

# Investigating the impact of social media advertising features on customer purchase intention

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## ABSTRACT

Social media is being increasingly used as a platform to conduct marketing and advertising activities. Organizations have spent a lot of time, money, and resources on social media ads. However, there is always a challenge in how organizations can design social media advertising to successfully attract customers and motivate them to purchase their brands. Thus, this study aims to identify and test the main factors related to social media advertising that could predict purchase intention. The conceptual model was proposed based on three factors from the extending Unified Theory of Acceptance and Use of Technology (UTAUT2) (performance expectancy, hedonic motivation, and habit) along with interactivity, informativeness, and perceived relevance. The data was collected using a questionnaire survey of 437 participants. The key results of structural equation modelling (SEM) largely supported the current model's validity and the significant impact of performance expectancy, hedonic motivation, interactivity, informativeness, and perceived relevance on purchase intentions. This study will hopefully provide a number of theoretical and practical guidelines on how marketers can effectively plan and implement their ads over social media platforms.

## 1. Introduction

Social media is increasingly finding a place for itself in all aspects of our lives. Customers are accordingly more behaviourally and perceptually engaged with the major social media platforms such as Facebook, Google+, Snapchat, YouTube, and Twitter (Alalwan, Rana, Dwivedi, & Algharabat, 2017; Kapoor et al., 2017; Kim and Kim, 2018; Shareef, Mukerji, Dwivedi, Rana, & Islam, 2017). This really changes the nature of our interactions either with our friends or with private and public organizations. Indeed, social media platforms represent a new place where people, organizations, and even governments can commercially, socially, politically, and educationally interact with each other and exchange information, thoughts, products, and services (Hawkins and Vel, 2013; Rathore, Ilavarasan, & Dwivedi, 2016; Usher et al., 2014; Zeng and Gerritsen, 2014; Zhu and Chen, 2015). Consequently, organizations worldwide have started thinking about how using these platforms could help in attracting customers and building a profitable marketing relationship with those customers (Alalwan, Rana, Algharabat, & Tarhini, 2016; Braojos-Gomez, Benitez-Amado, & Llorens-Montes, 2015; Kamboj, Sarmah, Gupta, & Dwivedi, 2018; Lin and Kim, 2016; Oh, Bellur, & Sundar, 2015).

As mentioned by Alalwan et al. (2017), there are different marketing practices that firms could apply over social media platforms (i.e. advertising, e-WOM, customer relationship management, and

branding). However, the significant interest in social media marketing has been in terms of advertising from both researchers' and practitioners' perspectives (i.e. Alalwan, Dwivedi, Rana, & Williams, 2016; Alalwan et al., 2017; Braojos-Gomez et al., 2015; Duffett, 2015; Jung, Shim, Jin, & Khang, 2016; Kamboj et al., 2018; Shareef et al., 2017; Shareef, Mukerji, Alryalat, Wright, & Dwivedi, 2018; Zhu and Chang, 2016). Such interest is also demonstrated by the large amount of money spent by organizations on advertising campaigns; for instance, in 2016 about 524.58 billion USD was invested for this purpose as reported by Statista (2017a). The same level of interest was also paid to social media ads, according to Statista (2017b), with about 32.3 billion USD spent in 2016 on both desktop and mobile social media ads. This, in turn, raises a question about the feasibility of such campaigns from the firm's perspective. More importantly, marketers are always faced with the challenge of how they can plan and design these social media ads in a more effective and attractive manner. Likewise, Jordan is considered as one of the fast-growing countries in terms of the number of social media users along with the special interest paid by Jordanian business in investing in social media marketing activities. For instance, according to a study conducted by Pew Research Centre in 2016, the number of social media users in Jordan had reached about 7.2 million (Alghad, 2016). Thus, there is a big challenge for Jordanian organizations regarding the effective use and design of social media advertising campaigns (Alalwan et al., 2017).

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Due to their nature as interactive and modern technology (Web 2.0), social media ads represent the cutting edge of firm–customer communication (Logan, Bright, & Gangadharbatla, 2012). In comparison with traditional mass media advertising or online ads (that are used for Web 1.0 applications), firms are able to have more informative and interactive (two-way) communication with their customers (Barreda, Bilgihan, Nusair, & Okumus, 2016; Lee and Hong, 2016; Mangold and Faulds, 2009; Palla, Tsotsou, & Zotos, 2013; Swani, Milne, Brown, Assaf, & Donthu, 2017; Wu, 2016). Hence, social media ads could help firms to accomplish many marketing aims, such as creating customers' awareness, building customers' knowledge, shaping customers' perception, and motivating customers to actually purchase products (Alalwan et al., 2017; Duffett, 2015; Kapoor et al., 2017; Shareef et al., 2017).

Social media ads are a form of internet ad, yet as they are Web 2.0, customers could have different perceptions and experiences in interacting with social media ads. This is also due to the nature of social media ads as they empower customers to have more engagement (i.e. liking, re-sharing, commenting, posting, and learning) with the targeted ads (Laroche, Habibi, & Richard, 2013; Tuten and Solomon, 2017). Accordingly, as suggested by Logan et al. (2012), there has been a need to conduct more examination into such phenomena in recent years. In fact, researchers have to focus more on discovering the main dimensions that could influence the customer's reaction and perception toward social media ads (Oh et al., 2015). In line with Tuten and Solomon (2017), one of the main aims of using social media for promotion and communication is to shape the consumer's decision-making process. Therefore, this study attempts to identify and examine the main factors that could predict the customer's purchase intention for the products that are promoted using social media advertising. Further, this study attempts to answer the following questions:

1. What is a suitable conceptual model that could be adopted to provide a clear picture covering the main aspects related to social media advertising?
2. What are the main factors associated with social media advertising that could predict the customer's purchase intention?

## 2. Theoretical foundation

As discussed above, there is always a concern regarding the importance of social media ads in predicting customers' perceptions and reactions. Thus, considerable interest has recently been paid by marketing researchers to testing and discussing the related issues of social media marketing (i.e. Boateng and Okoe, 2015; Hossain, Dwivedi, Chan, Standing, & Olanrewaju, 2018; Lee and Hong, 2016; Shareef et al., 2017; Shiau, Dwivedi, & Yang, 2017; Zhu and Chang, 2016). Noticeably, as seen in Table 1, a large number of these studies have enthused about the applicability and efficiency of using social media for advertising activities (i.e. Alalwan et al., 2017; Duffett, 2015; Dwivedi, Kapoor, & Chen, 2015; Dwivedi, Rana, Tajvidi et al., 2017; Jung, 2017; Jung et al., 2016; Lee and Hong, 2016; Lin and Kim, 2016; Logan et al., 2012; Shareef, Mukerji et al., 2018; Taylor, Lewin, & Stratton, 2011).

A comparative study conducted by Logan et al. (2012) indicated that both entertainment and informativeness have a significant impact on the value of social media ads and TV ads. Another significant relationship was also noticed by Logan et al. (2012) between advertising value and customers' attitudes. However, Logan et al. (2012) disproved the impact of irritation on the advertising value. Likewise, Lee and Hong (2016) were able to validate the impact of both informativeness and advertising creativity on customers' empathy expression. In the same study, a strong association was noticed between intention to express empathy and customers' intention to purchase. By the same token, Saxena and Khanna (2013) demonstrated significant positive influences of entertainment and information on the added value of social media ads.

Habit was examined and considered by different studies (i.e. Wu, Li, & Chang, 2016) as one of the most important aspects shaping the user's perception, intention, and behaviour toward social media marketing activities. In this instance, user creative performance is largely enhanced by the user's habitual behaviour toward using social media as reported by Wu et al. (2016). Habit was also addressed in terms of previous usage experience by Wang, Lee, and Hua (2015), who verified the impact of habit on three main dimensions (perceived ease of use, perceived enjoyment, and perceived usefulness) related to using social media. Another study conducted by LaRose, Connolly, Lee, Li, and Hales (2014) took a different perspective in discussing the role of habit in the area of social media. LaRose et al. (2014) noticed that habit could concurrently hinder the negative impact of social media use and accelerate the positive outcomes of using these platforms. Users of mobile social apps are more likely to continue using such systems if they have a habitual behaviour toward such applications, as proved by Hsiao, Chang, and Tang (2016).

In her recent study, Jung (2017) examined how perceived relevance could predict either customers' attention to or avoidance of targeted ads. Jung (2017) empirically argued that if customers perceive an extent of relevance in the targeted ad, they are more likely to pay considerable interest to such an ad. However, customers are more likely to ignore social media ads if they perceive a degree of privacy concern, Jung reported (2017). Lin and Kim (2016) provided convincing evidence supporting a strong negative influence of both intrusiveness and privacy concern on perceived usefulness, perceived ease of use, and attitudes toward social media ads. On the other hand, Lin and Kim (2016) validated the impact of usefulness on both attitudes and customers' penchant for buying. Boateng and Okoe (2015) statistically assured the impact of attitudes toward social media ads and customers' responses. In addition, they found that this association between attitudes and responses is significantly moderated by the role of organization reputation. A number of studies (i.e. Bannister, Kiefer, & Nellums, 2013; Taylor et al., 2011) have not approved the moderating influence of age and gender on the association between social media ads and customers' attitudes and intention to purchase.

In the light of this review, it is obvious that there is a need to propose a conceptual model covering the most critical aspects of social media advertising (Dwivedi, Rana, Tajvidi et al., 2017; Kapoor et al., 2017; Plume, Dwivedi, & Slade, 2016; Shareef et al., 2017). Such a model should also explain how these aspects could predict the customers' perception and intention toward products and services that are presented in social media advertising (Alalwan et al., 2017; Kapoor et al., 2017; Shareef et al., 2017). Closer review of the main body of literature leads to observation of the critical role of intrinsic and extrinsic motivation on customer reactions toward social media advertising (Chang, Yu, & Lu, 2015; Shareef et al., 2017). Therefore, two factors from the extending Unified Theory of Acceptance and Use of Technology (UTAUT2) were explored: performance expectancy was selected to cover the role of extrinsic motivation while hedonic motivation was selected to cover the role of intrinsic motivation (Dwivedi, Rana, Tajvidi et al., 2017; Dwivedi, Rana, Janssen et al., 2017; Dwivedi, Rana, Jeyaraj, Clement, & Williams, 2017). As customers formulate a habitual behaviour toward social media activities, habit is another factor from the UTAUT2 presented in the current study model. However, other factors of UTAUT (i.e. price value, facilitating conditions, and effort expectancy) are not considered in the current study model. The deletion of facilitating conditions and effort expectancy could be returned to the fact that customers have rich experience with dealing with social media platforms which, in turn, makes using these platforms simple and requiring little effort from users. This is in addition to the fact that the impact of both facilitating conditions and effort expectancy could vanish as customers have more experience in dealing with new systems like social media as reported by Venkatesh, Morris, Davis, and Davis (2003). Further, using social media does not require customers to have a high level of facilities and support that could be important for

**Table 1**  
Studies that Have Examined the Related Issues of Social Media Advertising.

Study	Data Collection Tool	Factors Examined	Platform Targeted
Shareef et al. (2017)	Questionnaire	Entertainment, informativeness, irritation, advertising value, and attitudes	Facebook
Shareef, Mukerji et al. (2018)	Experiment and quantitative study	Hedonic motivation, source derogation, self-concept, message informality, experiential message, and attitude toward advertisement	Facebook
Yang et al. (2013)	Survey questionnaire	User experience, attitudes toward mobile ads, acceptance of mobile technologies, technology-based evaluations, credibility, and emotion based evaluations	Mobile social media
Lin and Kim (2016)	Survey questionnaire	Innovativeness concerns, privacy concern, perceived usefulness, perceived ease of use, attitudes toward ads, and purchase intention	Facebook
Saxena and Khanna (2013)	Questionnaire	Informativeness, irritation, and entertainment	Social networking websites
Logan et al. (2012)	Online questionnaire	Emotional appeal, informativeness, creativity, privacy concern, intention to express empathy, attitudes, subjective norms, and purchase intention	Facebook versus Television
Lee and Hong (2016)	Experimental design and online survey was conducted using the Google Forms tool to collect data	Perceived advertising value, informativeness, entertainment, promotional rewards, peer influence, invasiveness, privacy concern, attitude toward social network advertising, and behavioural intention	Facebook
Jung et al. (2016)	Questionnaire	Access, length of usage, log on frequency, log on duration, profile update incidence, gender, age, ethnic group, and purchase intention	Facebook
Duffett (2015)	Self-administered structured questionnaires	Corporate reputation, attitude toward social media advertising, and consumer response	Not identified
Boateng and Okoe (2015)	Survey questionnaire	Attitudes toward social media advertising, information, entertainment, economy, value, ad-clicking, and buying	Facebook, MySpace, and LinkedIn
Mir (2012)	Survey questionnaire	Self-brand congruity, peer influence, informative, entertainment, quality of life, structure time, invasiveness, privacy concerns, and attitudes	Different social media platforms were considered (i.e. Facebook, YouTube, and Twitter)
Taylor et al. (2011)	Questionnaire	Number of symbols, number of indexes, number of icons, social facilitation, social presence, and communication effect	Not identified
He and Shao (2018)	Content analysis	Perceived ease of use, psychological dependence, and habit	Facebook, MySpace, LinkedIn, Google +, Flickr, Twitter, and YouTube
Can and Kaya (2016)	Online survey		

other technologies like Mobile banking and Internet banking (Alalwan, Dwivedi et al., 2016; Alalwan, Dwivedi, Rana, & Algharabat, 2018). As for price value, using social media is free of charge. In addition, in order to watch and read social media ads, the customer does not bear any cost. Therefore, customers could not be concerned regarding price issues for social media advertising, and accordingly, price value is not considered in the current study model.

Social media is a kind of Web 2.0 technology to which is attributed a high degree of interactivity (Alalwan et al., 2017; Sundar, Bellur, Oh, Xu, & Jia, 2014). Thus, interactivity was added in the current study model as one of the most important factors mentioned over the relevant literature of social media (Alalwan et al., 2017; Sundar et al., 2014). Further, according to the relevant literature (Jung et al., 2016; Lee and Hong, 2016), customers were influenced by the extent to which social media advertising can provide adequate and useful information. This, in turn, leads this study to consider the important role of informativeness. The last important factor was perceived to be relevance, which has been reported in the prior literature as an important factor to be considered (Zhu and Chang, 2016) (Fig. 1).

### 2.1. Performance expectancy (PE)

In the online area, it has been largely argued that individuals will be more involved and engaged in adopting new systems if they perceive such systems as more productive, useful, and able to save them time and effort (Alalwan et al., 2017; Dwivedi, Rana, Jeyaraj et al., 2017; Shareef, Baabdullah, Dutta, Kumar, & Dwivedi, 2018; Venkatesh et al., 2003; Venkatesh, Thong, & Xu, 2012). As for social media ads, people are more likely to be attached if they perceive the targeted ads as more useful and valuable (Chang et al., 2015; Rana, Dwivedi, Lal, Williams, & Clement, 2017). Empirically, Chang et al. (2015) supported the role of usefulness as a similar factor to performance expectancy on customer preferences, like intention, and share intention. Another study

examining customers' online purchasing found that the customer's attitudes and intention to buy from online malls is largely predicted by the usefulness perceived in online advertising (Ahn, Ryu, & Han, 2005). A new study in 2016 conducted by Lin and Kim (2016) has provided further evidence supporting the role of perceived usefulness on both customers' attitudes toward social media ads and purchase intention as well. More recently, Shareef et al. (2017) supported a strong correlation between advertising value and customers' attitudes toward social media ads. Accordingly, the first hypothesis is as follows:

**H1: Performance expectancy will positively influence customer's purchase intention of products presented in social media advertising.**

### 2.2. Hedonic motivation (HM)

One of the main contributions that was added by Venkatesh et al. (2012) in UTAUT2 concerns the role of hedonic motivation. Indeed, Venkatesh et al. (2012) were successful in making their new model fit to the customer context by including the role of intrinsic motivation along with extrinsic motivation. Social media platforms have been largely reported as a new place for people to find fun and entertainment (Alalwan et al., 2017; Hsu and Lin, 2008; Shareef, Mukerji et al., 2018; Wamba, Bhattacharya, Trinchera, & Ngai, 2017). In particular, customers are more attracted to social media ads due to their level of creativity and attractiveness (Dwivedi, Rana, Jeyaraj et al., 2017; Hsu and Lin, 2008; Jung et al., 2016; Lee and Hong 2016; Wamba et al., 2017). This is in addition to the high level of interactivity available in such platforms, which enhances the level of customers' ability to control, contribute, and interact with other. Accordingly, customers could have more hedonic benefits as reported by Yang, Kim, and Yoo (2013). In line with this argument, Shareef et al. (2017) recently empirically proved the impact that intrinsic motivation (entertainment) has on both social media advertising value and customers' attitudes. Likewise, Jung et al. (2016) supported a strong correlation between entertainment and

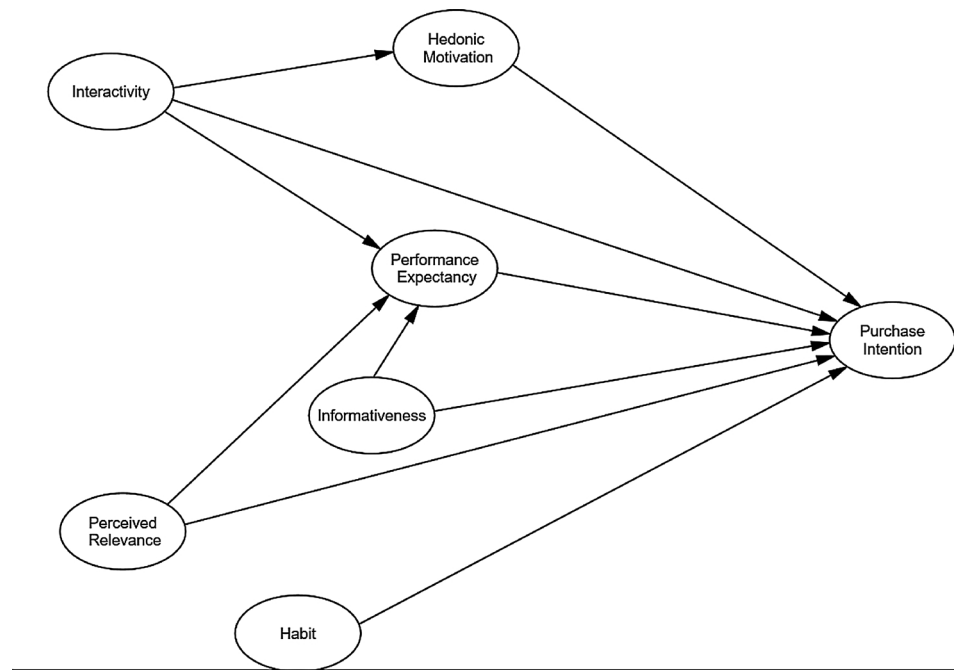


Fig. 1. Conceptual Model.

Adapted from Ducoffe (1996), Venkatesh et al. (2012), and Zhu and Chang (2016).

customers' attitudes toward social media ads. Thus, hedonic motivation could have a crucial role in predicting customers' reaction and perception toward social media ads, and based on that the following hypothesis proposes:

**H2: Hedonic motivation will positively influence customers' purchase intention of products presented in social media advertising.**

### 2.3. Habit (HB)

According to Venkatesh et al. (2012, p. 161), habit could be articulated as the degree to which individuals are willing to act automatically because of learning. Based on their daily interaction with social media platforms, people are more likely to have a habitual behaviour toward such platforms as well as most of the marketing activities posted on them (Alalwan et al., 2017; Shareef et al., 2017). This, in turn, enriches the level of customers' skills and knowledge related to these activities (Limayem, Hirt, & Cheung, 2007; Venkatesh et al., 2012). In fact, and based on the discussion presented by Venkatesh et al. (2012), customers seem to be more engaged with new systems and applications if they habitually use such systems and applications (Alalwan et al., 2018; Eriksson, Kerem, & Nilsson, 2008; Kolodinsky, Hogarth, & Hilgert, 2004). Accordingly, it could be argued that customers who habitually see social media ads are more likely to be influenced by such ads and have a positive reaction toward them. Thus, the next hypothesis is as follows:

**H3: Habit will positively influence customers' purchase intention of products presented in social media advertising.**

### 2.4. Interactivity (INTER)

Interactivity is one of the most critical and crucial aspects associated with the online area and social media platforms. Therefore, this concept has been deriving considerable interest from researchers regarding the related area (i.e. Kioussis, 2002; Kweon, Cho, & Kim, 2008; McMillan and Hwang, 2002; Shilbury, Westerbeek, Quick, Funk, & Karg, 2014). Indeed, the effective role of such technology features will enlarge the horizon of individuals' perception and, accordingly, their ability to consciously process more information (Chung and Zhao, 2004; Sundar,

2007). For example, interactivity considerably transforms the nature of the communication process and how information could be exchanged between all parties over the online area (McMillan and Hwang, 2002; Sundar et al., 2014).

The concept of interactivity has been discussed in different ways. While a good number of researchers have seen it as an interaction and communication process between people (i.e. Kelleher, 2009; Lowry, Romano, Jenkins, & Guthrie, 2009; Men & Tsai, 2015), another group has focused on the technology aspect, where people are interacting with technical devices (i.e. PC, laptop, smartphone) (i.e. Oh and Sundar, 2015; Sicilia, Ruiz, & Munuera, 2005; Sundar, Kalyanaraman, & Brown, 2003). Conceptually, according to both Jensen (1998) and Steuer (1992), interactivity was defined as the extent to which an individual could control the context and information of the media platform. Kioussis (2002) and Liu and Shrum (2002) returned this concept to the ability of a media platform to provide a synchronous communication.

There are a good number of studies that have supported the role of interactivity in the customer's intention toward different technologies. For instance, interactivity was noticed by Lee (2005) to have a crucial impact on the customer's intention to use Mobile commerce. In their conference paper, Abdullah, Jayaraman, and Kamal (2016) propose a strong relationship between perceived interactivity and the customer's intention to revisit hotel websites. Likewise, website interactivity was observed to have indirect impact on users' engagement over the social commerce website as stated by Zhang, Lu, Gupta, and Zhao (2014). According to Wang, Meng, and Wang (2013), interactivity also has a crucial role in shaping customers' online buying behaviour. Further, customers are less likely to trust the security of their online purchases if the targeted website is less interactive (Chen, Hsu, & Lin, 2010). According to the above-mentioned discussion, it could be argued that the level of interactivity existing in social media advertising could shape customers' purchase intention of the products presented in social media ads. Thus, the following hypothesis proposes that:

**H4: Interactivity will positively influence customers' purchase intention of products presented in social media advertising.**

Interactivity was also articulated by Rafaeli (1988) as a media platform's ability to provide a timely response, while Rice and Williams (1984) saw interactivity as a real-time exchange of information in two

directions. This, in turn, could accelerate the usefulness and values perceived in the targeted media platform. In fact, over the digital and social media area, customers cannot physically visualize and assess the quality of the products presented, and accordingly, features like interactivity will strongly shape the way customers perceive utilities and benefits associated with such products (Barreda et al., 2016; Palla et al., 2013). In addition, Voorveld, Van Noort, and Duijn (2013) and Yoo, Lee, and Park (2010) argued that website interactivity has a crucial role in influencing customer perception and behaviour in the online retailing context. Early, in 2006, Lee et al. were successfully able to prove the statistical impact of interactivity on customers' perception of usefulness toward e-commerce websites. Thus, the following hypothesis proposes that:

**H5: Interactivity will positively influence performance expectancy related to social media advertising.**

As a kind of Web 2.0 system, social media enjoys a high degree of interactivity, and accordingly, users would have more space to interact and make their own contribution. This, in turn, could enhance the level of intrinsic and psychological benefits (i.e. hedonic motivation, enjoyment, and playfulness) related to using and following social media advertising. In line with this thought, Cyr, Head, and Ivanov (2009) introduced empirical evidences supporting the role of interactivity in enhancing the customer's perceived enjoyment toward online retail shopping. A strong relationship was also noticed by Lee, Fiore, and Kim (2006) between interactivity and customers' perceived enjoyment toward e-commerce website. In addition, Yang et al. (2013) demonstrated that the level of intrinsic motivation (enjoyment) is largely correlated with the level of interactivity that exists on a social media website. By the same token, Müller and Chandon (2004) proved that interactivity positively contributes to customers' perception of the emotional connection with online brands.

**H6: Interactivity will positively influence hedonic motivation related to social media advertising.**

## 2.5. Informativeness (INF)

Informativeness was articulated by Rotzoll and Haefner (1990) as the extent to which a firm can provide adequate information based on which customers can make better purchasing decisions. Informativeness was addressed by Pavlou, Liang, and Xue (2007) as a more perceptual construct measured using a self-reported scale. In fact, this construct is more related to the sender's ability to rationally attract the customer's response as it empowers the customer to cognitively assess the adoption of information and messages provided (Lee and Hong, 2016). Such an important role of informativeness was noticed in the area of digital commerce by Gao and Koufaris (2006), who highlighted the impact of this construct on customers' attitudes. In the social media area, Taylor et al. (2011) showed that there is a positive relationship between informativeness and customers' attitudes as well. Another study conducted by Phau and Teah (2009) emphasized the role of informativeness on customers' attitudes toward mobile message ads. Likewise, Lee and Hong (2016) empirically proved the positive role of informativeness on customers' reaction toward social media advertising, and in turn, on their intention to buy the products presented in the social media ads. Kim and Niehm (2009) demonstrated a strong positive relationship between the quality of information available at the website and customers' e-loyalty intention.

All things considered, the level of informativeness that exists in social media ads could empower customers to have better buying behaviour and could accordingly increase their intention to purchase. Thus, the following hypothesis proposes that:

**H7: Informativeness will positively influence customers' purchase intention of products presented in social media advertising.**

Indeed, social media platforms provide advertisers with more mechanisms and tools in customizing ads and information posted. This, in turn, makes social media ads more useful and beneficial from the

customer's perspective (Jung et al., 2016). As mentioned by Ducoffe (1996); Gao and Koufaris (2006); Rathore et al. (2016); and Taylor et al. (2011), informativeness is one of the main aspects of advertising effectiveness that largely shape the customer's attitudes toward social media ads. Additionally, as more updated and comprehensive information becomes available in social media ads, customers could perceive such ads as being more useful. In this regard, Logan et al. (2012) confirmed the role of informativeness as the strongest factor increasing customers' perception of advertising value. By the same token, perceived value was noticed by Kim and Niehm (2009) to be significantly predicted by the role of website information quality.

According to the above-mentioned discussion, social media advertising that enjoy with an extent degree of informativeness could also be perceived as more useful and efficient from the customer's perspective. Consequently, the following hypothesis proposes that:

**H8: Informativeness will positively influence performance expectancy related to social media advertising.**

## 2.6. Perceived relevance (PRR)

By using social media platforms, advertisers are more capable of tailoring and customizing the kinds of messages and content that are posted based on their customers' preferences (Zhu and Chang, 2016). Indeed, customers have been largely noticed to stay loyal and satisfied if they perceive a level of personalization as stated by Ball, Coelho, and Vilares (2006); Laroche et al. (2013); and Liang, Chen, Du, Turban, and Li (2012). According to Celsi and Olson (1988, p. 2011), relevance is defined as "the degree to which consumers perceive an object to be self-related or in some way instrumental to achieving their personal goals and values". As for social media advertising, this paper adopts the definition of Zhu and Chang (2016, p. 443), which is "the degree to which consumers perceive a personalized advertisement to be self-related or in some way instrumental in achieving their personal goals and values".

Many scholars concerned with the online area, such as Campbell and Wright (2008), Drossos and Giaglis (2005), Pavlou and Stewart (2000), and Zhu and Chang (2016), have demonstrated the importance of how much customers perceive the posted advertising content as relevant and personalized based on their requirements and preferences. For instance, Pavlou and Stewart (2000) revealed the impact of personalization on the customer's intention to buy as well as on their trust and satisfaction. Pechmann and Stewart (1990) also noticed that customers are more likely to be interested in ads if they perceive these ads to be more relevant to their personal preferences. More recently, Zhu and Chang (2016) empirically proved the role of perceived relevance on the customer's continuous use intentions through the mediating role of self-awareness.

According to the above-mentioned discussion, it could be argued that customers will positively value social media ads and be more willing to depend on such ads when making their decisions if they perceive the ads to be relevant to their goals and preferences. Accordingly, the following hypothesis postulates that:

**H9: Perceived relevance will positively influence customers' purchase intention of products presented in social media advertising.**

It could also be argued that as long as customers feel that the ads posted are more related and relevant to their needs, interests, and preferences, they will positively value such ads and perceive them as more useful. The relationship between relevance and usefulness was early tested and supported by Hart and Porter (2004) in their study to examine the factors affecting the usefulness of online Analytical Processing. Further, Drossos and Giaglis (2005) suggested a positive relationship between perceived relevance and the effectiveness of online ads. Liang et al. (2012) found out that customers are more likely to perceive usefulness in the online service system if they find this system relevant and personalized according to their preferences and needs. Similar findings have been provided by Ho and Bodoff (2014), who argued that there was a positive correlation between the level of

**Table 2**  
Descriptive Statistics (Mean and Standard Deviation) Measurement Items and Cronbach's Alpha Values.

Construct	Item	Mean	Std. Deviation	Cronbach's Alpha Values
Performance Expectancy	PE1	5.8863	1.11156	0.925
	PE2	5.6910	1.11508	
	PE3	5.8659	1.17457	
	PE4	5.4869	1.23508	
Habit	HB1	5.7464	1.19077	0.905
	HB2	5.5831	1.20353	
	HB3	5.4956	1.24750	
	HB4	5.5277	1.20851	
Informativeness	INF1	5.0904	1.42266	0.917
	INF2	5.0816	1.47664	
	INF3	5.1487	1.39697	
	INF4	5.0758	1.45300	
Hedonic Motivation	HM1	5.3878	1.30163	0.916
	HM2	5.3061	1.30995	
	HM3	5.0379	1.40852	
Perceived Relevance	PRR1	5.1108	1.25399	0.904
	PRR2	5.2362	1.25408	
	PRR3	5.2478	1.24714	
Interactivity	INTER1	5.3090	1.39259	0.945
	INTER2	5.2070	1.35109	
	INTER3	5.2187	1.30742	
	INTER4	5.0466	1.41963	
	INTER5	4.9913	1.36687	
Purchase Intention	PIN1	5.4344	1.29808	0.943
	PIN2	5.2682	1.34352	
	PIN3	5.3440	1.27665	
	PIN4	5.4198	1.26300	

personalization existing in the targeted website and the level of perceived usefulness in this website.

In view of what has been indicated regarding the importance of perceived relevance in enhancing the customer's perception of value and usefulness. Accordingly, the following hypotheses postulate that:

**H10: Perceived relevance will positively influence performance expectancy related to social media advertising.**

### 3. Methodology

A self-administrative questionnaire was conducted to collect the required data from a convenience sample of Jordanian customers who have already used social media platforms (Dwivedi and Irani, 2009). In detail, the required data was collected over the period from July 2017 to October 2017 from four big cities in Jordan (Amman, Irbid, Zarqa, and Balqa). Respondents were approached at their workplaces (i.e. universities, colleges, private companies, and public sectors). With the help of bachelor and master students at Al-Balqa' Applied University, the questionnaire was also allocated to students' friends and relatives who should have an account on social media platforms. The main constructs of UTAUT2—performance expectancy, hedonic motivation, and habit – were measured using items from Venkatesh et al. (2012). The main items of interactivity were adapted from Jiang, Chan, Tan, and Chua (2010), which has also been used by Barreda et al. (2016) in the area of online branding. Informativeness was tested using scale items from Logan et al. (2012). This scale has been successfully validated by Lee and Hong (2016) in the area of social media advertising. The scales of Zeng, Huang, and Dou (2009) and Zhu and Chang (2016) were adopted in the current study to measure perceived relevance. Finally, six items were adapted from Duffett (2015) to measure purchase intention (see Appendix A). A seven-point Likert scale anchor from strongly agree to strongly disagree was used to measure the main questionnaire items. As this study was conducted in Jordan and as Arabic is the main language there, the current questionnaire was translated into Arabic using the back translation method suggested by Brislin (1976). To ensure an adequate level of validity and reliability

prior to conducting the main survey, the researcher applied a pilot study with 30 postgrad and undergrad students. Most of those students reported that the language used was clear and straightforward and that the length of the questionnaire was reasonable. All factors were also able to have an acceptable value of Cronbach's alpha higher than 0.70 as suggested by Nunnally (1978).

## 4. Results

### 4.1. Respondents' profile and characteristics

Out of the 600 participants targeted, 437 completed the questionnaire and their responses were found to be valid. 59.3% of those participants were male and 40.7% female. The vast majority were within the age group of 20–25 (33%) and 25–30 (39.2%) while the smallest group was for those whose age was above 50 (10.3%). 35.3% of respondents were found to have a monthly income between 250 and 500 JOD, and about 31.2% of respondents had an income level between 501 and 750 JOD. Most of the targeted respondents had a good educational level; 61.2% had a bachelor's degree, 23.2% had a master's degree, and about 7.1% had a PhD degree. All respondents had an account on at least one of the following social media platforms: Facebook, Instagram, and Twitter. The largest portion (71.2%) had a Facebook account, 65.3% had an Instagram account, and 30.1% had a Twitter account. About 69.1% of those respondents had an account on all three of these platforms.

### 4.2. Normality

As suggested by Hair, Black, Babin, and Anderson, (2010) and Kline (2005), univariate normality was examined by using skewness-kurtosis results presented in the output file in AMOS 22.0. Such results ensured that all items have a skewness value of less than 3, and their kurtosis values do not exceed 8 (Kline, 2005). Thus, there is no concern over the univariate normality of the data distribution of the current study, and the data could be subjected to further analyses in structural equation modelling (SEM) (Kline, 2005).

### 4.3. Descriptive statistics (mean and standard deviation) of scale items

Mean and standard deviation were calculated for all scale items used in the current study. As presented in Table 2, all performance expectancy items were noticed to have a mean value higher than 5 with std. deviation values less than 1.23. This means that the current study respondents positively valued the usefulness of social media advertising. Likewise, the lowest mean for habit items was for HB3 (5.4956) with a std. deviation value of 1.24. Accordingly, it could be said that the respondents of the current study sample have a habitual behaviour toward social media ads. Informativeness items were also positively valued by respondents with mean values not less than 5 and std. deviation values not higher than 1.45. Similarly, most respondents perceive social media as enjoyable and entertaining due to the fact that all items of hedonic motivation have a mean value greater than 5 and a std. deviation value below 1.4. Sample respondents seem to highly appreciate aspects related to interactivity as all items in this case have a mean value higher than 4.99 and a std. deviation value less than 1.41. The three items used to measure perceived relevance have a mean value not less than 5 and a std. deviation value not more than 1.25. Finally, the four items of purchase intention have a mean value more than 5 and a std. deviation value less than 1.34. Thus, respondents seem to be interested in purchasing these products that are presented in social media ads.

Prior to carrying out SEM analyses, there was a need to check the internal consistency reliability of the scale items. Thus, Cronbach's alpha was tested for all constructs as seen in Table 2. All constructs were able to have adequate level of internal consistency reliability as

the values of Cronbach’s alpha were higher than 0.70 as suggested by Nunnally (1978). The highest value of Cronbach’s alpha (0.945) was for interactivity followed by purchase intention with value of 0.943 while the lowest value (0.905) was for habit (see Table 2).

4.4. Structural equation modelling (SEM)

Two-stage structural equation modelling method was considered in this study as proper analysis technique to be utilized to validate the proposed model and examine the research hypotheses. According to Byrne (2010); Hair, Black, Babin, Anderson, and Tatham (2006); and Tabachnick and Fidell (2007), SEM enables the researcher to concurrently test many interrelated relationships between observed variables (indicators) and non-observed variables (latent constructs) which could be targeted in the first stage of SEM: measurement model (confirmatory factor analysis (CFA)). This is in addition to the ability of SEM to validate the associations between the latent constructs which are targeted in the second stage of SEM: structural model analyses. Moreover, the researcher is more able to test all the issues related to unidimensionality and constructs validity and reliability for each factor individually (Anderson and Gerbing, 1988; Kline, 2005).

In the current study, at the first stage of SEM (measurement model), model goodness of fit, constructs reliability, and validity were all tested. Then, validation of the conceptual model and testing of the research hypotheses were targeted in the second stage: the structural model.

4.4.1. Model fitness

A number of highly recommended indices [Chi-square/degrees of freedom (CMIN/DF), Goodness-of-Fit Index (GFI), Adjusted Goodness-of-Fit Index (AGFI), Normed-Fit Index (NFI), Comparative Fit Index (CFI), and Root Mean Square Error of Approximation (RMSEA)] are considered to evaluate the model fitness. As seen in Table 3, the initial fit indices (CMIN/DF = 4.541, GFI = 0.832, AGFI = 0.751, NFI = 0.841, CFI = 0.893, and RMSEA = 0.068) of the measurement model were not found to be within their recommended level, and this indicates that the measurement model does not adequately fit the observed data, and accordingly, the model should be revised (Anderson and Gerbing, 1988; Bagozzi and Yi, 1988; Byrne, 2010). As suggested by Byrne (2010) and Hair et al. (2006), factor loading for each construct item and modification index was carefully checked. Then, it was possible to figure out the most problematic items, and these items were removed from the model. The revised version of the measurement model was tested without problematic items, and all fit indices (CMIN/DF = 2.0456, GFI = 0.901, AGFI = 0.861, NFI = 0.934, CFI = 0.965, and RMSEA = 0.055) at this time were found to be within their suggested values, as presented in Table 3.

4.4.2. Constructs validity and reliability

Both average variance extracted (AVE) and composite reliability (CR) were tested in the current study (Anderson and Gerbing, 1988; Hair et al., 2010). As seen in Table 4, CR values for all constructs were noticed to be higher than 0.70, and AVE values were also within their recommended level with a value higher than 0.50 (Anderson and Gerbing, 1988; Hair et al., 2010). Further, all items were able to have a

Table 3  
Results of the Measurement Model.

Fit Indices	Cut-off Point	Initial Measurement Model	Modified Measurement Model
CMIN/DF	≤3.000	4.541	2.0456
GFI	≥0.90	0.832	0.901
AGFI	≥0.80	0.751	0.861
NFI	≥0.90	0.841	0.934
CFI	≥0.90	0.893	0.965
RMSEA	≤0.08	0.068	0.055

standardized regression weight higher than 0.50 (Anderson and Gerbing, 1988; Hair et al., 2010) (see Table 5). As for discriminant validity, the inter-correlation value between all factors was observed to be less than the square root of AVE for each factor (see Table 4).

4.4.3. Common method bias

As the data of the current study is self-reported, there was a need to be sure that the current study data is free of the common method bias problem (Bhattacharjee, 2012; Podsakoff, MacKenzie, Lee, & Podsakoff, 2003). So as to address the related issues of common method bias, this study adopted Harman’s single factor test (Harman, 1976). In fact, Harman’s single factor test has been broadly recommended and applied by prior studies as mentioned by both Malhotra, Kim, and Patil (2006) and Podsakoff et al. (2003). Therefore, in the current study, seven constructs (PE, HM, HB, INTER, INF, PRR, and PIN) with their 26 items were subjected to Harman’s single-factor test. By using SPSS 21, these 26 items were loaded into the exploratory factor analysis and inspected via using an unrotated factor solution. The main statistical findings of this test largely supported the fact that there is no concern regarding common method bias as no single factor emerged besides about 45.321 per cent of variance that was accounted for by the first factor, which is not more than the cut-off value of 50 that was recommended by Podsakoff et al. (2003).

4.4.4. Structural model

At the second stage, the structural model was tested to validate the conceptual model and test the main research hypotheses. Similar to the measurement model, the structural model adequately fitted the observed data as all its fit indices were found within their suggested level as follows: CMIN/DF = 2.628; GFI = 0.90; AGFI = 0.833; IFI = 0.913; CFI = 0.951; RMSEA = 0.0621. A good predictive validity was reached by the conceptual model as well; about 0.52, 0.37, and 0.28 of variance were accounted for in purchase intention, hedonic motivation, and performance expectancy respectively (see Fig. 2).

As for the main research hypothesis, except for H2 (HB → PIN) ( $\gamma = 0.008, p < 0.542$ ), the rest of the research hypotheses were supported, as presented in Fig. 2. In detail, interactivity had the largest value of coefficient with purchase intention ( $\gamma = 0.34, p < 0.000$ ) (see Table 6). Another path from interactivity to hedonic motivation was also recorded ( $\gamma = 0.60, p < 0.000$ ). Hedonic motivation ( $\gamma = 0.17, p < 0.017$ ), performance expectancy ( $\gamma = 0.23, p < 0.000$ ), informativeness ( $\gamma = 0.26, p < 0.000$ ), and perceived relevance ( $\gamma = 0.22, p < 0.005$ ) were all found to have a significant impact on purchase intention. Both informativeness ( $\gamma = 0.20, p < 0.003$ ) and perceived relevance ( $\gamma = 0.350, p < 0.000$ ) were found to have a significant impact on performance expectancy. Further discussion of the current study results is presented in the forthcoming section.

4.4.5. Multi collinearity test

As presented in Table 6, all values yielded regarding variance inflation factors (VIF) confirms that there is no concern about multi collinearity between independent and dependent factors in the proposed model. This is due to the fact that all VIF values were found to be less than 10 as suggested by Brace, Kemp, and Snelgar (2003) and Diamantopoulos and Siguaw (2000).

5. Discussion

This study was conducted with the intention of discovering the main dimensions of social media marketing that could shape the customer’s purchase intention. Indeed, organizations worldwide spend a lot of money and effort on promoting their products using social media platforms. Accordingly, there is always concern about the feasibility of such campaigns and how these campaigns could attract more customers. As discussed by Shareef et al. (2017) and Dwivedi, Rana, Tajvidi et al. (2017), social media advertisements should be designed and

**Table 4**  
Constructs Reliability, Validity, and Discriminate Validity.

Construct	CR	AVE	PIN	PE	HB	INF	HM	PRR	INTER
PIN	0.943	0.805	<b>0.897</b>						
PE	0.928	0.762	0.670	<b>0.873</b>					
HB	0.891	0.732	0.638	0.668	<b>0.856</b>				
INF	0.919	0.739	0.596	0.455	0.528	<b>0.860</b>			
HM	0.920	0.793	0.688	0.627	0.664	0.514	<b>0.890</b>		
PRR	0.904	0.759	0.698	0.586	0.677	0.502	0.729	<b>0.871</b>	
INTER	0.925	0.711	0.689	0.557	0.530	0.437	0.605	0.633	<b>0.843</b>

Note: Diagonal values are square roots of AVE; off-diagonal values are the estimates of inter-correlation between the latent constructs.

**Table 5**  
Standardized Regression Weights.

Construct	Item	Estimate
Performance Expectancy	PE1	0.897
	PE2	0.909
	PE3	0.875
	PE4	0.808
Habit	HB1	0.748
	HB2	0.887
	HB3	0.922
Informativeness	INF1	0.895
	INF2	0.896
	INF3	0.883
	INF4	0.757
Hedonic Motivation	HM1	0.878
	HM2	0.935
	HM3	0.856
Perceived Relevance	PRR1	0.837
	PRR2	0.889
	PRR3	0.886
Purchase Intention	PIN1	0.862
	PIN2	0.912
	PIN3	0.936
	PIN4	0.878
Interactivity	INTER1	0.903
	INTER2	0.899
	INTER3	0.877
	INTER4	0.775
	INTER5	0.751

organized in a way that considers all the important factors that are the focus of attention for customers. Thus, closer reviewing of the main body of literature over the related area of marketing advertisements and social media leads this study to identify six factors (performance expectancy, hedonic motivation, habit, interactivity, informativeness, and perceived relevance) as key predictors of the purchase intention. Based on the main statistical results, excluding habit, the factors were successfully able to predict a significant variance in purchase intention (0.52), performance expectancy (0.28), and hedonic motivation (0.37). This, in turn, supports the predictive validity of the current study model.

As seen in Fig. 2, interactivity was the most significant factor predicting purchase intention. Additionally, interactivity was found to have a crucial role in contributing to both hedonic motivation and performance expectancy. This implies that if a customer perceives an extant level of interactivity pertaining to social media advertising, they will largely find such advertising more useful and entertaining to follow, and accordingly, they will be motivated to purchase the products or services presented in this advertising. In fact, customers are currently more interested in two-way communication rather than just being receivers of messages sent (Sundar et al., 2014). More importantly, interactivity gives more importance to the customer's opinions by enabling them to present their feedback and talk back about their perception and experience regarding the targeted ads (Jiang et al., 2010). Thus, customers are more likely to have more useful and exceptional experience in following and interacting with social media ads.

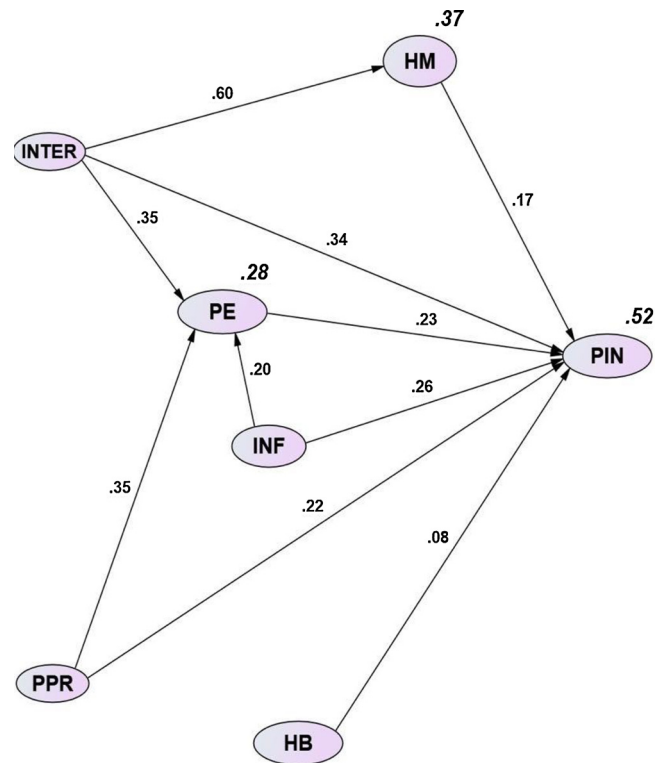


Fig. 2. Validation of the Conceptual Model.

**Table 6**  
Results of Standardized Estimates of the Structural Model.

Path	Path Coefficient Value	S.E.	C.R.	P-value	VIF	Significance? [YES/NO]
INTER → PE	0.349	0.049	5.286	***	2.314	Yes
INTER → HM	0.605	0.053	11.243	***	1.147	Yes
INF → PE	0.204	0.049	3.417	0.003	2.587	Yes
PPR → PE	0.347	0.055	5.090	***	2.364	Yes
HB → PIN	0.076	0.064	1.257	0.209	1.214	No
PE → PIN	0.231	0.056	4.072	***	2.784	Yes
INTER → PIN	0.343	0.046	5.542	***	2.412	Yes
PPR → PIN	0.223	0.054	3.316	0.005	1.987	Yes
INF → PIN	0.259	0.045	4.771	***	1.754	Yes
HM → PIN	0.166	0.051	2.419	0.017	1.354	Yes

Such results related to interactivity are parallel to other studies that tested the role of interactivity, such as Barreda et al. (2016), Chen et al. (2010), Müller and Chandon (2004), Palla et al. (2013), Voorveld et al. (2013), Wang et al. (2013), Yang et al. (2013), and Yoo et al. (2010).

Informativeness was the second strongest factor predicting customers' purchase intention. In addition, informativeness was able to significantly predict performance expectancy. This means that customers



are more likely to be motivated to purchase a product if they perceive social media ads as a worthy source of information. Increasingly, customers are looking to social media platforms as an important source of information for different kinds of products and services. Further, an adequate level of both customer-generated content and organization-generated content is available over social media ads due to high interactivity existing in social media. This makes social media ads a richer information source than any other traditional media tools (Rathore et al., 2016; Taylor et al., 2011). Further, social media ads can provide customers with more timely, comprehensive, up-to-date information in a more convenient way from the customer's perspective (Logan et al., 2012; Taylor et al., 2011). Accordingly, customers are more able to save time and effort in the information research process (Logan et al., 2012). In the relevant literature, different studies have supported the role of informativeness, such as Ducoffe (1996), Jung et al. (2016), Lee and Hong (2016), Pavlou et al. (2007), and Rathore et al. (2016).

The results from the current study largely support the importance of the role of perceived relevance on customers' purchase intention. This implies that as long as customers feel social media ads are related to their own preferences and interests, they will be more inclined to buy the products presented in social media ads. One of the main innovative characteristics of social media platforms is their ability to empower organizations to accurately customize and tailor their ads and messages based on the customer's lifestyle, characteristics, needs, and interests (Zhu and Chang, 2016). Accordingly, organizations are currently more capable to deliver their ads and messages to their targeted customers. Additionally, customers who find these ads to be more relevant to their requirements will definitely perceive these ads as more useful and productive as well. Different studies (i.e. Ball et al., 2006; Campbell and Wright, 2008; Drossos and Giaglis, 2005; Liang et al., 2012; Pavlou and Stewart, 2000; Zhu and Chang, 2016) have supported the importance of the role of perceived relevance on customers' perception and intention.

Performance expectancy was seen to have a strong impact on customers' purchase intention. To put it differently, customers who find social media advertising beneficial and more advantageous are more likely to be willing to purchase the targeted products of these ads. As discussed above, the high level of interactivity and informativeness that exists in social media ads positively enhances the customer's perception of usefulness related to these ads. Moreover, according to the current study results regarding the role of perceived relevance, it was also noticed that customers perceive social media ads as relevant and associated with their requirements and preferences. This, in turn, positively reflects the customer's attitudes and perception toward social media ads. Such results are similar to other studies' results such as those proposed by Ahn et al. (2005), Chang et al. (2015), Lin and Kim (2016), and Shareef et al. (2017).

Hedonic motivation was empirically supported as a key predictor of purchase intention. Organizations are increasingly able to design and develop their ads in a more innovative and creative manner. Additionally, the general nature of social media applications are characterized by a higher degree of novelty, which in turn provides customers with a new and different experience over these platforms, giving them more joy and entertainment (Alalwan et al., 2017; Hsu and Lin, 2008; Shareef, Mukerji et al., 2018). The role of intrinsic motivation has been largely addressed either over the customer context or in social media advertising. For instance, Dwivedi, Rana, Tajvidi et al. (2017), Hsu and Lin (2008), Jung et al. (2016), Lee and Hong (2016), and Shareef, Mukerji et al. (2018) have provided strong evidence of the importance of the role of intrinsic motivation.

On the other hand, habit does not have any impact on the customer's purchase intention. This means that habit is not an important aspect from the customer's perspective in forming their intention to purchase products presented in social media ads. Such results could be attributed to the fact that the advertising message could lose its attraction and strength if it is repeatedly observed by customers, as discussed by Campbell and Keller (2003) and Pechmann and Stewart

(1988). Recently, Rau, Zhou, Chen, and Lu (2014) found a negative relationship between the extent to which customers habitually watched mobile message ads and the effectiveness of advertising. Lehnert, Till, and Carlson (2013) argue that ads' creativity could have more of an impact on customers' recall; repetition of ads could hinder the customer's recall and accordingly their intention. Can and Kaya (2016) were not able to support the relationship between habit and attitudes toward social media advertising as well.

### 5.1. Theoretical contribution

By capturing a number of critical factors in the current study model, this study was able to provide a considerable theoretical contribution for researchers in the related area of interest. At the beginning, this study extracted three factors from Venkatesh et al.'s (2012) model. This is in line with Venkatesh et al.'s (2012) suggestion to expand the applicability of their model to new systems and applications (social media advertising and customers' purchase intention). Another contribution of the study is the addition of new associations between the main constructs. Part of that interactivity was as a mechanism contributing both functional (performance expectancy) and intrinsic (hedonic motivation) utilities. Further, this study has examined in depth the role of informativeness and perceived relevance in contributing to performance expectancy. Such associations have been empirically proven, as presented in the results section. By doing this, this study was able to expand the theoretical horizon of UTAUT2 as well as extend the current understanding regarding the main aspects of social media advertising and how these aspects could shape the customer's perception and intention toward social media ads.

### 5.2. Practical implications

From a practical perspective, the results of the current study have given clues regarding the main aspects that should be the focus of attention for marketers who are engaged in social media ads. For instance, interactivity seems to be a crucial mechanism contributing to hedonic motivation, performance expectancy, and purchase intention. Therefore, marketers have to motivate their customers to become more engaged with ads posted over social media platforms by providing their feedback and their own comments and information (Jiang et al., 2010). This is related to the two-way communication that should be activated in social media ads. Firms could also request the marketing team to track and respond to any comments, enquiries, and feedback coming from the customer's side related to social media ads. Marketers should also expand their community (number of fans and followers) over social media ads (Liu, Lee, Liu, & Chen, 2018). In this regard, marketers should motivate the dialogue either between firm and customers or between customers themselves (Jiang et al., 2010). Thus, a large amount of content and high-quality information could be available (Liu et al., 2018). As suggested by Mohammed, Fisher, Jaworski, and Paddison (2003), using live text chat and chat rooms between customers and customer service team could provide more interactivity for targeted customers.

Informativeness was revealed by the current study as another important aspect. Therefore, marketers have to put more effort into the quality and amount of information that is presented. Comprehensive and updated information covering all the dimensions of products (i.e. products' features, price, discounts, delivery, and availability) should be considered in any social media ad's message (Mohammed et al., 2003). Ads should also focus on the value proposition of any products they advertise. In this instance, any advertising message should cognitively and emotionally attract the customer's attention (Logan et al., 2012; Shareef, Mukerji et al., 2018). Aspects of cognitive ads could include lower cost, higher quality, customer's guarantee or warranty, and product availability, while emotional aspects relate to the customer's feelings and are relevant to targeted brands (i.e. friendliness,

innovativeness, uniqueness, and humour) (Mohammed et al., 2003). More importantly, different kinds of media (video, audio, graphics, images, and text) should be applied when presenting information in social media ads (Mohammed et al., 2003).

In the current study, customers' intention and perception of usefulness were also predicted by the role of perceived relevance. Thus, marketers should design and tailor their social media ads according to their customers' interests and preferences. In this regard, marketers should adopt cookies for their fans and followers to see their customers' behaviours and profiles. This, in turn, will help marketers to predict their customers' preferences and interests. Moreover, marketers could tailor their social media ads according to customers' experience with the past ads posted by the organization or based on the past experience of friends and users who have the same area of interest and characteristics (Dwivedi, Shareef, Simintiras, Lal, & Weerakkody, 2016; Mohammed et al., 2003; Zhu and Chang, 2016). Using Survey Monkey will also help them to discover what the main aspects are that derive considerable attention from the customers' side and accordingly what should be considered in social media ads (Mohammed et al., 2003; Zhu and Chang, 2016).

Hedonic motivation was an important aspect in social media ads as shown in the current study. Therefore, marketers should design their ads in more creative and innovative ways that could really add to the level of intrinsic utilities perceived in such ads. Further, as mentioned above, more interactivity will lead customers to have more hedonic motivation. Thus, the tools related to interactivity mentioned above could help marketers contribute to the role of hedonic motivation. Using a multimedia mix (i.e. pictures, music, videos, and audio) will help to emotionally attract customers' attention and accordingly enhance the level of hedonic motivation. By the same token, performance expectancy was proven to have a significant influence on purchase intention. Hence, marketers should work hard to make their customers feel that these ads are useful and a worthy source of information during their decision-making process. The ads should therefore be designed in a more attractive manner, including more up-to-date and reliable information from the customer's perspective. Furthermore, more interest in the mechanisms related to interactivity, informativeness, and perceived relevance will indirectly lead to an enhanced level of performance expectancy related to social media ads.

## 6. Conclusions

The related issues of social media advertising have been increasingly the focus of attention of both researchers and practitioners over the marketing area. Therefore, this study was conducted to expand the current understanding about the main aspects associated with social media ads and their impact on the customer's purchase intention. A

## Appendix A

### Appendix: Measurement Items Adopted

Constructs	Items	Sources
Performance Expectancy	PE1	I find social media advertising useful in my daily life.
	PE2	Using social media advertising increases my chances of achieving tasks that are important to me.
	PE3	Using social media advertising helps me accomplish tasks more quickly.
	PE4	Using social media advertising increases my productivity.
Hedonic Motivation	HM1	Using social media advertising is fun.
	HM2	Using social media advertising is enjoyable.
	HM3	Using social media advertising is entertaining.

Venkatesh et al. (2012)

closer review of the related literature leads to the identification of six main factors (performance expectancy, hedonic motivation, habit, interactivity, informativeness, and perceived relevance) as key predictors of purchase intention. The data of the current study was collected from Jordan using a questionnaire survey. Then, 437 completed and valid responses were targeted for further analyses in SEM. The model was able to predict about 0.52 of variance in the customer purchase intention, and five factors, performance expectancy, hedonic motivation, interactivity, informativeness, and perceived relevance, were noticed to have a significant impact on the customer's purchase intention. Interactivity was also found to have a crucial role in accelerating both performance expectancy and hedonic motivation. Further, statistical results provide strong evidence supporting the impacting role of both perceived relevance and informativeness on performance expectancy. After that, the yielded results have been discussed in the light of logical justification as well as what has been found and argued over in prior studies of social media advertising. A number of practical and theoretical implications were also discussed in prior sections. The last subsection focuses on the main limitations restricting this study along with the important directions that worth considering by future studies.

### 6.1. Limitations and future research directions

Even though this study successfully clarified the main factors that could shape customer perception and behaviour toward social media advertising, there are a number of limitations that restrict this study and could be considered in future researches. For instance, personality traits (i.e. image, technology readiness, advertising creativity, community, privacy concern) are not considered in the current study. Thus, it could be useful if future studies pay attention to such aspects. By the same token, this study does not take into account the impact of demographic factors (age, gender, income level, educational level), and accordingly it is worthwhile testing the moderating influence of such factors in future studies. This study exclusively depends on the date collected using the questionnaire. However, there is a need to analyse customer behaviour and content over social media platforms. This could require new techniques (i.e. Netvizz or the Scheduler R package) to collect data from social media and analyse this data using a content analysis method. Future studies could use such methods and techniques to provide an in-depth view regarding the customer's perception, engagement, and behaviour toward social media ads. This study has examined social media ads over several social media platforms (i.e. Facebook, Twitter, and Instagram) without testing the impact of the nature of these platforms on the current study model (Shareef, Dwivedi, & Kumar, 2016). As suggested by Alalwan et al. (2017), future studies could examine how these factors could act differently from one platform to another.

Perceived Relevance	PRR1	Social media advertising is relevant to me.	Zeng et al. (2009)
	PRR2	Social media advertising is important to me.	
	PRR3	Social media advertising means a lot to me.	
	PRR4	I think social media advertising fits to my interests.	
	PRR5	I think social media advertising fits with my preferences.	
Habit	PRR6	Overall, I think social media advertising fits me.	Zhu and Chang (2016)
	HB1	The use of social media advertising has become a habit for me.	
	HB2	I am addicted to using social media advertising.	
	HB3	I must use social media advertising.	
Interactivity	HB4	Using social media advertising has become natural to me.	Venkatesh et al. (2012)
	INTER1	Social media advertising is effective in gathering customers' feedback.	
	INTER2	Social media advertising makes me feel like it wants to listen to its customers.	
	INTER3	Social media advertising encourages customers to offer feedback.	
	INTER4	Social media advertising gives customers the opportunity to talk back.	
Informativeness	INTER5	Social media advertising facilitates two-way communication between the customers and the firms.	Jiang et al. (2010)
	INF1	Social media advertising is a good source of product information and supplies relevant product information.	
	INF2	Social media advertising provides timely information.	
	INF3	Social media advertising is a good source of up-to-date product information.	
	INF4	Social media advertising is a convenient source of product information.	
Purchase Intention	INF5	Social media advertising supplies complete product information.	Logan et al. (2012)
	PIN1	I will buy products that are advertised on social media.	
	PIN2	I desire to buy products that are promoted on advertisements on social media.	
	PIN3	I am likely to buy products that are promoted on social media.	
	PIN4	I plan to purchase products that are promoted on social media.	
			Duffett (2015)

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