



**RESEARCH PAPER**

**Impact of Social Media Advertising Features on Customer Purchase Intention: A Study of Students of BUISTEMS**

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**ABSTRACT**

This research aims to evaluate the most significant components of social media advertising that can predict purchase intent. Advertisements on social media have taken up a significant amount of time, money, and resources for organizations. It is complex for businesses to come up with creative ideas to use social media for attracting customers and encourage them to purchase. The conceptual model is based on the expanding Unified Theory of Acceptance and Use of Technology (UTAUT2), as well as interaction, Informativeness, and perceived relevance. A deductive quantitative approach with survey questionnaire was used. Our research supplements that hedonic motivation, habit, interaction, Informativeness, and perceived relevance all have significant impact on purchase intent in youth of Balochistan. This study offers valuable insights into the use of social media advertising and recommends that to have favorable influence of the brand, communication activities need to be engaging, tailored, and entertaining at the same time.

**KEYWORDS** Advertising, Habit, Hedonic Motivation, Interaction, Purchase Intent Social Media Marketing, Young Consumers

**Introduction**

Social media has been identified as one of the possible internet venues for entrepreneurs, particularly those in small and medium-sized businesses, to compete with major organizations. The goal of this study is to look at the factors that influence social media adoption for business reasons using a well-known technology acceptance model, the unified theory of acceptance and use of technology (UTAUT). (Voorveld, Van Noort, Muntinga, & Bronner, 2018) & (Muzaffar, Chohdhry, & Afzal, 2019). Regardless of whether we are corresponding with close friends or members of the public or commercial sector, this affects the way we express ourselves. The social media platforms have opened up a new arena for the exchange of information, perspectives, products and services between people and organizations, as well as between governments and non-governmental organizations. (Muzaffar, Yaseen & Safdar, 2020). Many businesses across the globe are now looking at how these platforms may help them acquire new consumers and build effective marketing partnerships with them (Beig & Khan, 2018). Entrepreneurs may use the technology of social media to create consumer relationships and to communicate with customers more efficiently and cost-effectively than face-to-face.

People's lives have changed dramatically as a result of advances in information and communication technology (ICT). Over the last few years, social media reach has grown. Because it requires very modest technological understanding, social media may be used as a commercial platform by entrepreneurs. Social networking is becoming a more popular alternative business tool. It enables entrepreneurs to change from one-to-one communication to many-to-many communication. According to research by (Vogel et al.,

2021), Corporations spent a total of USD 524.58 billion on advertising campaigns. The more crucial question for marketers is how to make these social media advertising more successful while still being visually appealing (Laksamana, 2018). According to the number of social media users in Pakistan and the amount of money invested by businesses in social media marketing, Pakistan is a fast-growing country. There are 82.90 million internet user in Pakistan in January 2022 (kemp, 2022) KEPIOS analysis indicates that internet user in Pakistan increased by 22 million between 2021 and 2022. (Kepios, 2022) There are 71.7 million social media user in Pakistan in January 2022, the number of social media users in Pakistan at the start of 2022 are 31.5% of the total population. (kemp, 2022) In the new Pakistani generation online shopping is termed as social commerce. Currently, every company is using social media as an instrument for advertising and in promotion of their products and services, performing e-sales, attracting potential customers, building linkages with current purchasers and sellers, and getting customer feedback while the availability of digital smart devices make it very easy.(Rafiq & Malik, 2018)

As a result, Pakistani firms have significant difficulty in terms of effectively utilizing and scheming social media advertising strategies. There is, however, a dearth of awareness of the influence of social media marketing on diverse products and services, despite its widespread usage in marketing (Hanaysha, 2021). As a result, a more in-depth investigation of many social media platforms is required. And the overall purpose of this investigation is to address these issues raised by the prior studies.

### **Literature stream on Theory of Acceptance & Use of Technology 2 (UTAUT2)**

The enhancement of technology is an important aspect that plays a role in the use of social media for commercial purposes. Utilizing a well-recognized framework for technology adoption, the unified theory of acceptance and use of technology 2 (UTAUT2).The development of information and communication technologies (ICT) has had a significant impact on people's lives, and those changes have been profound (Supotthamjaree & Srinaruewan, 2021). According to Mr. (Khoa, Ly, Uyen, Oanh, & Long, 2021), over the past several years, the reach of social media has expanded and its use for conducting activities related to marketing and advertising is becoming more widespread. Entrepreneurs have the potential to leverage social media as a business platform since they just need a basic grasp of how the underlying technology works. In this context, marketers should make use of cookies so that the actions and profiles of their clients may be viewed by the fans and followers of those marketers. As a direct result of having access to this information, marketers will have a far greater understanding of the preferences and interests of their customers. (Cheung, Pires, Rosenberger III, Leung, & Ting, 2021).

### **Literature Stream on Social Media Marketing**

As an art in form, advertising is fundamentally a persuasive one. To design a successful ad on social media, it is vital to know how to encourage a user to take action. (Cheung et al., 2021). Additionally, the use of social media has the benefit of not imposing any limitations on the user in terms of time, location, media, or budget (Eti, Horaira, & Bari, 2021). Customers may increase their value by connecting with relevant information, media, events, and entertainment via this two-way communication platform (Wijayaa, Sulistiyani, Pudjowati, Kurniasih, & Purwanto, 2021) It's also important to note that a greater degree of consumer interaction leads to more hedonistic behavior (Chu, Kamal, & Kim, 2019). By using music videos and audio fragments in a multimedia mix, customers will be emotionally enticed and hence more likely to engage in pleasure-seeking behavior. Consequently, advertising has to be more visually attractive and provide information that is up-to-date and trustworthy from the buyer's standpoint. A greater interest in the mechanics of interactivity, information, and perceived relevance will lead to an increase in performance expectations for social media advertising (Nasir, Keserel, Surgit, & Nalbant, 2021).



### **Literature Stream on Purchase Intention**

Consumers have to deal with information overload due to the continual purchasing decisions they have to make and the wide variety of options available. The term "purchase intention" refers to whether or not a potential customer intends to purchase shortly (Moslehpour, Ismail, Purba, & Wong, 2021). Attention, Interest, Desire, Action (AIDA) is one of the most commonly used HOE models in purchasing decisions (Vogel et al., 2021). Customer's purchase intentions were shown to be strongly influenced by their expectations for performance, hedonic motivation, engagement, usefulness, and perceived relevance. Involving students in the learning process also raised their performance expectations and hedonic motivation, according to the research results (Heggde & Shainesh, 2018).

### **Literature Stream on Informativness**

Social media advertising is a vital source of product knowledge and information. Accessing, sharing, and debating knowledge has never been this easier. Social media is the preferred method of communication for most people (Eid, Abdelmoety, & Agag, 2019). If a social media user's news feed is public, it may broadcast anything that is either true or false. The most recent information regarding a company's products may be found in social media advertising. Because social media networks are open to everyone, businesses may track the behavior of their customers and potential customers (Cheung, Pires, & Rosenberger III, 2019). For marketers, this information enables them to pinpoint their ideal consumers and develop a more effective marketing strategy for wooing them. With the help of discounts, positive remarks, and honest reviews, clients might be enticed to buy on social media (Masuda, Han, & Lee, 2022).

H1: Informativness in social media marketing has a positive role on purchase intention.

### **Literature Stream on Habit**

Advertising on social media has become a compulsive habit. Advertising on social media is something seen every day. In our brain, dopamine signals are increased whenever we use our favorite applications. In the brain, these neurotransmitters have been linked to feelings of pleasure (Dodoo & Wu, 2019). The more dopamine we experience after using social media, the more our brain deems it a pleasurable activity that we should continue to engage in. Social media has a lead-to-close ratio of one hundred percent greater than outbound marketing strategies, according to (Khamaludin et al., 2022) analysis of data. Because every post published and every interaction on our social media platforms has the potential to convert an interested lead into a satisfied client, this may be the case.

H2: Habit in social media marketing has a positive role on purchase intention.

### **Literature Stream on performance expectations**

The brand's visibility has increased. From the start, we're creating brand recognition by marketing our business, products, or services on social media. We feel compelled to pay attention to what our users have to say (Ceyhan, 2019). Social care improves the efficiency of corporations' resources. Organizations that have rolled out social customer service programs report that the volume of support requests they get through traditional channels has been reduced by more than half. Companies that actively listen to their customers are better able to address their client's needs and concerns promptly. Customers are more likely to provide feedback when ads are placed on social media platforms like Facebook and Twitter. Social media offers businesses a wealth of real-time input from their customers. Businesses may use social data to get real-world feedback on their products and services (Song & Kim, 2022).

H3: Performance Expectation in social media marketing has a positive role on purchase intention

### **Literature Stream on Interactivity and Hedonic Motivation**

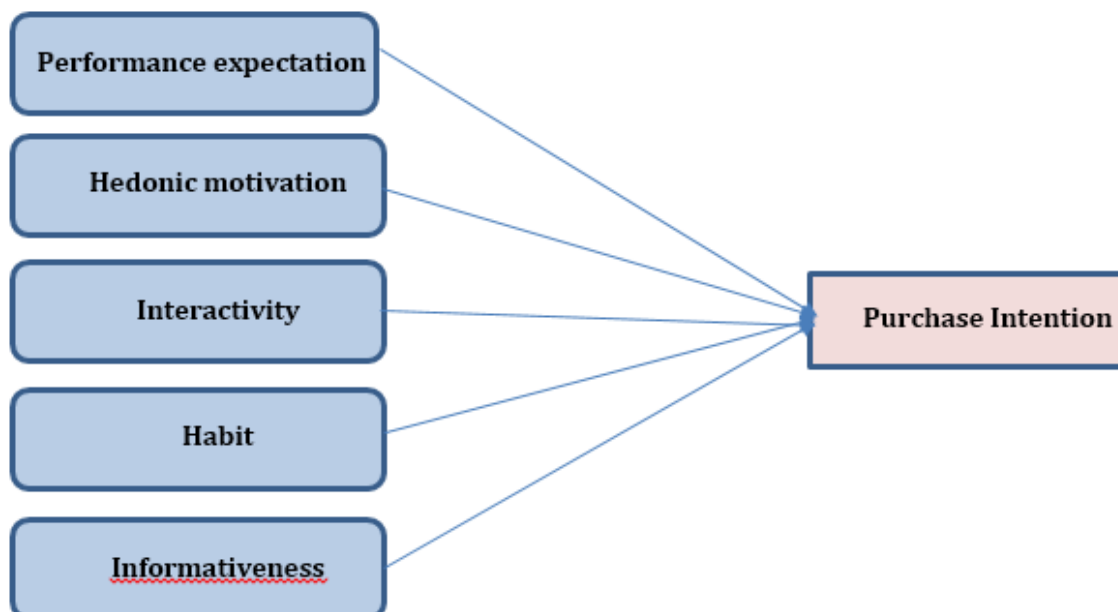
It is possible to launch new products and provide a sneak peek at what's to come through social media. They'll feel special since they'll be the first to know, and that might assist enhance the relationship between our organization and its customers. Adverts on social media platforms enable companies and their consumers to engage in a two-way conversation (SAYDAN & DÚLEK, 2019). There is no greater source of entertainment than television, according to this year's Trust in Entertainment Industry research. (Wong, Tan, Hew, Ooi, & Leong, 2022).

H4: Interactivity and hedonic motivation has a positive role on purchase intention.

### **Conceptual Framework**

Conceptual models based on the variables like Performance expectations, hedonic motivation, habit and habituation, interactivity, Informativeness, and perceived relevance have been developed. Consumers have to deal with information overload due to the continual purchasing decisions they have to make and the wide variety of options available. The term "purchase intention" refers to whether or not a potential customer intends to purchase shortly (Hanaysha, 2022). Emotional appeal and attention-grabbing features have a significant influence on client purchase intention, according to research. Attention, interest, desire, action (AIDA) is a well-known HOE model in the purchase decision process that consists of a self-administered AIDA survey and a non-probability convenience used to accomplish a large number of respondents inexpensively and in a short period and in a cost-effective and time-saving manner. Several statistical analysis, including inferential statistics, were carried out as part of the research. Following we provide the diagram of the conceptual framework.

### **Conceptual Framework**



## **Material and Methods**

### **Research Design**

This section of the research study provides information on the research philosophy, methodology, design, strategy, data collecting procedure, and data analysis technique to research to achieve the intended conclusion (Cinar & Bilodeau, 2022).

Research questions on the influence of social media advertising features on customer purchase intention may be answered using a positivist research philosophy, which allows the researcher to examine the underlying research difficulties. Consequently, the researcher has chosen the positivist ideology since this philosophy provides a highly organized process for making a clear hypothesis (Cetindamar, Shdifat, & Erfani, 2022).

Among the many research methodologies, the researcher has decided that the deductive approach is most suited for developing and testing hypotheses based on already-established ideas. In contrast to the inductive technique, the deductive approach is mostly used in scientific research. Facebook advertising characteristics influence customer purchase intent (MARSHALL, 2022).

A self-administered survey was used to gather information from BUIITEMS customers who are already engaged on social networking platforms. And data was gathered from students of BUIITEMS Quetta). Respondents were contacted on the job (i.e. universities). We created Questionnaire on Google docs and forwarded the link to CR of class they forwarded our Questionnaire in class group we use QR code student scanned QR code and filled the Questionnaire. It was determined whether or not conceptions like "performance expectation" and "hedonic drive" existed in people. Major interaction components were used (Pourkhani, Abdipour, Baher, & Moslehpour, 2019). Items from Logan ET al Informativeness Scale were utilized. Advertising through social media is a kind of viral marketing, (Yang, Hayat, Al Mamun, Makhbul, & Zainol, 2022) have found this scale to be reliable. (Ali Abbasi et al., 2022) measures were used to evaluate perceived importance in this study. To evaluate purchasing intent, twenty questions were adopted (Khan, 2022). The Likert scale is included in the development of this questionnaire. In surveys that rely on questionnaires, researchers frequently apply a Likert scale to gauge participant responses (Chen & Lin, 2019).

Likert-scale anchors ranging from "Agree" to "Disagree" were used to score the majority of the questions in the main questionnaire.

We polled 400 educators from a variety of educational backgrounds and grade levels of which 340 participants respond rest are not interested in the survey, all earning a range of wages. To ensure that our findings were not skewed toward either gender, we gathered information from both. In addition, the same questions were used throughout all questionnaires, and the same scales were used (Salimi, Tavasoli, Gilani, Jouyandeh, & Sadjadi, 2019).

### **Results and Discussion**

The frequency state showed that 146 of our participants utilize frequent social media remainder of 194 are not regular users of social media. Further, 95 percent of our service participants are under the age of 30, and very few of them are above the age of 31, indicating that the majority of our service participants are young people. If more thought goes into the questions asked in surveys, the data gleaned from them may be of more use. It's possible that gaining insight into trends among various gender categories might be gained via the use of gender questions in surveys. Eighty percent of our participants are female, while just twenty percent are male.

Further, the study used descriptive method to summarize continuous data. This Statistical tables with averages, counts, standard deviations, etc. may readily summarize large amounts of such data. The benefit of descriptive statistics is that they allow us to condense enormous amounts of data. In addition to providing fundamental information on the variables in a dataset, descriptive statistics may also be used to highlight possible correlations between variables.

**Table 1**  
**Descriptive statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
Informativeness	340	1.00	5.00	2.126	.64389
Habit	340	1.0	5.0	2.141	.6026
Performance Expectation	340	1.0	5.0	2.172	.7732
Interactivity	340	1.0	5.0	2.057	.7053
Hedonic motivation	340	1.0	5.0	2.056	0.7050

Developed by Lee Cronbach in 1951, Cronbach's alpha, (or coefficient alpha), assesses dependability, or internal consistency. Consistency is referred to as "reliability." Likert scale surveys may be tested using Cronbach's alpha testing. Scale or test items can be assessed for their reliability using Cronbach's alpha, an internal consistency score. It's possible to receive negative Cronbach's alpha readings, even though they're theoretically supposed to give you a number from 0 to 1. We may have forgotten to reverse score certain things, which would result in a negative number. As mentioned in table 2. Generally speaking, a Cronbach's alpha of .70 or above is considered good, and .60 or lower is considered bad. So Cronbach's alpha of our variables is good.

**Table 2**  
**Cronbach's Alpha**

Variable	Cronbach's Alpha	N of Items
Informativeness	.817	4
Habit	<b>.763</b>	4
Performance Expect	.780	4
Interactivity	.863	4
Hedonic motivation	.841	4
Purchase Intention	.847	4

Furthermore, to address collinearity issues, Variance Inflation Factor is another approach widely used to assess whether a regression model has multi-collinearity. Collinearity affects the variance (or standard error) of the computed regression coefficient. A multiple regression model's variance inflation factors (VIF) measure the degree of multi-collinearity among the independent variables. VIF values above 2.5 in weaker models may indicate multi-collinearity, so in our case, all VIFs are below 2.5 which indicates models are not weak, as shown in table 3.

**Table 3**  
**Coefficient and collinearity Statistics**

Model	Unstandardized Coefficients		Std Coefficients		Collinearity		
	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
(Constant)	.441	.120		3.676	.000		
Informativeness	.217	.058	.203	3.754	.000	.637	1.571
Habit	.186	.071	.163	2.622	.009	.485	2.062
	.100	.019	.100	1.085	.000	.417	

Performance Expectations							1.001
Interactivity	.247	.39	.291	3.966	0.00	.517	1.621
Hedonic Motivation	.212	.29	.245	3.804	0.00	.617	1.321

Skewness evaluates the symmetry of the distribution, whereas kurtosis indicates the weight of the distribution tails." Understanding the structure of data is essential. It's useful to know where the greatest information is and to examine the data's outliers. Symmetry, or more accurately, the absence of symmetry, is measured by the skewness of an object. It's symmetric if the distribution or data set looks the same on both sides of the center point. The term "kurtosis" refers to the degree of heavy- or light-tiredness of a distribution's tails in comparison to a normal distribution. As mentioned in table 4.

**Table 4**  
**Skewness and kurtosis Table**

		<b>Informativeness</b>	<b>Habit</b>	<b>Performance Expectations</b>	<b>Interactivity &amp; Hedonic Motivation</b>	<b>Purchase Intention</b>
N	Valid	340	340	340	340	340
	Missing	0	0	0	0	18
	Skewness	.853	.532	1.095	1.096	1.396
	Std. Error of Skewness	.132	.132	.132	.136	.136
	Kurtosis	2.667	2.215	1.700	1.024	4.025
	Std. Error of Kurtosis	.264	.264	.264	.271	.271

**Frequencies of Variables**

**Informativeness**

In our study's variable of Informativeness, we posed the question. Advertising on social media platforms is an efficient way to collect relevant product information and is a reliable source of product information. Information that is up to date is provided through advertising on social media. Advertising on social media platforms is a reliable way to get up-to-date product information. Advertising on social media platforms provides comprehensive product information. a large majority of those who took part in this activity are in agreement, and not just moderate agreement.

**Habit**

Within the Habit variable, we questioned our participants on whether or not they agreed with the statement "the usage of social media advertising has become a habit for me. My addiction to utilizing advertising on social media is getting out of control. I have no choice except to advertise on social media. Using advertising on social media platforms has become second nature to me, and the responses have shown that more than 70 percent of our respondents agree with the ideas made in this article.

**Performance Expectations**

In terms of Expectations for Performance, Our inquiries pertain to the practical applications of advertising on social media in my day-to-day activities. My odds of completing activities that are important to improve when advertising on social media platforms. Productivity has increased as a result of the increased use of advertising on social media. My productivity improved once I began using advertising on social media. The outcomes are almost 50 50 nearly equals are agreed and equals are disputed



## Interactivity and Hedonic Motivation

We asked that in this verifiable Interactivity and Hedonic Motivation article, since social media advertising makes it easier for customers and businesses to communicate with each other in two ways: Using advertising on social media platforms is a lot of fun. There is enjoyment while using advertising on social media. The vast majority of participants share our view that marketing on social media platforms can be fun, and they agree with us in this regard.

## Purchase Intention

The purchase intention variable was one of our dependent variables, and because all of the other factors discussed affected it, we polled the participants to find out their thoughts on it. Advertising on social media platforms increases consumers' propensity to buy certain products. And the findings are rather intriguing: seventy-five percent of respondents are completely in agreement with the argument.

**Table 5**  
**Hypothesis Testing**

As shown in table 5, H1, H3, H4 were supported and H2 was rejected.

S. No	H/NO	Variable	Hypothesis	Conclusion
1	H1	Informativeness	In-formativeness in social media marketing has a positive role in purchase intention.	SUPPORTED
2	H2	Habit	Habit in social media marketing has a positive role in purchase intention.	NOT-SUPPORTED
3	H3	Performance Expectations	Performance Expectation in social media marketing has a positive role on purchase intention	SUPPORTED
4	H4	Hedonic Motivation.	Interactivity and hedonic motivation has a positive role on purchase intention	SUPPORTED

## Discussion

Study participants were divided into two groups: 77 males and 263 women. 95% of the people questioned said they were between the ages of 19 and 30 and were active on social media most of the time. According to the poll, more than half of the 286 persons who replied claimed that they use more than one social networking platform every day. All of the scale items in this study were averaged and the standard deviation was computed (Chatterjee & Kar, 2020). There was a mean value of more than 2 and a standard deviation of less than 0.60 for all of the performance expectation categories as shown in the above nova. In other words, those who took part in the present survey thought highly of the effectiveness of social media advertising. It's safe to say that the people who took part in this research have a habitual approach to social media advertising. Mean values of 2 and std. deviation values of less than 0.60 for Informativeness items were likewise favorably evaluated by respondents (Ebrahim, 2020). Hedonic motivation, on the other hand, reveals that the vast majority of respondents like social media. Samples with mean values greater than 2.99 and standard deviations below 0.61 indicate that respondents place high importance on social connection. Neither the mean nor the standard deviation of the three items used to measure perceived importance exceeds 0.25 (Sanny et al., 2020).

## Conclusion

The purpose of this study was to find the primary aspects of the social media marketing that may influence a customer's purchasing intention. Social media advertising is causing rising worry among marketing academics and practitioners. The research was done

to better understand the impact of social media advertising on consumers' purchase decisions. Comprehensive literature reviews indicated that six essential elements (performance expectation; hedonic reward; habit; interaction; Informativeness; and perceived relevance) were major predictors of purchase intention. Questionnaires were handed out to collect data for this research (Chu, Deng, & Cheng, 2020). Factors such as hedonic motivation, interactivity, Informativeness, and perceived relevance were shown to impact the customer's purchase intention. Both performance expectations and hedonic motivation were found to be boosted by interactivity. Furthermore, statistical findings confirm the influence on performance expectations of both perceived relevance and Informativeness (Sanny et al., 2020). As a result, the findings have been analyzed and debated in light of logical justification and previous research on social media advertising. In the preceding sections, we have covered a variety of practical and theoretical consequences, three hypothesis out of 4 were supported in this study.

Organizations all over the world devote significant resources to promoting their goods via social media (Ebrahim, 2020). Because of this, there is always worry regarding the viability of such efforts and how these ads might attract new clients. Marketing using social media has been shown to influence both purchase intent and brand loyalty, It also shows that brand loyalty is influenced by purchasing intention. For both research and management purposes, these discoveries provide fresh information. It was discovered that social media advertising influences the likelihood of making a purchase (Pop et al., 2022).

Consumers and firms may now converse in real-time via social media. That's why it's an important factor in product assessments and financial results (Khamaludin et al., 2022). The second finding is that social media marketing does have an impact on customer loyalty. It has been difficult to communicate and engage with customers because of the avalanche of information on the internet. This means that to have a favorable influence on the brand, communication activities need to be engaging, tailored, and entertaining at the same time. The findings in this study are in line with previous studies by (Wong et al., 2022).

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