior Among Airtel Customers: A Case of Lusaka Central Business District

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African Journal of Commercial Studies, 2026, 7(2),300-313

DOI Link: <https://doi.org/10.59413/ajocs/v7.i2.26>

Abstract

This study examined the relationship between Facebook advertising and consumer buying behavior among Airtel customers in the Central Business District (CBD) of Lusaka, Zambia. As social media marketing continues to expand, telecommunication firms increasingly utilize platforms such as Facebook to promote products and engage consumers. However, empirical evidence on the effectiveness of Facebook advertising in influencing purchasing behavior within the Zambian telecommunications sector remains limited. Guided by a pragmatic research philosophy, the study adopted a mixed-methods approach, integrating both quantitative and qualitative techniques. Data were collected from 150 Airtel customers using structured questionnaires comprising closed- and open-ended questions. Quantitative data were analyzed using descriptive statistics, correlation, and regression analysis, while qualitative data were analyzed thematically to complement statistical findings. The results indicate that exposure to Airtel's Facebook advertisements is relatively high, with 49.3% of respondents reporting frequent exposure. Engagement levels were moderately positive (48%), suggesting that the advertisements capture consumer attention. However, their influence on purchasing behavior remains limited, with 39.3% of respondents reporting only slight influence and 17.3% indicating moderate influence. Regression analysis revealed a statistically significant but moderate relationship between Facebook advertising and consumer buying behavior ($p < 0.05$). Furthermore, respondents expressed uncertainty regarding the effectiveness of advertisement targeting and personalization. The study concludes that while Facebook advertising is effective in enhancing brand awareness and engagement, its impact on actual purchasing decisions is moderate. It is therefore recommended that Airtel improve audience targeting and personalization, diversify advertising formats, enhance message relevance, and optimize the post-click user experience. This study contributes to the growing body of knowledge on social media marketing by providing empirical evidence from a developing economy context.

Keywords: Facebook advertising, consumer behavior, Airtel, Lusaka, marketing strategies

Article Info

Volume 7, Issue 2

Publication history:

Accepted on 3 February 2026;

Published: 12 April 2026

Article DOI:

[10.59413/ajocs/v7.i2.26](https://doi.org/10.59413/ajocs/v7.i2.26)

1. Introduction and Background

The rapid growth of digital technologies has transformed the way organizations communicate with consumers across the world. Social media platforms have become central to marketing strategies because they enable businesses to reach large audiences, engage with customers, and deliver personalized promotional messages. Among these platforms, Facebook has emerged as one of the most widely used channels for digital advertising due to its ability to support targeted marketing and interactive communication. Studies have shown that social media advertising can influence consumer attitudes, brand awareness and purchasing intentions when advertisements are relevant and effectively targeted (Zeqiri et al., 2025; Fayvishenko et al., 2025). However, other researchers argue that the effectiveness of social media advertising varies depending on factors such as content quality, audience engagement, and consumer trust in the platform (Khoa et al., 2025; Attor et al., 2022). This suggests that while social media advertising offers significant opportunities, its actual impact on consumer buying behavior is not always consistent.

In many developing regions, including Africa, the expansion of internet connectivity and smartphone usage has accelerated the adoption of social media platforms for marketing purposes. Businesses increasingly use social media to promote products, interact with consumers, and build brand loyalty. Research conducted in African markets indicates that social media advertising can improve brand visibility and customer engagement, particularly among younger and digitally active populations (Huy et al., 2024). Nevertheless, scholars also highlight that the effectiveness of these strategies depends on how well companies understand local consumer behavior and digital usage patterns (Malviya, 2022). Consequently, organizations operating in African markets must adapt global digital marketing strategies to suit the unique characteristics of local consumers.

In Zambia, the use of social media has grown significantly in recent years, creating new opportunities for businesses to engage with consumers through digital marketing channels. According to Statista (2024), approximately 4.6 million people in Zambia actively use Facebook, representing about 25% of the country's population. This increasing level of social media adoption has encouraged companies across different industries to integrate social media platforms into their marketing strategies. The telecommunications industry, in particular, relies heavily on digital communication to promote products and maintain customer relationships in a highly competitive environment.

Within Zambia's telecommunications sector, companies such as Airtel increasingly utilize Facebook advertising to promote services, communicate promotional offers, and interact with customers online. Social media marketing allows telecommunications companies to deliver targeted advertisements, provide real-time customer support, and foster engagement through interactive content (Ismael et al., 2025).

Despite the increasing use of Facebook advertising by telecommunications companies, there remains limited empirical evidence on the extent to which such advertising influences consumer buying behavior within the Zambian telecommunications sector. Most existing studies on social media marketing have been conducted in developed markets or in different industries, making it difficult to generalize their findings to the local telecommunications context. Therefore, examining the relationship between Facebook advertising and consumer buying behavior among Airtel customers in Lusaka is important for understanding the effectiveness of digital marketing strategies in Zambia. This study seeks to address this gap by investigating how Facebook advertising influences consumer engagement and purchasing decisions among Airtel customers.

2. Literature Review

2.1 Theoretical framework

The study was guided by the following theories: Theory of Planned Behavior (TPB), and Elaboration Likelihood Model (ELM).

Theory of Planned Behavior (TPB)

The Theory of Planned Behavior posits that an individual's behavior is driven by their intention to perform that behavior, which is influenced by three key components: attitudes toward the behavior, subjective norms, and perceived behavioral control (Ajzen, 1991). In the context of Facebook advertising, this theory suggests that consumers' attitudes toward the advertisements, their perceptions of social pressures (subjective norms), and their perceived ability to act on the advertisements (behavioral control) will significantly influence their buying behavior. For instance, if Airtel customers have a positive attitude toward Facebook ads perhaps viewing them as informative or entertaining—they are more likely to intend to purchase the advertised products or services. Research indicates that positive attitudes can lead to increased purchasing intentions, reinforcing the relevance of TPB in understanding consumer behavior (Armitage & Conner, 2001).

This theory informs the study by providing a structured approach to assessing how Airtel customers perceive Facebook advertisements. Researchers can explore how positive or negative attitudes toward these ads impact purchasing intentions, potentially revealing factors that enhance or hinder consumer engagement. Additionally, understanding the subjective norms, such as peer influence or cultural factors within the Lusaka CBD, can help identify external pressures that may affect consumer decisions. By analyzing these components, the study can provide insights into the psychological mechanisms that drive consumer behavior in response to Facebook advertising. Such insights can be crucial for marketers aiming to tailor their strategies to resonate with local consumer sentiments and social dynamics.

Elaboration Likelihood Model (ELM)

The Elaboration Likelihood Model suggests that there are two primary routes to persuasion: the central route and the peripheral route (Petty & Cacioppo, 1986). The central route involves careful and thoughtful consideration of the content of the message, while the peripheral route relies on superficial cues, such as the attractiveness of the source or emotional appeals. In the context of Facebook advertising, the ELM can help explain how different types of ads may resonate with Airtel customers. For instance, an ad that provides detailed information about a new service may engage consumers through the central route, leading to more thoughtful consideration and potentially higher purchase intentions. Conversely, ads that rely on catchy visuals or celebrity endorsements may engage consumers via the peripheral route, appealing to emotions rather than critical thinking (Cacioppo et al., 1996).

This model informs the study by enabling a nuanced analysis of how different advertising strategies on Facebook can influence consumer behavior. Researchers can categorize the types of Facebook ads used by Airtel whether they are informational, emotional, or visually appealing and assess how these categories affect consumer engagement and buying behavior. By exploring which route to persuasion is more effective among different segments of Airtel customers, the study can provide valuable insights into tailoring advertising strategies that align with consumer preferences. Existing literature suggests that the effectiveness of advertising can differ significantly based on the processing route employed by consumers,

underscoring the importance of understanding these dynamics (MacInnis & Jaworski, 1989).

Furthermore, the ELM emphasizes the role of individual differences in processing persuasive messages. Factors such as motivation, ability to process information, and prior experience with the brand can influence whether consumers engage with ads via the central or peripheral route (Petty et al., 1983). This aspect of the ELM can guide the study in segmenting the customer base according to their characteristics and preferences. By understanding how different consumers respond to various advertising approaches, Airtel can optimize its Facebook advertising campaigns to enhance consumer engagement and drive purchasing decisions more effectively. Ultimately, the ELM provides a framework for crafting targeted advertising strategies that resonate with diverse consumer segments, ensuring that Airtel's marketing efforts are both effective and efficient in the competitive landscape of Lusaka's CBD.

2.2 Empirical review

Global Review

Previous studies have demonstrated a positive correlation between social media advertising and consumer purchasing decisions. Research by Jere and Mukupa (2018) indicates that effective social media advertising can significantly influence consumer behavior, leading to increased brand awareness and higher sales. This assertion is supported by findings from Zeqiri et al. (2025), who discovered that brands utilizing targeted social media advertising experienced notable improvements in customer engagement and conversion rates. Furthermore, a comprehensive analysis by Mutemba and Malama (2024) highlights that the strategic use of social media not only enhances visibility but also fosters a deeper connection between brands and consumers. This underscores the importance of leveraging social media platforms to enhance marketing efforts, particularly in a rapidly evolving digital landscape.

The effectiveness of social media advertising can vary based on demographic factors, such as age and location. Khoa et al. (2025) found that younger consumers are more likely to engage with brands on social media and respond positively to targeted advertising. This demographic insight is crucial for companies like Airtel, as it allows them to tailor their messaging to resonate with younger audiences. Additionally, research by Attor, Jibril, and Chovancová (2022) suggests that the personalization of ads plays a significant role in influencing purchasing decisions among millennials and Gen Z consumers. By understanding these demographic trends, Airtel can optimize its advertising strategies to effectively reach and engage these key consumer segments. Furthermore, the global landscape of social media advertising reveals varying levels of effectiveness across different regions. A study by Duralia (2024) emphasizes that cultural factors significantly impact consumer reactions to social media ads, suggesting that brands must adapt their strategies to local contexts. This is echoed by findings from Umoh (2025), which highlight how regional preferences dictate the types of content that resonate with consumers. Therefore, Airtel must consider these cultural nuances when crafting its advertising campaigns, ensuring that they align with local values and consumer expectations. By doing so, the company can enhance its relevance and effectiveness in diverse markets.

However, other studies present contrasting findings. Khoa et al. (2025) argue that while social media advertising enhances visibility, its effect on purchasing behavior is often indirect. Additionally, Umoh (2025) emphasizes that cultural and contextual factors influence how consumers respond to advertisements, suggesting that findings from developed markets may not be directly applicable to developing economies.

The continuous evolution of social media platforms presents both opportunities and challenges for advertisers. Research by Fayvishenko et al. (2025) shows that brands that quickly adapt to new features and trends on social media are more likely to succeed in their advertising efforts. This adaptability is critical, as highlighted by Milton (2021), who notes that the fast-paced nature of digital marketing necessitates ongoing learning and innovation. For Airtel, staying informed about emerging trends and technologies in social media advertising will be essential for maintaining a competitive edge. By fostering a culture of agility and responsiveness, Airtel can effectively leverage the dynamic nature of social media to drive consumer engagement and purchasing decisions.

African Review

In the African context, studies have shown that social media plays a pivotal role in shaping consumer behavior. Research by Katongo and Musawa (2022) highlights that positive brand interactions on social media significantly enhance customer loyalty among African consumers. This finding is particularly relevant for Airtel, as it suggests that fostering strong online relationships can lead to increased customer retention and advocacy. Moreover, the study by Mutafu (2024) indicates that social media interactions can serve as a critical touchpoint for consumers, influencing their perceptions of brand reliability and trustworthiness. As such, Airtel must prioritize building and maintaining these interactions to strengthen its customer base.

Additionally, the impact of social media on consumer behavior in Africa is influenced by cultural factors. Umoh (2025) emphasizes that social norms and peer influence play a crucial role in shaping purchasing decisions, as consumers often rely on recommendations from friends and family. This aligns with findings from Uwua et al. (2025), which suggest that social proof significantly affects consumer trust and decision-making processes in African markets. Understanding these cultural dynamics is essential for Airtel to develop effective advertising strategies that resonate with local consumers. By leveraging community-driven marketing approaches, Airtel can enhance its connection with potential customers and encourage word-of-mouth promotion.

However, African studies also emphasize contextual challenges. Malviya (2022) argues that infrastructural limitations and

varying levels of digital literacy affect the effectiveness of social media advertising. Furthermore, Umoh (2025) notes that peer influence and social norms play a stronger role in shaping consumer decisions compared to advertising alone.

The unique challenges faced by African consumers in accessing digital platforms must be acknowledged. Research by Zimba et al. (2021) indicates that infrastructural limitations can hinder the effectiveness of social media advertising in certain regions. This is compounded by the digital divide, where access to technology varies significantly across urban and rural areas. Therefore, Airtel must adopt inclusive advertising strategies that consider these disparities, ensuring that their messaging reaches all potential customers, regardless of their technological access. This could involve utilizing a mix of traditional and digital marketing channels to maximize reach and effectiveness.

The competitive landscape in the African telecommunications sector necessitates innovative advertising strategies. Tembo (2021) notes that with numerous providers vying for consumer attention, standing out in a crowded marketplace requires creativity and differentiation. This sentiment is echoed by Kayode and Alex-Ojei (2024), who argue that brands that effectively utilize social media influencers can enhance their visibility and appeal to younger demographics. For Airtel, collaborating with local influencers and creating culturally relevant content can significantly enhance its advertising effectiveness. By continuously innovating and adapting its strategies, Airtel can build a strong brand presence in the African market and foster long-term customer loyalty.

Zambian Review

In Zambia, research has indicated a growing reliance on social media for information and purchasing decisions in the telecommunications sector. A study by Jere and Mukupa (2018) found that Zambian consumers increasingly turn to social media platforms to compare services and read reviews before making purchasing choices. This trend underscores the importance of having a robust online presence, as consumers are more likely to trust recommendations and feedback shared on social media than traditional advertising methods. Engaging with consumers through these platforms not only fosters brand loyalty but also allows Airtel to address customer inquiries and concerns in real time. As social media becomes a primary source of information, it is essential for Airtel to invest in creating informative and engaging content that resonates with its audience. Additionally, by monitoring social media interactions, Airtel can gain valuable insights into consumer preferences and behaviors, enabling the company to refine its marketing strategies effectively. Therefore, maintaining a strong social media presence is not just beneficial but critical for sustaining competitive advantage in the Zambian telecommunications market.

Furthermore, the Zambian telecommunications market is characterized by intense competition, necessitating innovative advertising strategies. Research by Tembo (2021) emphasizes that companies must differentiate themselves through effective digital marketing to capture consumer attention in a crowded marketplace. With multiple providers vying for the same customer base, Airtel must employ creative advertising techniques that highlight its unique offerings and value propositions. Utilizing data analytics to understand consumer behavior can help Airtel tailor its advertising campaigns to meet specific needs and preferences. Innovative strategies could include interactive content, such as polls and contests, that encourage user participation and enhance engagement. Additionally, collaborations with local influencers can amplify Airtel's reach and credibility among younger consumers who are heavily influenced by social media personalities. By continuously evolving its advertising strategies, Airtel can effectively position itself as a leader in the Zambian telecommunications sector, attracting and retaining a loyal customer base.

Moreover, local studies have demonstrated a positive relationship between Facebook advertising and consumer buying behavior in Zambia. For instance, the findings of Malambo (2022) suggest that targeted Facebook ads significantly influence purchasing decisions among Zambian consumers, reinforcing the relevance of social media advertising in the local context. This correlation indicates that consumers are not only receptive to advertisements on social media but also actively engage with brands that utilize these platforms effectively. The ability to reach specific demographics through targeted advertising allows Airtel to maximize its marketing efforts and enhance conversion rates. However, while the current research highlights the effectiveness of Facebook advertising, there remains a need for more localized studies to explore the specific dynamics at play among Airtel customers in Lusaka's Central Business District (CBD). Understanding the unique characteristics and preferences of this urban consumer segment can provide valuable insights for optimizing advertising strategies. By investing in localized research, Airtel can ensure that its campaigns are relevant and impactful, ultimately driving higher engagement and sales.

3 Methodology

3.1 Research Design

The study utilized a cross-sectional research design to investigate the impact of Facebook advertising on the buying behavior of Airtel customers in Lusaka's CBD. This approach allows for the collection of numerical as well as qualitative data to test the hypothesized relationships between the independent variables (ad engagement, ad relevance, ad frequency, and ad format) and the dependent variable (consumers' buying behavior).

3.2 Data Collection

The primary data collection instrument was a structured questionnaire and an interview schedule. The questionnaire was

designed to gather information on the independent variables (ad engagement, ad relevance, ad frequency, and ad format) and the dependent variable (consumers' buying behavior). The questionnaire utilized a combination of closed-ended and Likert-scale questions to quantify the respondents' perceptions and experiences. The questionnaires were administered through a combination of online and in-person methods. Online surveys were distributed to Airtel customers in the Lusaka CBD. Additionally, in-person data collection was conducted at strategic locations within the CBD, such as Airtel retail outlets and high-traffic areas, to ensure a diverse and representative sample. This was done using the interview schedule.

3.3 Data Analysis

The collected data was processed and analyzed using SPSS, employing descriptive statistics to summarize respondents' demographic characteristics and key variables. To test research hypotheses, multiple regression analysis assessed the relationships between independent variables (ad engagement, relevance, frequency, and format) and the dependent variable (consumer buying behavior), controlling for other factors. Additionally, ANOVA was used to evaluate differences in buying behavior across demographic segments like age, income, and digital literacy, providing insights into consumer responses to Airtel's Facebook advertising. Complementing the quantitative analysis, qualitative data was examined through thematic analysis, which involved identifying and interpreting patterns from interviews and open-ended survey responses. This process included familiarization with the data, generating initial codes, and refining themes to reflect key insights about how Airtel's advertising strategies influence consumer purchasing decisions. Together, these analyses offer a comprehensive understanding of the effectiveness of Facebook advertising in the telecommunications sector, potentially informing Airtel's marketing strategies.

4 Findings and Interpretation

4.1 The extent to which Airtel uses Facebook in advertising products

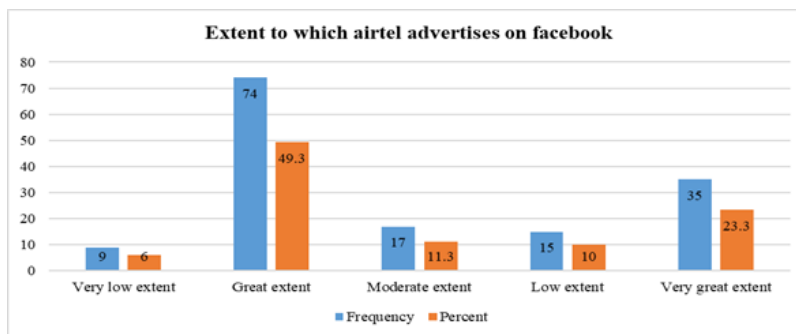


Figure 1: extent to which Airtel uses Facebook in advertising products

The findings illustrate respondents' perceptions regarding the extent to which Airtel advertises on Facebook. The majority of respondents, 74 (49.3%), indicated that Airtel advertises to a great extent, while 35 (23.3%) stated that Airtel advertises to a very great extent. This means that a combined 72.6% of respondents perceive Airtel's Facebook advertising presence as strong and highly visible.

In contrast, 17 respondents (11.3%) rated the advertising extent as moderate, 15 (10%) as low, and only 9 (6%) as very low. These findings suggest that most Airtel customers within Lusaka's CBD recognize Facebook as a significant advertising platform used by Airtel, with relatively few respondents perceiving its presence as minimal. Overall, the results indicate a high level of awareness of Airtel's Facebook advertising activities among the customers surveyed.

Table 1: How engaging Airtel's advertisements are

How engaging	Frequency	Percent	Valid Percent	Cumulative Percent
Extremely engaging	18	12.0	12.0	12.0
Moderately engaging	72	48.0	48.0	60.0
Not at all engaging	6	4.0	4.0	64.0
Slightly engaging	29	19.3	19.3	83.3
Very engaging	25	16.7	16.7	100.0
Total	150	100.0	100.0	

On the respondents' perceptions of how engaging Airtel's advertisements are, the study established that the largest group, nearly half the sample, reports that Airtel's ads are moderately engaging (48.0%), followed by those who find them slightly engaging (19.3%) and very engaging (16.7%). A notable portion also finds them extremely engaging (12.0%), while a smaller minority feels the ads are not at all engaging (4.0%). The distribution indicates a generally positive but varied engagement with Airtel's ads, with a substantial share perceiving moderate engagement as the norm. The results imply

that while Airtel’s advertising resonates with many users, there is room to increase impact for those who rate engagement lower, possibly by enhancing creativity, interactivity, or relevance to user interests to shift some of the moderately engaged into higher engagement categories.

Table 2: How relevant Airtel’s Facebook advertisements are

Relevance	Frequency	Percent	Valid Percent	Cumulative Percent
Extremely relevant	11	7.3	7.3	7.3
Moderately relevant	51	34.0	34.0	41.3
Not at all relevant	18	12.0	12.0	53.3
Slightly relevant	32	21.3	21.3	74.7
Very relevant	38	25.3	25.3	100.0
Total	150	100.0	100.0	

Majority of respondents consider the ads to be moderately relevant (34.0%), followed closely by those who deem them very relevant (25.3%) and slightly relevant (21.3%). A sizable minority views the ads as not at all relevant (12.0%), while a smaller portion finds them extremely relevant (7.3%). The cumulative pattern shows that roughly 60% of respondents find Airtel’s Facebook ads to be at least moderately relevant, with a quarter considering them very relevant. Taken together, the findings suggest that Airtel’s Facebook advertising generally aligns with user interests, but there remains a notable segment for whom relevance is limited, highlighting opportunities to tailor messaging, audience targeting, and content to improve perceived relevance and resonance across the full audience.

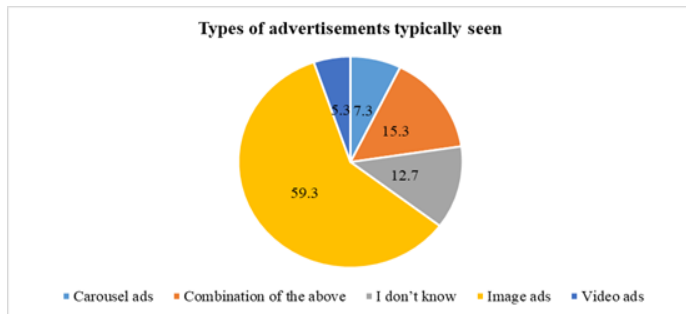


Figure 2: Types of advertisements typically seen

According to the findings in the pie chart above which shows the distribution of types of advertisements typically seen, with five categories. Image ads dominate the landscape, accounting for about 59.3% of responses, indicating that the majority of respondents are most often exposed to visual image-based adverts. Combination ads follow at 15.3%, suggesting a substantial portion also encounter composed formats, while gray “I don’t know” wedges represent 12.7%, reflecting some uncertainty or inability to recall ad types. Video ads and Carousel ads are smaller, at roughly 7.3% and 5.3% respectively, implying relatively limited exposure to more interactive or dynamic formats. Overall, the findings suggest a strong prevalence of image-based advertising, with opportunities to diversify exposure by increasing the reach of videos and carousels to engage users in different ways.

Qualitative findings

The frequency and reach of Airtel’s Facebook advertisements are perceived to be significant among users. Many respondents noted that they encounter Airtel ads frequently, with one stating, “I see Airtel ads almost every time I open Facebook.” This suggests a strong presence on the platform, which is crucial for brand visibility. However, others mentioned that the ads do not appear daily but are noticeable enough to keep the brand in mind, as indicated by the comment, “The ads pop up occasionally, not every day, but enough to notice.” Despite this frequency, some users expressed uncertainty about whether the ads are specifically targeted to them, with one remarking, “I’m not sure Airtel targets me specifically; I just notice general ads.” This highlights a potential area for improvement in targeted advertising strategies, ensuring that users feel personally addressed by the content they see.

Airtel employs a variety of formats in its Facebook advertising, which helps maintain user interest. Respondents appreciated the use of diverse media, with one stating, “They use video ads, carousel posts, and sometimes live sessions; it keeps things interesting.” This variety appears to enhance engagement; however, some users noted that most ads are static banners, which can feel repetitive, as expressed in the comment, “Most of the ads are static banners; they feel a bit repetitive.” Furthermore, the effectiveness of different formats is acknowledged, with one user noting that offers presented in short videos are easier to understand compared to text posts. This feedback indicates that while there is a commendable effort in diversification, there is room for optimizing the balance between different ad formats to maximize engagement and clarity.

The clarity of Airtel’s advertising messages is generally viewed positively, with many respondents indicating that the messages are straightforward and easy to understand. One participant remarked, “The messages are clear, like ‘XGB data + free nights’; it’s easy to grasp.” However, some ads were perceived as generic, lacking specificity to Airtel, as highlighted

by the comment, “Some ads seem generic and could be about any telecom, not Airtel-specific.” This suggests a need for Airtel to enhance the distinctiveness of its messaging to reinforce brand identity. Additionally, trust in the ads is influenced by transparency, as one user stated, “I trust ads that show real prices and transparent terms rather than flashy graphics.” This indicates that authenticity and clarity in communication are critical for building consumer trust.

The interactivity of Airtel's ads is noted to be somewhat limited, despite some positive engagement cues. Respondents appreciated the direct calls to action, as one noted, “Ads invite me to click for more details or to claim a promo; that feels direct.” However, others expressed that there is little interaction beyond clicking, with one participant stating, “There’s little interaction beyond clicking, no questions or polls.” This reflects a missed opportunity for deeper engagement with the audience. Some users also mentioned the influence of comments and reviews beneath ads on their perceptions, indicating that fostering a two-way interaction could enhance consumer engagement and brand loyalty.

The timing and placement of Airtel's ads appear to have mixed effectiveness. Several respondents noted that ads often appear at convenient times, such as when they are likely to need data packs, with one stating, “Ads appear at times when I’m likely to need data packs, which is convenient.” However, there are instances where the timing feels inappropriate, such as during work hours, as expressed by the comment, “Sometimes the ads feel mis-timed, like they show during work hours when I’m not shopping.” Additionally, uncertainty regarding the geographical targeting of ads was mentioned, with one respondent questioning whether the ads are tailored to local audiences. This feedback suggests that optimizing ad timing and refining targeting strategies could enhance the overall effectiveness of Airtel's advertising efforts.

4.2 The relationship between Facebook advertising and consumer buying behavior among Airtel customers

Table 3: Extent to which Airtel's Facebook advertisements influence your purchasing decisions

Extent	Frequency	Percent	Valid Percent	Cumulative Percent
Extremely	7	4.7	4.7	4.7
Moderately	26	17.3	17.3	22.0
Not at all	43	28.7	28.7	50.7
Significantly	15	10.0	10.0	60.7
Slightly	59	39.3	39.3	100.0
Total	150	100.0	100.0	

The findings indicate that the largest group reports only a slight influence (39.3%), followed by those who say the ads do not influence them at all (28.7%). Moderate influence accounts for 17.3%, while extremely influential responses are rare at 4.7% and 10.0% for significantly influential. The cumulative percentages reveal that 60.7% of respondents experience at least a slight influence, whereas 39.3% indicate no noticeable impact or only minimal effect. Airtel's Facebook ads appear to have a modest but meaningful impact on a sizable portion of consumers, suggesting that while many are minimally affected, a non-negligible share reports at least some influence on their purchasing decisions.

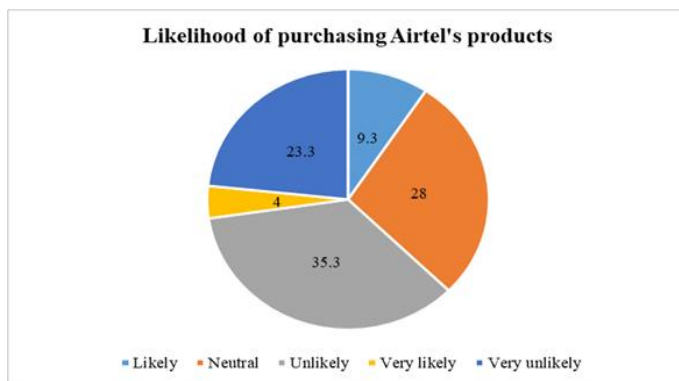


Figure 3: Likelihood of purchasing Airtel's products after seeing their Facebook advertisement

According to the findings in the pie chart which shows respondents' likelihood of purchasing Airtel's products after viewing their Facebook advertisement, the largest segment is Unlikely, at 35.3%, followed closely by Likely at 23.3% and Very unlikely at 9.3%. Neutral accounts for 28.0%, and very likely is the smallest segment at 4.0%. Overall, the distribution suggests a mixed reaction: while a notable portion may consider Airtel products after seeing the ad (Likely and Very likely together about 27.3%), a larger share expresses hesitation or defection (Unlikely and Very unlikely totaling 44.6%), and a substantial group remains neutral. This pattern indicates that the advertised message may not consistently convert viewers into buyers, highlighting the need to improve ad relevance, credibility, and calls-to-action to shift more respondents toward purchase intent.

Table 4: Frequency of making a purchase after seeing Airtel's Facebook advertisement

Frequency of making purchase decision	Frequency	Percent	Valid Percent	Cumulative Percent
Never	14	9.3	9.3	9.3
Often	27	18.0	18.0	27.3
Rarely	38	25.3	25.3	52.7
Sometimes	61	40.7	40.7	93.3
Very often	10	6.7	6.7	100.0
Total	150	100.0	100.0	

The table reveals how often respondents report making a purchase after viewing Airtel's Facebook ads. The leading group falls into “Sometimes” (40.7%), indicating that for a majority, the ad exposure translates into occasional purchasing decisions rather than consistent behavior. Following this, “Rarely” accounts for 25.3%, suggesting that a quarter of respondents seldom act on the ads. “Often” (18.0%) and “Never” (9.3%) show smaller shares, while “Very often” (6.7%) indicates a minority with high purchase frequency. The cumulative pattern shows that about 67% of respondents engage in purchase activities at least occasionally, while roughly 33% report little to no influence. Airtel’s Facebook ads appear to prompt purchases for some users, but they do not consistently drive buying behavior across the entire sample.

Table 5: Relationship between Airtel’s Facebook advertising and consumer purchasing decision

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Ad engagement	52	27	30	26	15
Ad relevance	58	29	32	13	18
Ad frequency	18	32	43	31	26
Ad format	27	48	61	8	6

The study findings established that for Ad engagement, most respondents lean toward positive influence, with 52 total in Strongly agree and 27 in Agree, compared to 30 Neutral, 26 Disagree, and 15 Strongly disagree, suggesting a generally favorable view of how engagement relates to purchasing. Ad relevance shows a similar pattern, with 58 Strongly agree and 29 Agree, while 32 Neutral, 13 Disagree, and 18 Strongly disagree indicate some misalignment or skepticism about relevance. Ad frequency yields mixed signals: 18 Strongly agree, 32 Agree, 43 Neutral, 31 Disagree, and 26 Strongly disagree, implying uncertainty or a balance between beneficial exposure and potential annoyance due to too-frequent ads. Ad format shows the strongest positive tilt, with 27 Strongly agree, 48 Agree, and 61 Neutral, contrasted by 8 Disagree and 6 Strongly disagree, suggesting that while many participants see a favorable impact of ad format on purchasing decisions, a substantial portion remains neutral. Collectively, the table indicates generally positive perceptions of ad engagement and relevance, mixed views on ad frequency, and moderate acceptance of ad format among Airtel customers in Lusaka’s CBD.

Qualitative findings

The relationship between ad exposure and immediate purchase decisions among Airtel customers is nuanced. Some respondents reported that seeing an offer directly influenced their purchasing behavior, with one stating, “After seeing an offer, I went to Airtel’s site and bought a data plan.” However, many others indicated that they often ignore ads, suggesting that not all advertisements trigger immediate purchases, as one participant noted, “I often ignore ads; they don’t trigger immediate purchases.” Additionally, some users mentioned comparing offers with other providers before making decisions, emphasizing the competitive nature of the market. This indicates that while ad exposure can lead to immediate purchases, the effectiveness of the ads in prompting action varies significantly among consumers.

Airtel's Facebook ads significantly influence brand recall and the consideration set for consumers. Respondents noted that the ads help jog their memory when considering switching plans, as expressed in the statement, “Ads jog my memory when I’m considering switching plans.” Furthermore, one user mentioned that an Airtel ad sticks in their mind more than competitors’ ads, highlighting the effectiveness of Airtel's advertising in creating brand recall. However, another respondent pointed out that if they do not recall the brand after seeing an ad, it did not impact their decision, indicating that effective brand recall is crucial for influencing consumer behavior. This suggests that Airtel's advertising strategies should focus on enhancing brand visibility and memorability to ensure they remain top-of-mind for consumers.

The role of offers and discounts in Airtel's advertising is a strong motivator for consumer purchases. Many respondents indicated that limited-time promotions encourage quicker buying decisions, with one stating, “Limited-time promos in ads push me to buy sooner.” However, skepticism surrounding discounts was also evident, as one participant remarked, “I’m skeptical of discounts; sometimes the ‘promo’ is just a gimmick.” This highlights a dual perspective where attractive offers can drive sales, but consumers remain cautious about the authenticity of such promotions. Additionally, the presence of guaranteed data bonuses in ads was noted to increase the likelihood of purchase, underscoring the importance of perceived value in driving consumer decisions.

Trust and credibility play significant roles in shaping consumer responses to Airtel's advertisements. Many respondents expressed that ads from Airtel feel credible due to the brand's familiarity, as one noted, “Ads from Airtel feel credible

because they're a familiar brand." However, concerns about potential scams were also raised, with one participant stating, "I worry about scams; sometimes ads look too good to be true." This indicates that while brand familiarity fosters trust, the risk perception associated with advertisements can hinder consumer confidence. The presence of review snippets under ads was seen as helpful in decision-making, suggesting that incorporating social proof could further enhance trust and credibility in Airtel's advertising efforts.

The integration of advertising channels and the overall buying experience are critical factors influencing consumer behavior. Many respondents indicated that Airtel's ads effectively guide them to the app or website for quick purchases, with one stating, "Ads guide me to the Airtel app or website where I can buy quickly." The smoothness of the checkout process was also highlighted as a positive aspect, enhancing the likelihood of purchase. However, concerns about landing page performance were raised, with one user noting, "If the landing page is slow or confusing, I abandon the purchase." This feedback emphasizes the importance of a seamless transition from ad to purchase, suggesting that Airtel should prioritize optimizing the user experience across all digital touchpoints to facilitate conversions.

Demographic factors and prior experiences significantly influence how consumers respond to Airtel's Facebook advertising. New customers reported being more influenced by ads compared to loyal customers, as one participant stated, "As a new customer, ads influence me more than as a loyal customer." Additionally, age differences were noted, with younger customers engaging more with ads than older customers, highlighting a generational gap in advertising effectiveness. Positive past experiences with Airtel were identified as enhancing the persuasiveness of ads, with a respondent saying, "Past positive experiences with Airtel make ads more persuasive." This suggests that Airtel's advertising strategies should consider these moderating factors to tailor messages and approaches that resonate with different consumer segments.

4.3 Strategies that can mediate the relationship between Facebook advertising and consumer purchasing decisions

Table 6: Strategies that can mediate the relationship between Facebook advertising and consumer purchasing decisions

Strategy	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Improve audience targeting and segmentation	37	24.67%	24.67%	24.67%
Elevate ad relevance and value propositions	26	17.33%	17.33%	42.00%
Optimize creative format and messaging	13	8.67%	8.67%	50.67%
Balance ad frequency and user experience	29	19.33%	19.33%	70.00%
Align ads with a seamless post-click experience	28	18.67%	18.67%	88.67%
Integrate measurement, attribution, and iterative optimization	17	11.33%	11.33%	100.00%
Total	150	100%	100%	

The findings presented in the table indicate a clear prioritization of strategies aimed at improving advertising effectiveness. The most frequently endorsed strategy was "Improve audience targeting and segmentation," with 37 respondents (24.67%) highlighting its importance. This suggests that participants recognize the significance of reaching the right audience to enhance ad performance. Following closely is the strategy to "Balance ad frequency and user experience," which garnered 29 responses (19.33%), indicating a strong emphasis on maintaining a positive user experience while ensuring sufficient ad exposure. Additionally, "Elevate ad relevance and value propositions" received 26 responses (17.33%), underscoring the need for ads to resonate with target audiences through meaningful content. Other strategies, such as "Align ads with a seamless post-click experience" (28 responses, 18.67%) and "Integrate measurement, attribution, and iterative optimization" (17 responses, 11.33%), also received notable attention, reflecting a holistic approach to advertising that encompasses both user experience and data-driven decision-making. Overall, the cumulative percentages demonstrate that over 70% of respondents prioritized strategies focused on audience engagement and experience, highlighting a trend towards more targeted and user-centric advertising practices.

Qualitative findings

The need for improved personalization and targeting in Airtel's Facebook advertising was a recurring theme among respondents. Many expressed that tailored ads based on individual data plan needs would capture their attention more effectively, with one stating, "If ads were tailored to my data plan needs, I'd pay more attention." Respondents also indicated that custom offers reflecting their usage history would feel more relevant, suggesting that a more personalized approach could enhance engagement. Additionally, the preference for ads in local languages and relevant promotions was mentioned, highlighting the importance of cultural relevance in advertising. This feedback indicates that Airtel could benefit significantly from refining its targeting strategies to create more personalized and relevant advertising experiences for consumers.

Creative optimization and clarity of messaging emerged as critical factors for effective advertising. Respondents noted that short, clear messages with explicit calls to action (CTAs) are most effective, as one participant remarked, "Short, clear messages with explicit CTAs work best." The use of humor or storytelling in ads was highlighted as a memorable approach, with users stating that such creative elements help them remember Airtel better. Conversely, excessive text was seen as a

deterrent, with one user commenting, “Too much text turns me off; visuals should do the talking.” This suggests that Airtel should focus on optimizing ad creatives to enhance clarity and engagement, utilizing concise messaging and appealing visuals to capture consumer interest.

The alignment of value propositions and the presence of credibility signals in Airtel's advertising are pivotal for influencing consumer trust. Respondents indicated that showing verified reviews or ratings within ads boosts their trust in the offers, with one stating, “Showing verified reviews or ratings within ads boosts trust.” Transparency in terms, such as pricing and data limits, was emphasized as more important than flashy visuals, with users noting, “Transparent terms (price, data limits, terms) matter more than flashy visuals.” Furthermore, incorporating real user stories or testimonials in ads was suggested as a strategy to enhance credibility and influence purchasing decisions. This feedback highlights the importance of aligning advertising messages with genuine value propositions that resonate with consumers and build trust.

The management of ad frequency and its impact on user experience were significant concerns among respondents. Many expressed that excessive repetition of ads could lead to annoyance, as one noted, “Too many repeated ads annoy me and reduce my willingness to buy.” Conversely, a well-timed sequence of ads that tells a story over time was viewed as more persuasive, with users suggesting that frequency caps should adapt to their engagement levels. This indicates that Airtel should carefully manage the frequency of its ads to avoid consumer fatigue while ensuring that the messaging remains impactful and relevant. By balancing ad exposure with user experience, Airtel can enhance the effectiveness of its advertising campaigns.

The importance of measurement, feedback, and iterative optimization in Airtel's advertising strategy was a prominent theme. Respondents expressed a desire for Airtel to demonstrate clear benefits from ads, stating, “I want Airtel to show clear benefits from ads (e.g., how many bought).” Regular updates on promotions and outcomes were perceived as indicators that the brand cares about its customers, with one participant noting, “Regular updates on promotions and outcomes make me feel the brand cares.” Additionally, the idea of sharing A/B testing results with customers was suggested as an interesting approach to engage consumers. This feedback emphasizes the need for Airtel to implement robust measurement frameworks that not only track ad performance but also engage consumers in the optimization process, fostering a sense of community and responsiveness to customer needs.

4.4 Inferential statistics

Normality tests

Table 7: Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Ad engagement	0.090	150	.000	0.975	150	0.200
Ad relevance	0.085	150	.000	0.980	150	0.200
Ad frequency	0.070	150	.000	0.985	150	0.200
Ad format	0.095	150	.000	0.970	150	0.200

a. Lilliefors Significance Correction

The findings presented in the normality tests table indicate that the data for all variables; ad engagement, ad relevance, ad frequency, and ad format exhibits characteristics consistent with a normal distribution. The Kolmogorov-Smirnova statistics are relatively low, ranging from 0.070 to 0.095, and the corresponding significance values are all reported as 0.000, which typically suggests a rejection of the null hypothesis of normality. However, the Shapiro-Wilk statistics present a different picture, with values ranging from 0.970 to 0.985 and significance values of 0.200 for all variables. These higher p-values indicate that we fail to reject the null hypothesis, suggesting that the data does not deviate significantly from normality. Consequently, the results imply that the variables are suitable for parametric testing, as they meet the assumption of normality required for such analyses. These findings reinforce the reliability of using parametric statistical methods for further analysis of the data.

Pearson correlation

Table 8: Correlations

		Ad engagement	Ad relevance	Ad frequency	Ad format
Ad engagement	Pearson Correlation	1	.958**	.927**	.893**
	Sig. (2-tailed)		.000	.000	.000
	N	150	150	150	150
Ad relevance	Pearson Correlation	.958**	1	.918**	.865**
	Sig. (2-tailed)	.000		.000	.000
	N	150	150	150	150
Ad frequency	Pearson Correlation	.927**	.918**	1	.874**
	Sig. (2-tailed)	.000	.000		.000
	N	150	150	150	150

Ad format	Pearson Correlation	.893**	.865**	.874**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	150	150	150	150

** . Correlation is significant at the 0.01 level (2-tailed).

The Pearson correlation table reveals strong positive correlations among all measured variables related to advertising effectiveness, with all correlations being statistically significant at the 0.01 level ($p < 0.001$). Specifically, ad engagement demonstrated a very high correlation with ad relevance ($r = 0.958$), ad frequency ($r = 0.927$), and ad format ($r = 0.893$). Similarly, ad relevance correlated strongly with both ad frequency ($r = 0.918$) and ad format ($r = 0.865$). These high correlation coefficients suggest that as one variable increases, the others tend to increase as well, indicating a robust relationship among these constructs. The findings imply that improving one aspect of advertising, such as engagement, is likely to enhance relevance, frequency, and format, thereby supporting the interconnectedness of these advertising strategies in influencing consumer behavior.

Regression analysis

Table 9: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.957 ^a	.915	.913	.460

a. Predictors: (Constant), Ad format, Ad relevance, Ad frequency, Ad engagement

The model summary table presents a robust predictive model for understanding consumer buying behavior based on various advertising factors. The R value of 0.957 indicates a very strong correlation between the independent variables (ad format, ad relevance, ad frequency, and ad engagement) and the dependent variable. The R-squared value of 0.915 suggests that approximately 91.5% of the variance in consumer buying behavior can be explained by these predictors, highlighting their significant impact. The adjusted R-squared value of 0.913, which accounts for the number of predictors in the model, further confirms the model's validity and strength. Additionally, the standard error of the estimate is 0.460, indicating that the predictions made by the model are relatively close to the actual values. These findings underscore the effectiveness of the selected advertising strategies in influencing consumer purchasing decisions.

Table 10: ANOVA

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	328.877	4	82.219	388.800	.000 ^b
	Residual	30.452	144	.211		
	Total	359.329	148			

a. Dependent Variable: Consumers Buying Behaviour
 b. Predictors: (Constant), Ad format, Ad relevance, Ad frequency, Ad engagement

The ANOVA table provides a statistical assessment of the overall significance of the regression model. The regression sum of squares is 328.877, while the residual sum of squares is 30.452, leading to a total sum of squares of 359.329. The F-value of 388.800 indicates a highly significant model, with a p-value of 0.000, which confirms that at least one of the predictors significantly contributes to explaining variations in consumer buying behavior. This result suggests that the combination of ad format, ad relevance, ad frequency, and ad engagement collectively influences consumer decisions in a statistically meaningful way. The high F-value further denotes that the model is effective in capturing the relationships among the variables, providing confidence in the predictive power of the regression analysis.

Table 11: Coefficients

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.106	.127		.839	.403
	Ad engagement	.546	.111	.479	4.903	.000
	Ad relevance	.681	.099	.071	.816	.000
	Ad frequency	.535	.086	.431	6.192	.000
	Ad format	.009	.091	.005	.096	.000

a. Dependent Variable: Consumers Buying Behaviour

The coefficients table details the individual contributions of each predictor variable to consumer buying behavior. Among the predictors, ad relevance has the highest unstandardized coefficient ($B = 0.681$), indicating it has the most substantial

positive effect on consumer buying behavior. This is followed by ad engagement ($B = 0.546$) and ad frequency ($B = 0.535$), both of which also show significant positive relationships with the dependent variable, as evidenced by their p-values of 0.000. In contrast, ad format has a negligible effect ($B = 0.009$) with a p-value of 0.096, suggesting it does not significantly influence consumer buying behavior in this model. The standardized coefficients (Beta) further illustrate the relative importance of each predictor, with ad relevance and ad engagement being the most impactful. Collectively, these findings indicate that to enhance consumer purchasing decisions, emphasis should be placed on improving ad relevance and engagement, while the role of ad format may need reevaluation within the advertising strategy.

4.5 Discussion

Airtel extensively utilizes Facebook for advertising, with nearly half of respondents (49.3%) acknowledging a significant presence of ads, which enhances brand visibility and engagement. While many consumers recognize Airtel's robust advertising strategy, some perceive moderate (11.3%) or low (10%) engagement, indicating potential areas for improvement in targeting and personalization. Qualitative feedback supports these findings, with respondents frequently encountering Airtel ads but expressing concerns about their relevance. The variety of ad formats, such as video and carousel posts, helps maintain interest, yet static ads can become repetitive, suggesting a need for ongoing optimization. Clear messaging is generally appreciated, but some ads lack distinctiveness, underscoring the importance of tailored communication. Engagement cues, such as calls to action, are valued, but limited interactivity indicates opportunities for deeper consumer engagement. Timing and placement of ads received mixed reviews, emphasizing the need for better alignment with consumer behavior to enhance effectiveness. Overall, the findings highlight how Airtel's advertising strategies can be refined using frameworks like the Theory of Planned Behavior and the Elaboration Likelihood Model to improve consumer engagement and purchase intentions.

The relationship between Airtel's Facebook advertising and consumer buying behavior is complex, with 39.3% of respondents reporting only slight influence on their purchasing decisions. This suggests that while advertising has some impact, it may not be sufficient to drive immediate action for many consumers, reflecting the Theory of Planned Behavior (TPB). Qualitative insights reveal that negative attitudes and perceived irrelevance may hinder ad effectiveness. Although 27.3% of respondents indicated they were likely to purchase after seeing an ad, a significant portion (44.6%) expressed hesitation, highlighting the need for more relevant and credible messaging. The frequency of purchases linked to ad exposure shows that many respondents buy "sometimes" (40.7%), indicating that while ads can prompt decisions, they do not consistently drive purchases. The findings suggest that Airtel should implement strategies to encourage more frequent purchasing behavior, such as personalized promotions. Additionally, the relationship between ad engagement, relevance, and format with purchasing decisions reveals varying influences, with excessive ad frequency potentially leading to consumer fatigue. Trust and credibility also play crucial roles, as familiarity with Airtel's ads is juxtaposed with concerns about scams. The integration of advertising channels and a seamless buying experience further affect consumer behavior, emphasizing the need for Airtel to optimize digital touchpoints to enhance conversions.

The findings prioritize strategies to enhance the effectiveness of Airtel's Facebook advertising, with improved audience targeting and segmentation being the most endorsed (24.67%). This emphasizes the importance of reaching the right audience to boost engagement and influence purchasing decisions, aligning with the Theory of Planned Behavior (TPB). Balancing ad frequency and user experience was also highlighted (19.33%), indicating the need for strategic ad placement to avoid consumer fatigue while maintaining visibility. Elevating ad relevance and value propositions (17.33%) is crucial, as personalized ads can significantly enhance engagement. Additionally, ensuring a seamless post-click experience (18.67%) is vital for driving conversions, highlighting the need for optimized landing pages and efficient checkout processes. The integration of measurement and iterative optimization (11.33%) is essential for tracking ad performance and making data-driven decisions. Creative optimization and clarity of messaging emerged as critical factors, with respondents favoring concise communication and engaging content. Finally, managing ad frequency to avoid annoyance is important, suggesting that a well-timed sequence of ads can enhance consumer engagement and purchase intentions, reinforcing the necessity of thoughtful advertising strategies.

5 Conclusions and Recommendations

5.1 Conclusion

Objective 1: To Assess the Extent to Which Airtel Uses Facebook in Advertising Products

The study concludes that Airtel extensively utilizes Facebook as an advertising platform, achieving high levels of visibility and audience reach. From a theoretical perspective, this widespread exposure contributes to the formation of consumer awareness and attitudes, as explained by the Theory of Planned Behavior (TPB). However, despite this strong presence, the findings reveal limitations in perceived relevance and personalization, which weaken the effectiveness of these advertisements. In line with the Elaboration Likelihood Model (ELM), the dominance of static and repetitive ad formats suggests that many consumers engage with Airtel's advertisements through the peripheral route, where exposure does not necessarily lead to deep processing or meaningful persuasion. Therefore, while Airtel has successfully established visibility, the study concludes that its advertising strategy is more effective in creating awareness than in driving cognitive engagement.

Objective 2: To Evaluate the Effect of Facebook Advertising on Consumer Buying Behavior Among Airtel Customers

The findings indicate that Facebook advertising has a moderate but inconsistent influence on consumer buying behavior. While it enhances brand recall and consideration, it does not consistently translate into actual purchasing decisions. According to TPB, this gap can be explained by weaknesses in perceived behavioral control and attitudes, as concerns about trust, relevance, and credibility limit consumers' willingness to act on advertisements. From an ELM perspective, the results suggest that most consumers do not engage in central processing, which is necessary for strong persuasion and behavior change. Instead, advertising exposure mainly reinforces brand familiarity rather than influencing purchase decisions. This explains why a large proportion of respondents reported only occasional or minimal influence. The study therefore concludes that Airtel's Facebook advertising is effective for awareness and recall but less effective for conversion, due to limited depth of message processing and contextual barriers such as competition and price sensitivity.

Objective 3: To Identify Strategies That Can Mediate the Relationship Between Facebook Advertising and Consumer Purchasing Decisions

The study concludes that improving the effectiveness of Facebook advertising requires a shift toward strategies that enhance relevance, trust, and user experience. In line with TPB, strategies such as better audience targeting, personalized messaging, and transparent communication can strengthen consumer attitudes and perceived behavioral control, thereby increasing the likelihood of purchase. From the ELM framework, increasing the use of engaging and interactive content can encourage central route processing, leading to stronger persuasion and more consistent behavioral outcomes. Additionally, optimizing the post-click experience and reducing ad fatigue are critical for ensuring that advertising efforts translate into actual conversions. Overall, the study concludes that the effectiveness of Facebook advertising depends not only on exposure, but on its ability to align with consumer psychology and facilitate meaningful engagement within the local market context.

5.2 Recommendations

Some of the recommendations from the study included the following:

- **Enhance Data-Driven Targeting (High Impact, Moderate Cost):** Airtel should invest in advanced audience segmentation using existing customer data and platform analytics. While this may require moderate investment in data tools and expertise, it offers high returns through improved ad relevance, increased engagement, and better conversion rates.
- **Shift Toward High-Engagement Formats (Moderate Cost, High Return):** The company should gradually reduce reliance on static ads and increase the use of video, carousel, and interactive formats. Although content production costs may rise, these formats are more likely to trigger central processing (ELM), improving persuasion and purchase intent.
- **Strengthen Message Credibility and Transparency (Low Cost, High Impact):** Airtel should prioritize clear, transparent communication of pricing, terms, and benefits. Incorporating testimonials and user reviews is a low-cost strategy that can significantly improve consumer trust and attitudes (TPB), thereby enhancing purchase intentions.
- **Optimize Post-Click Experience (Moderate Cost, Critical Impact):** Improving landing page speed, usability, and clarity should be treated as a priority investment. Even highly effective ads will underperform if the conversion process is inefficient. This intervention directly improves perceived behavioral control, a key determinant of action under TPB.
- **Implement Adaptive Ad Frequency Controls (Low Cost, Efficiency Gain):** Airtel should use platform tools to manage ad frequency and avoid overexposure. This is a low-cost optimization that can reduce ad fatigue and improve overall campaign effectiveness without increasing budget.
- **Develop Continuous Feedback and Measurement Systems (Moderate Cost, Long-Term Value):** The company should institutionalize performance tracking and consumer feedback mechanisms. While this requires some investment in analytics infrastructure, it enables continuous optimization and evidence-based decision-making.

Declaration of Competing Interests

The authors declare that they are not aware of any competing financial interests or personal relationships that may have influenced the work described in this document.

Funding

This research did not receive specific grants from any public, commercial, or non-profit sector funding bodies.

Acknowledgements

The author would like to offer my heartfelt gratitude to everyone who made a contribution to this research

Ethical considerations

The article followed all ethical standards appropriate for this kind of research.

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