



Impact of Social Media Marketing On Consumer Purchase Intention: A SEM Based Study of Attitude towards Information

Madiha Rais

Lecturer, Jinnah University for Women Karachi, Pakistan

Madiharais2016@gmail.com

Sherbaz Khan

Managing Editor-IoBM-CBM Karachi Pakistan

analyzeus@gmail.com

Kousar Zaheer

Lecturer, Jinnah University for Women Karachi, Pakistan

kousarz@yahoo.com

Abstract

Social media is becoming an essential aspect of people's lives in the digital age, giving a wealth of opportunities for businesses to connect with their target audience. With the massive increase in the internet and the use of smartphones across Pakistan, social media has emerged as a powerful marketing tool. This study aims to investigate the effect of social media advertisement on customer buying intentions throughout the Pakistani market—a gap in research to determine the impact of social media marketing on Pakistani consumers. This study will address an absence of information about how social media promotion influences customer purchasing intentions in Pakistan, especially the moderating influence of satisfaction, product type, and direct impact. Focusing on the quantitative approach, an online survey method is used to gather participants' data through a questionnaire from 87 participants. Partial least square (PLS) with structural equation modeling (SEM) combines factor analysis and regression analysis to examine the complex relationships between observed and latent variables to investigate the data. In conclusion, the impact of social media marketing on consumer buying intentions in Pakistan by leveraging social media platforms effectively, businesses can enhance brand awareness, build credibility, and influence consumer buying decisions through influencer marketing, social media advertising, and user-generated content. The research is significant as the study explores the relationship between social media marketing strategies and consumer purchase intention, providing valuable information about the factors driving consumers to purchase. It provides empirical evidence and insights that other researchers can reference.

Keywords: *Satisfaction, social media marketing, purchase intention, Product type, attitude toward information*



Introduction

SMM (e-marketing or digital marketing) utilizes social networking sites to increase brand awareness, boost sales, and attract website visitors. In addition to facilitating two-way communication between businesses and their current and prospective consumers, social media marketing's (SMM) analytic capabilities enable the evaluation of campaign efficacy and the development of new engagement methods. Social media marketing (SMM) uses social media channels in digital advertising. Social media marketing aims to increase a company's audience by promoting the sharing of pertinent corporate information on social media platforms. Because it is a more targeted form of promotion, social media promotion is particularly effective for increasing brand awareness. Social networking sites have a substantial impact on consumer purchasing behavior research. Due to the nature of technology, living exclusively online has created a significant problem. People from all over the world utilize social media websites for communication and networking. The online social networks of individuals are pretty extensive.

Consequently, many people accept information at face value. This data has a substantial influence on consumer choices and purchase patterns. Individuals worldwide regularly express their views and sentiments on social networking sites such as Facebook, LinkedIn, Twitter, and Instagram. The internet is a critical component of today's infrastructure of technology. Because of the Internet, people, groups, and entire communities may interact. According to Aggarwal & Mittal (2022) and Bushara et al. (2023), this is a beautiful place for businesses to advertise their products and attract more customers. The internet's numerous advantages can be utilized to reach a vast audience of present and potential customers. Among its many applications, users have reported obtaining data for online purchasing. The convenience and swiftness of online purchasing have led to its widespread popularity. Customers can make immediate web purchases. "Social networking site" refers to a subset of web-based applications that facilitate creating and distributing user-generated content. A multitude of communication channels supports widespread access to social media. As the prevalence of social networking expands, it connects more people and facilitates information sharing, which alters consumer behavior. Consumers may now watch entertaining advertising on YouTube, give their ideas on Twitter, and participate in pleasant arguments on Facebook, thanks to the advent of social media.



Social media varies between traditional paper-based media (such as journals and magazines) and traditional digital media such as TV and radio in terms of rate, quality, interactivity, simplicity of use, and productivity. Researchers expect it will skyrocket because consumers are experiencing comfortable online shopping and believe the time saved will affect how individuals connect (Cozer, 2018; Miao et al., 2022). According to (Choedon & Lee, 2020; Parris & Guzman, 2023), organizations can use social networking sites to build and maintain connections with consumers, improving the company's profitability. These elements would assist businesses in developing digital advertising approaches that would maintain current clients and enhance their client base by converting prospective clients into engaged ones. Social media sites such as Facebook, Instagram, Twitter, WhatsApp, and Facebook have expanded substantially during the previous decade. (S. Khan, Zaman, Khan, & Musleha, 2022; Voramontri & Klieb, 2019). People use such platforms for interaction, and prominent companies use them to sell their products. Social events were transported from the physical to the digital realm due to services for social networking. People frequently request feedback from their online social networks before purchasing (Chakola, 2022). Customers use social networking sites to visit online communities to learn their peers' perspectives and acquire a better feel for an item or service (Hanaysha, 2022). Social media is becoming increasingly important in marketing, advertising, and interaction, with the variety of users rising substantially each year (Jamil et al., 2022; S. Khan, Zaman, Khan, et al., 2022). Customers that have a strong connection with an organization engage their experiences on social media with others and recommend the products or services of the business to their fellow friends via positive word of mouth. Customers' buying intentions have long been an essential marketing issue thoroughly investigated, analyzed, and addressed in modern textbooks. Social media technology has significantly altered how consumers and merchants interact (Kusumo, Rahayu, Wibowo, & Hendrayati, 2021). Email, internet access, and mobile advertising are all forms of social media advertising. As stated, (Laksamana, 2018), countless social media networks allow free use, dispersion, and replication in any form as long as the original piece of work is correctly attributed. More than 40 discussion boards, chat rooms, websites, wikis, blogs, audio podcasts, or videos) are undeniably available. (Agha, Rashid, Rasheed, Khan, & Khan, 2021; Shahid et al., 2023) stated social media advertising connects companies and customers by providing an individual medium or payment for user-centered communication and social engagement (Majeed, Owusu-Ansah, & Ashmond, 2021).



Significance of the Study

The study helps researchers and marketers understand how social media marketing influences consumer behavior. It explores the relationship between social media marketing strategies and consumer purchase intention, providing valuable information about the factors driving consumers to purchase. This data set helps researchers pinpoint theoretically meaningful mediator-moderator relationships. It adds empirical evidence and insights that can be referenced by other researchers, contributing to a deeper understanding of the impact.

Research Gap

Previous research has looked into the effect of social media advertising on customer intentions to buy. This study will fill a gap in our understanding of how social media advertising impacts consumer buying intentions within Pakistan. Some research is on how social media marketing affects consumer choices and opinions. However, there aren't enough evaluations that tell advertisers how social media advertising affects customers' buying intentions. The gap must be filled: the moderating role of satisfaction between social media marketing and purchase intentions, the moderating role of product type between attitude towards information and purchase intention, and the immediate impact of social media advertising on users' purchasing intentions.

Research Objectives

1. To examine the connection between social media marketing and satisfaction.
2. To study the connection between satisfaction and purchase intention.
3. To examine the moderating role of product type between attitude towards information and purchase intention.
4. To explore the overall influence of social media marketing on customers' purchase intentions.

Literature Review

Social media marketing (SMM) has become integral to marketing strategies for businesses worldwide. Its influence on consumer behavior and purchase intentions has garnered significant attention among researchers and practitioners. This literature review examines existing studies



that investigate the impact of SMM on consumer purchase intention, explicitly focusing on the role of attitude towards information as a mediator, using a Structural Equation Modeling (SEM) approach. By employing SEM, researchers can simultaneously assess the measurement model (relationship between observed and latent variables) and the structural model (relationship between latent variables) to gain a holistic understanding of the underlying mechanisms (Parris, 2023). Numerous studies (Aggarwal, 2022) have explored the relationship between SMM and consumer purchase intention. Social media platforms allow businesses to engage with consumers, build brand awareness, and influence purchase decisions. Research (Agha, 2021) has found that effective SMM strategies positively impact consumer attitudes, trust, and intention to purchase products or services. Social media platforms enable businesses to deliver targeted and personalized messages to their audience, fostering engagement and driving purchase intention (Chaudhuri, 2020).

Social media marketing and satisfaction encompass various strategies, including content creation, engagement, and customer support, to build brand awareness and foster positive customer experiences (Makhkamova, 2023). Studies (Manzoor, 2020) have indicated that practical SMM efforts can significantly impact customer satisfaction. Businesses can enhance customer satisfaction by actively engaging with customers, addressing their concerns, and providing relevant and valuable content, leading to increased loyalty and positive brand perception. Empirical studies (Mia et al., 2020) have provided valuable insights into the relationship between SMM and customer satisfaction. These studies (Nazir, 2023) employ various research methods, including surveys, interviews, and content analysis, to gather data and analyze the impact of SMM on customer satisfaction. Findings (Parris, 2023) consistently indicate a positive association between SMM and customer satisfaction. Businesses that actively engage with customers, respond to their inquiries, and personalize their interactions tend to generate higher customer satisfaction and loyalty (Pavlou, 2007). Several factors have been identified by (Pratama, 2023) as influential in the connection between SMM and customer satisfaction. Content quality and relevance are crucial in shaping customer perceptions and satisfaction levels. Interactive features like comment sections and customer reviews allow customers to engage and share their experiences, further impacting satisfaction (Shastri, 2021). Timely and effective customer support through social media channels also significantly influences customer satisfaction. Different social media platforms offer unique features and



reach distinct user demographics. Studies (Rosário, 2023) have explored the impact of social media platform selection on customer satisfaction. Platform popularity, user engagement, and perceived authenticity influence customer satisfaction (Shahid et al., 2023). Understanding the characteristics and preferences of target audiences on different platforms allows businesses to tailor their SMM strategies and optimize customer satisfaction outcomes.

On the other hand, customer satisfaction and purchase intention are critical constructs in marketing, as they directly impact businesses' success and profitability. Numerous empirical studies (Shastry, 2021) have examined the relationship between customer satisfaction and purchase intention across different industries and contexts. These studies employ various research methods, including surveys, experiments, and longitudinal studies, to collect data and analyze the impact of satisfaction on purchase intention (Singh, 2018). Findings consistently demonstrate a positive relationship between customer satisfaction and purchase intention (Titiyal, 2023). Satisfied customers tend to express higher purchase intentions, indicating their willingness to repurchase or recommend products or services (Voramontri, 2019). The impact of satisfaction on purchase intention can vary across different industries and contexts. Studies (Nazir, 2023) have examined industry-specific effects and identified contextual factors influencing the relationship. For example, in the service industry, service quality and customer support significantly affect satisfaction and subsequently impact purchase intentions (Parris, 2023). The strong connection between customer satisfaction and purchase intention has important implications for marketing strategies. Businesses must deliver high-quality products or services, exceed customer expectations, and provide excellent customer experiences. Effective customer relationship management, personalized marketing campaigns, and post-purchase support can enhance customer satisfaction and, in turn, increase purchase intentions (Khan et al., 2023).

In the context of the moderating role of product type between attitude towards information and purchase intention, the attitude towards information refers to individuals' perceptions and evaluations of the information they receive, which significantly influence their purchase intention (Khan, 2023). Positive attitudes towards information are associated with higher purchase intentions, as consumers perceive the information as valuable and relevant to their decision-making process (Aggarwal, 2022). Attitude toward tips is influenced by information



credibility, informativeness, and source attractiveness (Agha, 2021). Product type has been recognized as a potential moderator in the relationship between attitude toward information and purchase intention (Agha, 2021). Product characteristics, such as risk level, involvement, and complexity, can influence how consumers process information and make purchase decisions (Bushara, 2023). Studies (Chakola, 2022) have found that product type can either strengthen or weaken the impact of attitude toward information on purchase intention. In high-involvement product categories, where consumers invest considerable effort in information search and decision-making, the moderating role of product type becomes particularly relevant (Choedon, 2020). Research (Chaudhuri, 2020) has shown that attitude toward information more substantially impacts purchase intention for high-involvement products than low-involvement products. Consumers seek and evaluate data to reduce perceived risks and make informed decisions (Cozer, 2018). Positive attitudes towards information are more likely to result in higher purchase intentions for high-involvement products, as consumers rely on the information to guide their decision-making process (Fe, 2023).

In contrast, the moderating role of product type may differ for low-involvement products where consumers rely more on habit, brand loyalty, or convenience (Hameed, 2023). Studies (Hanaysha, 2022) have suggested that the impact of attitude toward information on purchase intention may be weaker for low-involvement products. Consumers may not actively seek or process extensive knowledge due to the perceived low risk or low importance of the purchase (Jamil et al., 2022). In such cases, other factors, such as brand familiarity, price, or convenience, may strongly influence purchase intention.

Finally, while taking the overall influence of social media marketing on customers' purchase intentions, several theoretical perspectives (Khan, 2023) have been applied to understand the impact of social media marketing on customers' purchase intentions. The Technology Acceptance Model (TAM) (cited by (Kusumo, 2021)) suggests that customers' attitudes towards and perceived usefulness of social media marketing initiatives influence their purchase intentions. The Theory of Reasoned Action (TRA) (Laksamana, 2018) and the Theory of Planned Behavior (TPB) (Majeed, 2021) propose that customers' attitudes, subjective norms, and perceived behavioral control affect their purchase intentions. These theoretical frameworks provide insights into the psychological processes underlying the impact of social media



marketing on purchase intentions. Empirical studies (Makhkamova, 2023) have provided valuable insights into the relationship between social media marketing and customers' purchase intentions. These studies employ diverse research methods, including surveys, experiments, and case studies, to collect data and analyze the impact of social media marketing efforts on customers' purchase intentions. Findings (Manzoor, 2020) consistently demonstrate a positive influence of social media marketing on customers' purchase intentions.

Businesses that effectively utilize social media platforms to engage with customers, provide valuable content, and leverage social influence tend to generate higher purchase intentions among their target audience (Mia et al., 2020). Researchers (Nazir, 2023) have explored various social media marketing strategies and tactics influencing customers' purchase intentions. Content quality and relevance are crucial in capturing customers' attention and fostering positive purchase intentions. Interactive features, such as customer reviews, ratings, and user-generated content, enhance customers' trust and engagement, leading to increased purchase intentions. Personalized marketing approaches, influencer marketing, and social media advertising also shape customers' purchase intentions (Parris, 2023). Several moderating factors influence the relationship between social media marketing and customers' purchase intentions (Pavlou, 2007). Customer characteristics, such as their level of social media usage, online trust, and involvement, can impact the strength of the relationship (Pratama, 2023). The type of product or service being marketed and the industry context also plays a role in shaping customers' purchase intentions.

Additionally, cultural and demographic factors may moderate the effectiveness of social media marketing efforts in influencing purchase intentions (Rosário, 2023). Understanding the overall influence of social media marketing on customers' purchase intentions has important implications for marketing strategies. Businesses in Pakistan should focus on building a solid social media presence, creating engaging and relevant content, and leveraging social influence through influencers and user-generated content (Shahid et al., 2023). Personalization, targeting specific customer segments, and utilizing social media advertising effectively can enhance customers' purchase intentions. Monitoring and analyzing customers' responses to social media marketing enables businesses to refine their strategies and optimize their influence on customers' purchase intentions (Shastry, 2021).



Customer Satisfaction

The satisfaction of customers is assessed by contrasting predicted and after-service satisfaction with the criteria emerging from conduct. Purchase intent gauges a customer's buying decision about their passion for a particular product. According to (Majeed et al., 2021), The desire to buy is the likelihood of a client purchasing a specific product. So, when the possibility is high, it just implies a solid purchase propensity. Previous research has identified intent to purchase as a characteristic that can foresee buyer habits and the perceived probability of consumer purchases. According to (Hameed, Malik, Hadi, & Raza, 2023; Shastry, 2021), From a marketing standpoint, if a firm wants to keep its community while also accomplishing community goals and generating profitable advertising through the neighborhood, at least three objectives are required. Participation continuing intention comprises members keeping their vows to serve the community and wishing to join the society (Singh & Srivastava, 2018; Titiyal, Bhattacharya, Thakkar, & Sah, 2023). On the other side, members' openness to suggest or recommend members of the community to non-members is referred to as community referral intention (S. Khan, Zaman, Khan, et al., 2022). The second factor in evaluating is an individual's community involvement intention, indicating their commitment to participate in the brand community's activity. Unlike previous research on using systems of information, this investigation clarified how SMMAAs impact purchase and involvement intentions (S. Khan, Zaman, & Rais, 2022).

H₁: Social media marketing has a significant impact on satisfaction.

H₄: There will be a mediating effect of satisfaction between social media marketing and purchase intention.

H₅: Satisfaction has a significant impact on purchase intention.

Product Type

Aggarwal & Mittal (2022) stated that the products were classified into search and experience goods. "Search goods" can be thoroughly appraised according to readily available data before purchase, while "experience goods" need firsthand experience and participation with the product. (Choedon & Lee, 2020) Indicated that the impact of the kind of product on consumer tastes for purchasing products online was investigated using e-tailers' features such as ease of use,



security/privacy, perceived worth, customer assistance, retailer credibility, etc. (Cozer, 2018) investigated how the links between personal innovativeness of information technology (PIIT), self-efficacy, reported privacy, safety, and product engagement differed for various goods kinds. (Voramontri & Klieb, 2019) Also identified product type as a possible mediator and suggested this for future research.

H₃: Product type will moderate the relationship between attitude towards information and purchase intention.

Purchase Intention

The rise of the e-commerce business characterizes and defines the online purchasing environment. At the same time, social networking has recently surpassed online conduct and objectives in terms of popularity. Social networks will dictate how customers will be affected in the digital world. From 2015 to 2018, the online shopping sector had a year-on-year expansion of more than 20%, with fifteen billion dollars in sales earned in 2017 (Voramontri & Klieb, 2019). “Intention indicates a person’s current cognitive orientation for engaging in a specific behavior and additionally indicates the individual’s drive toward this behavior” it is indicated (Chakola, 2022; Rosário & Dias, 2023). Purchase intention is an essential issue in advertising, and researchers explore and evaluate buying intentions in many ways in the literature. Purchase intention is considered alongside additional attitude indicators used to foresee real-world buying behavior, based on (Kusumo et al., 2021). For (Hanaysha, 2022), the product ratings and suggestions that customers can obtain from marketing or other consumers significantly affect their decision to acquire a particular product. (Jamil et al., 2022; Nazir, Khadim, Asadullah, & Syed, 2023) Regard purchasing intent as a complicated process.

Attitude toward information

Attitude refers to a person’s good or negative sentiments toward engaging in the desired conduct (Laksamana, 2018). Attitude is an essential component in intentional conduct, which relates to determining whether a person’s action is beneficial or unpleasant (I. Khan & Fatma, 2023; Manzoor et al., 2020).

H₂: Attitude towards information has a significant impact on purchase intention.



In conclusion, the literature review highlights the significant impact of social media marketing on consumer purchase intention. Attitude towards information plays a crucial role as a mediator in this relationship. SEM provides a robust framework for studying this impact, allowing researchers to examine SMM's direct and indirect effects on consumer purchase intention. Empirical studies consistently support the positive influence of SMM on purchase intention, highlighting the importance of effective SMM strategies in driving consumer behavior. Future research should further explore moderating factors and boundary conditions to comprehensively understand the complex dynamics between SMM, attitude toward information, and consumer purchase intention.

Research Methodology

A survey questionnaire methodology is employed to understand the impact of social media marketing on consumer purchase intention. This methodology allows for the collecting of quantitative data that can be analyzed using structural equation modeling (SEM) to examine the relationship between social media marketing, consumer attitudes toward information, and purchase intention (Zhang, 2021). This section presents a comprehensive survey questionnaire design that aims to capture relevant variables and provide insights into the influence of social media marketing on consumer purchase intention, explicitly focusing on the mediating role of attitude towards information.

The current research created a questionnaire based on the theories. In the present investigation, respondents have been users of the social media sites Instagram and Facebook throughout Pakistan. To obtain data from participants, a questionnaire that respondents administered themselves was employed. Since making suggestions, the final questionnaire has been revised to make it more intelligible for those who participated in the research. Three scholarly marketing professionals examined and improved the construct components to ensure the intellectual reliability of the measurements. The professionals checked the items for spelling and grammatical problems and guaranteed they were genuine. In the present research, a digital community was employed to ask those who use Instagram and Facebook to respond to a survey using Google Forms in the specified web-based survey platform. Online surveys offer the following benefits: (1) sampling is not limited to a specific geographical area, (2) the cost is less,



and (3) survey replies are quicker (Hair, 2021). For the final evaluation, 87 survey respondents and suitable responses were examined.

Measures: The study employed items developed from past research to verify the measurements' validity and reliability. Each item is assessed using 5-point Likert-type ratings "1" (strongly disagree), "3" (neutral), and "5" (strongly agree).

Dependent Variable: To get a response about one dimension of Purchase intention was determined by two items adapted from the work of Nasution et al. (2020). The sample item is, "I intend to buy using social media shortly."

Independent variable: To investigate the two dimensions of social media marketing and attitude toward information.

Mediating Variables: The research used one mediating variable throughout this study, satisfaction.

Moderating variable: The research used one moderator as the product type.

The survey questionnaire methodology outlined above aims to assess the impact of social media marketing on consumer purchase intention, with a specific focus on the mediating role of attitude toward information. Researchers can employ SEM-based analyses to examine the relationships among these variables by collecting data on demographic information, social media marketing exposure, attitude towards knowledge, marketing exposure, and purchase intention. The questionnaire provides a structured approach to gathering quantitative data that will contribute to a deeper understanding of the impact of social media marketing on consumer purchase intention and the role of attitude towards information as a mediator in this relationship.

Results

Instead of existing covariance-based techniques like LISREL and AMOS, this study adopts a partial least square (PLS) modeling strategy. We chose PLSSEM because it best suits confirmatory and exploratory studies (Shastry, 2021). There are two techniques for modeling structural equations (SEM), covariance-based and PLS-SEM (Hanaysha, 2022). PLS is generally used to validate hypotheses, while SEM is best for hypothesis expansion (Jamil, 2021). A PLS-



SEM-based approach will be carried out in two stages: weighing first, followed by measuring (Kusumo et al., 2021). PLS-SEM is appropriate for a multivariable, multiple-order predictor. Small data analysis is also beneficial in PLS-SEM (Laksamana, 2018). PLS-SEM makes All variable computations simple (Manzoor et al., 2020). The present research used SmartPLS Ringle, C. M., Wende, S., and Becker, J.-M. 2022. "SmartPLS 4." Oststeinbek: SmartPLS GmbH, <http://www.smartpls.com>.

Figure 1
 Conceptual Framework

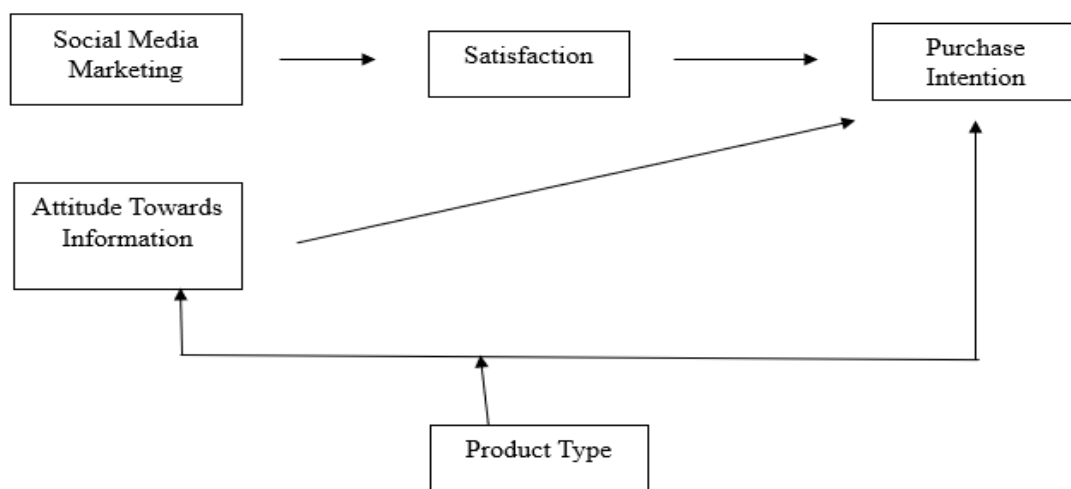


Table 1
 Path Analysis

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ((O/STDEV))	P values
Attitude Towards information -> Purchase Intention	-0.188	-0.175	0.178	1.056	0.291
Product Type -> Purchase Intention	-0.046	-0.111	0.187	0.248	0.804
Satisfaction -> Purchase Intention	0.323	0.091	0.330	0.979	0.328
Social Media Marketing -> Satisfaction	-0.238	-0.151	0.272	0.873	0.383
Product Type x Attitude Towards Information -> Purchase Intention	0.091	0.016	0.146	0.624	0.533

This enables the H2 hypothesis to be true (= 0.182, t-value = 1.056, p = 0.291). The findings indicate that H3 is supported by evidence that information attitude significantly influences



purchase intent ($= 0.187$, t -value = 0.248 , $p = 0.804$). The results suggest that the judgments support the hypothesis that product type will modify the relationship between information attitude and purchase intention ($= 0.330$, t -value = 0.979 , $p = 0.328$; $= 0.330$, t -value = 0.979 , $p = 0.328$). ($= 0.272$, t -value = 0.877 , $p = 0.383$) These results provide additional support for the hypothesis that there is a significant positive relationship between contentment and the desire to buy. According to the findings, social media marketing may significantly impact consumer satisfaction. $P = 0.533$, $t = 0.624$, $= 0.146$ H4 predicts that the desire to purchase will be linked to social media marketing through a customer-pleasing medium. The data support hypotheses 1, 2, 3, 4, and 5. The data support all five hypotheses: H1, H2, H3, and H4.

Table 2
 Construct Reliability and Validity

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	The average variance extracted (AVE)
Attitude Towards Information	-0.763	0.393	0.004	0.403
Product Type	-0.295	0.494	0.140	0.487
Purchase Intention	-0.358	0.467	0.019	0.446
Satisfaction	-0.197	0.262	0.004	0.384
Social Media Marketing	-0.275	0.219	0.012	0.560

This research model relies on five factors. Cronbach's alpha is used to assess the validity of this study paradigm (Chakola, 2022). As indicated in Table 2, the dependability of all items is substantial, with Cronbach's alpha (α) more than 0.7. Furthermore, composite reliability (CR) ranges from .80 to .854, beyond the permitted limit of 0.70, confirms that all loadings in this study demonstrated adequate indicator consistency. Finally, every loading of items is more than the 0.6 cutoff, which fulfills the requirement (Choedon & Lee, 2020). Cronbach's alpha values better than 0.70 are acceptable for all structures (Cozer, 2018). Table 2 shows that all of the numbers are more than 0.7. Convergent validity is assessed using CR and AVE, as well as the reliability of scales for every item (Voramontri & Klieb, 2019). According to the expert, CR and AVE must be more than 0.7 and 0.5, respectively. Convergent validity was assessed using CR and the mean-variance extracted numbers (Aggarwal & Mittal, 2022).



Table 3
 Heterotrait-Monotrait
 ratio (HTMT) -
 Matrix

	Attitude Towards Information	Product Type	Purchase Intention	Satisfaction	Social Media Marketing	Product Type x Attitude Towards Information
Attitude Towards Information						
Product Type	1.012					
Purchase Intention	0.877	0.775				
Satisfaction	1.465	0.936	1.400			
Social Media Marketing	0.640	0.625	1.071	1.150		
Product Type x Attitude Towards Information	0.772	0.391	0.490	0.520	0.077	

The average variance-derived scores of every parameter are more significant than 0.50 and higher than .70, indicating a satisfactory convergent validity and internal consistency criterion. It is said that a CR value of at least 0.70 is appropriate and regarded as a decent measure of internal uniformity (Harvard Business Review, 2023). Furthermore, average variance retrieved scores more significant than 0.50 shows satisfactory convergent validity, implying that the needed indications have defined a concept with more than 50% variability. Two strategies are used in the present research to assess discriminant validity called Fornell–Larcker criterion and Heterotrait–Monotrait (HTMT) (The Mediating Role of Customer Trust, 2023).

Table 4
 Fornell-Larcker criterion

	Attitude Towards Information	Product Type	Purchase Intention	Satisfaction	Social Media Marketing
Attitude Towards Information	0.635				
Product Type	0.462	0.698			
Purchase Intention	-0.384	-0.270	0.668		
Satisfaction	-0.340	-0.320	0.408	0.620	
Social Media Marketing	0.215	0.185	-0.223	-0.238	0.748

According to (Laksamana, 2018), the model’s discrimination validity began at the highest value of the variable’s correlation with itself; therefore, the upper right-hand opposite values must be greater than the correlation coefficient with additional variables, corresponding to the square root

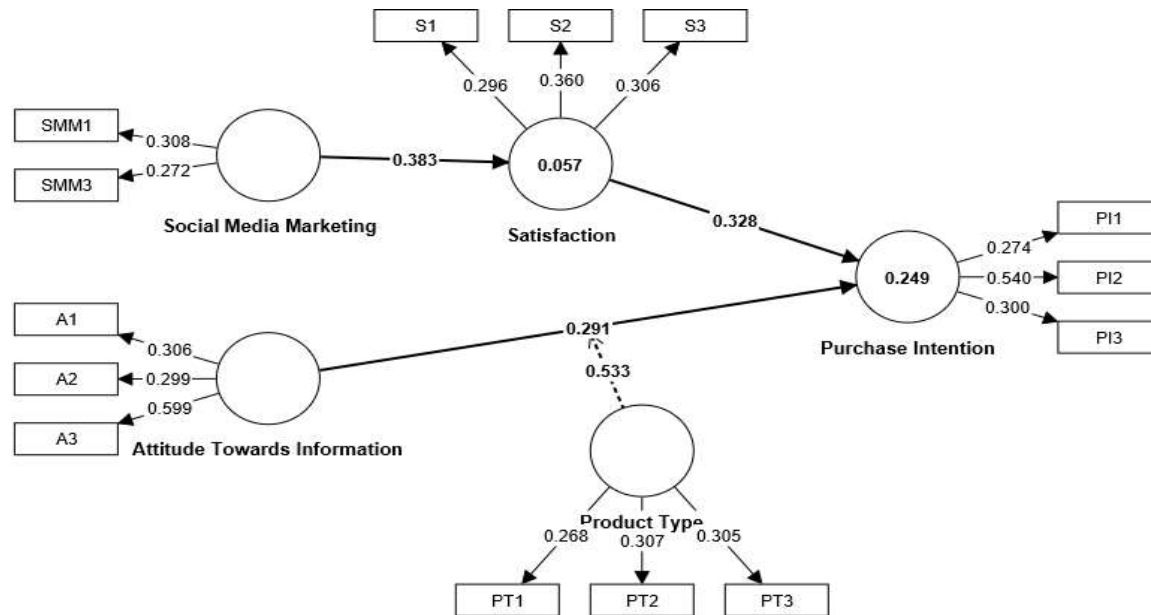


of AVE. HTMT ratios must be less than 0.85, with values ranging from 0.90 to 0.95 acceptable. The results of the classification of this research are compatible with the idea of discriminant validity since all HTMT values are smaller than 0.90 (Kusumo et al., 2021).

Table 4
VIF Table

	VIF
A1	1.089
A2	1.085
A3	1.055
PI1	1.131
PI2	1.003
PI3	1.134
PT1	1.236
PT2	1.189
PT3	1.044
S1	1.022
S2	1.016
S3	1.009
SMM1	1.015
SMM3	1.015
Product Type x Attitude Towards Information	1.000

Figure 2



The multicollinearity problem of the model will be evaluated using VIF. If the VIF value exceeds 5, experts concur that the data has no collinearity (Manzoor et al., 2020). The results indicate that



the internal significance of the VIF for each parameter must fall between 1.421 and 1.893. In addition, these findings do not show data collinearity, and the investigation yields consistent results. As a measure of “the explanatory power of the model,” the R² value for each predictor was calculated. Displays the accuracy with which each independent variable represents the dependent variables. Higher R² coefficient values “between 0 and 1” indicate more accurate predictions. R² values of 0.25 suggest a marginal relationship, 0.50 indicate a moderate relationship and 0.75 show that the relationship is “significant.” The model is adequate if the R² of the initial results is more significant than 0.5.

Discussion and Analysis

Individuals utilize social media for various objectives involving interactions, e-business, purchasing, and selling, bringing about an inventive change in their life. People’s life is being made more accessible by current internet technologies, advances, and breakthroughs in social media. These advancements resulted in the launch of a new e-commerce approach. Several past research within the literature supporting the five characteristics of social media validated the used scale of measures of SMC behaviors grounded in consumption and satisfaction theory. The overall impact of these variables defines the attitudes that motivate people to utilize social media. Customers use online sites to acquire tailored resources or to get the most up-to-date information when offering their thoughts or seeking advice. Secondly, SMC improves the equity of a brand. Therefore, the five defined SMC characteristics make up the motivating factors of brand equity within the online setting (Aggarwal & Mittal, 2022). Promotions on social media, details about goods on social media, and the variety of information available on social media all affect purchasing behavior. The intent to buy is directly affected by purchasing attitude.

The Feeling of Using social media, Product information via social media, and the many benefits of using social media and Saving Time directly impact Purchase Intention. People utilize social networking sites for various reasons, including communication, e-commerce, purchasing, and selling. Current digital inventions and improvements, as well as advancements in social media, make people’s lives simpler. These advancements have ushered in a new e-commerce paradigm. The current study combines pleasure and social networking ideas and presents a model to investigate the function of social media in e-business or societal adoption. The findings reveal



that customer happiness and the influence of social media significantly impact their plans to buy something. This validates the appropriate hypothesis and responds to the research question.

Conclusion and Recommendation

In conclusion, this study aimed to explore the influence of social media marketing on customer purchase intention, with a particular emphasis on the mindset regarding information. The study gave valuable insights into the link between social media marketing and customer purchase intention using a structural equation modeling (SEM) technique. According to the study's findings, social media marketing considerably influences customer purchase intent. The effect of social media marketing was discovered to be mediated by informational attitude. This implies that when customers have a positive attitude about the content supplied via social media marketing, it will generate a greater buy intention. Companies are adjusting their marketing strategies to take advantage of new channels, so consumers' perspectives are shifting. When exposed to high-quality systems or data, participants are more likely to make purchases through social media. An analysis of the data demonstrates that advertisements on social media have a more significant effect on consumers' propensity to purchase than on their actual level of product satisfaction. They are increasing customer contentment by enhancing the functionality of the website. According to an additional data analysis, contented consumers are more likely to purchase. After endorsing the level of satisfaction, respondents intended to buy an assortment of goods. This highlights the moderating effect of delight on the social acceptability of trade. This study demonstrates that social media marketing can influence purchase intent via satisfaction as a moderator and product category as a mediator.

The recommendations depend on the study's findings for advertisers and companies intending to use social media marketing to increase customer intent to buy. Such as, initially, marketers must be sure that the material they post on social media channels pertains to their customers. Content should be adapted to the customers' requirements, tastes, and interests. Data correctness and dependability are also critical for establishing customer trust and reputation. Further, marketers could use elements like polls, quizzes, sweepstakes, and tailored messages to engage customers more intimately. Businesses may build customer views regarding the brand and promote purchase intent by promoting active engagement. Finally, marketers must examine measures like impact, participation, and conversion rates to determine the effectiveness of their efforts. This



information can assist in influencing future decisions and optimizing social media marketing initiatives for better outcomes.

Based on the results of the empirical study, the following are possible areas for future investigation. Concepts and data from other fields moderately influence examining social media advertising. Researchers must devote more time to developing new models and methods to determine the optimal model. Lastly, future research must investigate variations in population sampling, as this investigation emphasizes the factors that influence consumers' general purchase decisions in the context of social media advertising. Consider, for example, the effects of social media on consumers' purchasing decisions and how they can vary by age or gender. Participation in social media may influence the propensity of consumers to spend money. In this investigation, neither product-related nor other exogenous factors were considered. Future research may incorporate these characteristics and the impact of social media advertising on consumers' purchasing decisions.

Acknowledgment

We want to express our gratitude to Jinnah University for Women, who have facilitated the research to its completion.

References

- Aggarwal, R., & Mittal, S. (2022). Impact of Social Media Marketing Activities on Purchase Intentions via Customer Equity Drivers: An Empirical Case Study on Smartphone Brands. *International Journal of Online Marketing (IJOM)*, 12(1), 1-19.
- Agha, A. A., Rashid, A., Rasheed, R., Khan, S., & Khan, U. (2021). Antecedents of Customer Loyalty in Telecomm Sector. *Turkish Online Journal of Qualitative Inquiry*, 12(9).
- Bushara, M. A., Abdou, A. H., Hassan, T. H., Sobaih, A. E. E., Albohnayh, A. S. M., Alshammari, W. G., . . . Elsaied, M. A. (2023). Power of Social Media Marketing: How Perceived Value Mediates the Impact on Restaurant Followers' Purchase Intention, Willingness to Pay a Premium Price, and E-WoM? *Sustainability*, 15(6), 5331.
- Chakola, A. (2022). *The Impact of Social Media Influencers on the Buying Behaviour of Gen Z in India*. Dublin, National College of Ireland.
- Chaudhuri, P. (2020). Influence of Digital Marketing Channels on the Consumer Buying Process. *Journal of Emerging Technologies and Innovative Research. Communications in Statistics*, 7(8), 96-105.
- Choedon, T., & Lee, Y.-C. (2020). The effect of social media marketing activities on purchase intention with brand equity and social brand engagement: Empirical evidence from Korean cosmetic firms. *Knowledge Management Research*, 21(3), 141-160.



- Cozer, C. (2018). Consumer's perception and purchase intentions: a qualitative study on second-hand clothing stores.
- Fe, H. (2023). Social networks and consumer behavior: Evidence from Yelp. *Journal of Economic Behavior & Organization*, 209, 1-14.
- Hameed, F., Malik, I. A., Hadi, N. U., & Raza, M. A. (2023). Brand awareness and purchase intention in the age of digital communication: A moderated mediation model of celebrity endorsement and consumer attitude. *Online Journal of Communication and Media Technologies*, 13(2), e202309.
- Hanaysha, J. R. (2022). Impact of social media marketing features on consumer's purchase decision in the fast-food industry: Brand trust as a mediator—*International Journal of Information Management Data Insights*, 2(2), 100102.
- Hair Jr, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). Partial least squares structural equation modeling (PLS-SEM) using R: A workbook (p. 197). Springer Nature.
- Jamil, K., Dunnan, L., Gul, R. F., Shehzad, M. U., Gillani, S. H. M., & Awan, F. H. (2022). Role of social media marketing activities in influencing customer intentions: a perspective of a new emerging era. *Frontiers in Psychology*, 12, 6464.
- Khan, I., & Fatma, M. (2023). CSR Influence on Brand Image and Consumer Word of Mouth: Mediating Role of Brand Trust. *Sustainability*, 15(4), 3409.
- Khan, S., Anwar, A., & Qabool, S. (2023). Evaluating the Impact of eWOM Adoption on Consumer Purchasing Intentions. *International Journal of Social Science & Entrepreneurship*, 3(1), 62-84.
- Khan, S., Rashid, A., Rasheed, R., & Amirah, N. A. (2022). Designing a knowledge-based system (KBS) to study consumer purchase intention: the impact of digital influencers in Pakistan. *Kybernetes*.
- Khan, S., Zaman, I., Khan, M. I., & Musleha, Z. (2022). Role of Influencers in Digital Marketing: The moderating impact of follower's Interaction. *GMJACS*, 12(1), 15-43.
- Khan, S., Zaman, S. I., & Rais, M. (2022). Measuring Student Satisfaction through Overall Quality at Business Schools: A Structural Equation Modeling: Student Satisfaction and Quality of Education. *South Asian Journal of Social Review (ISSN: 2958-2490)*, 1(2), 34-55.
- Kusumo, S., Rahayu, A., Wibowo, L. A., & Hendrayati, H. (2021). *The Effect of Social Media Marketing on Purchase Intention (Evidence from Indonesia)*. Paper presented at the 5th Global Conference on Business, Management, and Entrepreneurship (GCBME 2020).
- Laksamana, P. (2018). Impact of social media marketing on purchase intention and brand loyalty: Evidence from Indonesia's banking industry. *International Review of Management and Marketing*, 8(1), 13-18.
- Nasution, M. I., Fahmi, M., & Prayogi, M. A. (2020, March). The quality of small and medium enterprises' performance using the structural equation model-part least square (SEM-



- PLS). In *Journal of Physics: Conference Series* (Vol. 1477, No. 5, p. 052052). IOP Publishing.
- Majeed, M., Owusu-Ansah, M., & Ashmond, A.-A. (2021). The influence of social media on purchase intention: The mediating role of brand equity. *Cogent Business & Management*, 8(1), 1944008.
- Makhkamova, D. (2023). METHODOLOGY OF FORMATION OF FREELANCING SKILLS OF FUTURE TEACHERS OF INFORMATICS AND INFORMATION TECHNOLOGIES THROUGH THE SUBJECT OF INFORMATICS AND DIGITAL TECHNOLOGIES. *Conference*, 55-64.
- Manzoor, U., Baig, S. A., Hashim, M., & Sami, A. (2020). Impact of social media marketing on consumer's purchase intentions: the mediating role of customer trust. *International Journal of Entrepreneurial Research*, 3(2), 41-48.
- Miao, M., Jalees, T., Zaman, S. I., Khan, S., Hanif, N.-u.-A., & Javed, M. K. (2022). The influence of e-customer satisfaction, e-trust, and perceived value on consumer's repurchase intention in the B2C e-commerce segment. *Asia Pacific Journal of Marketing and Logistics*, 34(10), 2184-2206.
- Nazir, S., Khadim, S., Asadullah, M. A., & Syed, N. (2023). Exploring the influence of artificial intelligence technology on consumer repurchase intention: The mediation and moderation approach. *Technology in Society*, 72, 102190.
- Parris, D. L., & Guzman, F. (2023). Evolving brand boundaries and expectations: looking back on brand equity, brand loyalty, and brand image research to move forward. *Journal of Product & Brand Management*, 32(2), 191-234.
- Pavlou, P. A., Liang, H., & Xue, Y. (2007). Understanding and mitigating uncertainty in online exchange relationships: A principal-agent perspective. *MIS Quarterly*, 105-136.
- Pratama, A. A. N., Hamidi, M. L., & Cahyono, E. (2023). The effect of halal brand awareness on purchase intention in Indonesia: the mediating role of attitude. *Cogent Business & Management*, 10(1), 2168510.
- Rosário, A. T., & Dias, J. C. (2023). Marketing Strategies on Social Media Platforms. *International Journal of E-Business Research (IJEBR)*, 19(1), 1-25.
- Shahid, M. I., Hashim, M., Baig, S. A., Manzoor, U., Rehman, H. U., & Fatima, F. (2023). *Managing supply chain risk through supply chain integration and quality management culture*. Paper presented at the Supply Chain Forum: An International Journal.
- Shastry, V. S. (2021). Consumer Attitude and their Purchase Intention: A Review of Literature. *International Review of Business and Economics*, 5(2), 3.
- Singh, S., & Srivastava, S. (2018). The moderating effect of product type on online shopping behavior and purchase intention: An Indian perspective. *Cogent Arts & Humanities*, 5(1), 1495043.
- Titiyal, R., Bhattacharya, S., Thakkar, J. J., & Sah, B. (2023). Impact of e-fulfillment on consumer loyalty across different product types. *Journal of Asia Business Studies*, 17(2), 439-461.



Voramontri, D., & Klieb, L. (2019). Impact of social media on consumer behavior. *International Journal of Information and Decision Sciences*, 11(3), 209-233.

Zhang, H., Ma, W., Wang, G., Wang, S., & Jiang, X. (2021). Effects of psychosocial factors on posttraumatic growth among lung cancer patients: A structural equation model analysis. *European Journal of Cancer Care*, 30(5), e13450.