Role Of Social Media In Consumer Preferences (Purchase Intentions)

Fahad Durrani¹, Faiza Faiz Malik², Silvia Ahmed³, Shahzad Khan⁴, Hammad Ur Rehman⁵

¹MBA Scholar, Abdul Wali khan University, Mardan.
²Lecturer, Abdul Wali Khan University, Mardan.
³Lecturer, Abdul Wali khan University, Mardan.
⁴Demonstrator, Abdul Wali khan University, Mardan.
⁵MBA Scholar, Abdul Wali khan University, Mardan.

Abstract
As a result of the global expansion of social media, a new platform for interpersonal interaction and communication has been created. Due to social media's benefits, individuals can communicate and share information, ideas, and experiences. This may affect the purchase intentions and behaviors of consumers. This study examines how social media influences consumer preferences (purchasing purposes). This study investigates which phases of the customer decision-making process are influenced by social media when it comes to merchants and the reasons for these effects. According to a theoretical framework derived from prior research, there is a gap in the study of food retailers about social media's impact on consumers' purchasing intentions. During the study, a questionnaire was administered to comprehend better consumers' purchasing behavior about retailers' purchase intents. The empirical data are categorized by information type and listed under the research themes. The author compares the findings to assumptions derived from a theoretical framework. The study discovered that social media influences consumers' buying preferences at each stage. The primary reasons are that Facebook's features make life easier for users, that users spend more time on Facebook, and that Facebook's features allow users to contact supermarkets and other users, as well as examine comments written by other users on supermarkets' Facebook pages.

Keywords: Social Media, Consumer Preferences, Purchase Intentions

Introduction
The World Wide Web was established in 1989, and the Internet was launched in the same year, swiftly becoming a worldwide system for the world's general population (Abdullah, 2016). However, in 2004 a new web was introduced with the moniker Web 2.0. It is the second period of the World Wide Web, focusing primarily on collaboration and data delivery via the web. This is essentially a transition from more static HTML to a more robust web with client-friendly application programming that facilitates open communication and information sharing with online users. The substance of Web 2.0 is burdening global comprehension. Web 2.0 plays a vital role in gathering various groups' knowledge, information, shrewdness, and ability and then effectively utilizing it to make more informed decisions. This type of accumulated information generates new ideas, assists in resolving complex and long-standing difficulties, and aids in making the best decisions regarding the organization's future opportunities. Web 2.0 is a marketing buzzword that promotes the commercialization of an organization (Podsakoff et al., 2003). Web-based social networking remains "web-built programs that respect the conceptual and automated developments of Web 2.0 and that enable the construction and exchange of client-generated content" (Shareef et al., 2017) Web-based living is a source of intuitive communication between businesses and their customers. The organization receives continuous feedback from clients on its products and services. Consequently, intelligent organizations modify their products and services based on the requirements and demands of their customers. To enhance buyers' perception of development or administration, they join online communities using web-based social networking to share and receive their ideas about the item or administration in the query (Rana et al., 2017). Web-based social networking is gaining prominence in marketing; advertising & communication, as well as its clientele, are expanding each year (Liang, 2012) significantly.

Electronic Word-of-Mouth advertising (EWOM) is the act of individuals sharing information about a company's products and services with their online friends and communities. This correspondence increased the association's generosity and income, and benefits. EWOM advertising occurs when a company and its customers have an existing relationship. When customers develop a strong relationship with a company, they share their experiences on social media and recommend the business to their friends. This is known as EWOM marketing. These activities result in more significant development and increase inappropriate client conduct (Mangold, 2009). In the web context, EWOM has far-reaching effects due to its openness and dissemination of billions of communications. Due to its reliability and the propensity of individuals to interact through web-based living, it is a crucial marketing tool in the modern commercial world (Palla, 2013). Electronic, verbal, merchant-made data, buyer-obtained data, buyer-perceived quality, and shopper-perceived danger are the aspects this investigation considers. Consideration was given to the effect of these variables on the buyers' inclination (purchase objective), a variable.
Problem Statement

As a result of globalization, consumers are now aware of various alternative products available online and offline, share comparable qualities and characteristics, and satisfy consumers' exact wants and needs. Data accessibility is so comprehensive and consequential that an additional phrase is required to express it clearly and precisely. This unrelenting flow of information available to buyers has profoundly transformed their purchasing practices (Plume, 2016). According to a comparable expert, consumers' freedom in a strengthened online world has enabled them to know everything about the products and services they desire, including their availability, price, location, and yearning features. Similarly, corporations can identify customers' unmet and ignored needs and satisfy them with a different product or service. Expanded Internet usage in Pakistan necessitates an examination of its impact on consumer preferences.

Objectives of the research

The specific objectives of the research are;

i. To discover diverse influences of social media that can impact consumers’ preferences.

ii. To discover the effect of electronic word of Mouth, the vendor created information, information acquisition, saw quality, and saw hazards on shoppers' inclinations.

Literature Review

Purchase intention

Customers' likelihood to acquire a product or service (Jiang et al., 2010) and their own decision to purchase something (Pechmann, 1990) are instances of purchase intention. Numerous studies, like those by Swani (2017) and Karimi et al. (2015), have demonstrated that when consumers have a favorable opinion of a product or service, they are more likely to intend to purchase it (Alalwan et al., 2018).

Users' acquisition intentions are influenced by their impressions of the products or services they want to purchase (Campbell, 2003). The statement tackles multiple issues, including (1) consumers' prospective interest in acquiring a product or service, (2) consumers' intentions to purchase shortly, and (3) consumers' intentions to repurchase. The phrase "buying intentions" refers to a consumer's definite purchase purpose. Moreover, there is a positive relationship between happiness and brand loyalty—this happiness results from having positive ideas expressed about oneself via one's social network.
Social media

In addition to aiding the generation and transmission of user-generated content, "social media" refers to a set of web-based applications that emerged from the same theoretical and scientific foundations as the web (Dwivedi, 2009). Public relations (Hair et al., 2010), engagement (Hawkins, 2013), networking (Pentina, 2012), promotion (Hsu, 2008), and sales (Andzulis et al., 2012) have all been examined within various theoretical frameworks (Jung, 2016). There are four primary types of social media: weblogs, social networks, microblogs, and photo and video sharing websites. And there are no time, location, media, or monetary constraints when applying this strategy (Kim, 2012).

Electronic word of Mouth

Conversational commerce is a powerful persuasion strategy that can affect people's purchasing decisions. A study conducted by Kline (2005) showed that customer recommendations had a considerable impact on consumers' purchasing decisions. Hennig-Lowry et al. (2009) define "online word of mouth" as "any positive or negative statement made by prospective, current, or former consumers about a product or service that is accessible to the general public and organizations over the Internet." Internet and online life mechanical assemblages such as Facebook, Twitter, Blog, Flickr, etc. are utilized by consumers. According to Saxena (2013), there has been an increase in Web 2.0 tools such as online chat dialogues, customer review websites, weblogs, and relational association districts to exchange product information. Consumers can independently examine the assumptions and experiences of other buyers thanks to online word of Mouth. According to a study published by Chu (2011), the three primary components of eWOM on SNS are fulfilling goals, providing feedback, and spreading rumors. Due to their unusual scenario of assumption seeking, many buyers would seek advice from others before making a purchase (Flynn, Goldsmith, and Eastman, 1996). People whose explanations of ideas are unusually conclusive can significantly affect the actions and opinions of those around them (Feick, 1987). Chu (2011) contends that the practice of view passing is a beneficial aspect of eWOM in SNSs.

Perceived risk

It is characterized as "the nebulous readiness of consumers to endure discomfort in exchange for a gratifying experience" (Statista, 2017). Multiple studies have indicated that public relations significantly impact customers' inclination to make internet transactions (Usher et al., 2014). According to research by Tong (2010), customers' perception of risk hurts their propensity to purchase. In addition, buyer behavior PR is defined as "buyers' understanding of pre-buy vulnerability as the level of anticipated discontent resulting from the acquisition and use of a certain subject." (Wamba, 2017). Zhu (2016) found that the top three concerns of consumers who consistently make transactions online are the quality of the products or services they acquire, their security, and their safety. Customers are more concerned about security risks when participating
in online buy exchanges, not due to the protection provided by websites, applications, or sellers, but rather due to security worries (Shareef et al., 2018).

Nonetheless, Goodwin (1991) defined security risk as consumers’ awareness of the danger that their security information may be misused during online purchases. This hypothesis is supported by Mir's (2012) argument that stealing consumers' near-home data and Internet credit card data is related to the perceived danger of online purchasing. Due to this, many individuals avoid online purchases out of concern for their safety (McMillan, 2002). In prior studies, increasing the site's reputation and bolstering the security of the online trade mechanism have both been found to lower PR (Hossain et al., 2018). Chen and Barnes (2007) found a substantial correlation between a company's public relations efforts and online consumer trust. The findings of Mukherjee and Nath's (2007) study validated their premise that confidence positively corresponds with the perception and authentic experience of safety when purchasing online.

**Perceived quality**

The buyer's assessment of the item's overall brilliance or superiority is defined as perceived quality (Cyr, 2009). According to Can (2016), solid products have a more excellent perceived quality if they can be examined before purchase. The more significant the proportion of rates that can be evaluated before purchase (seek properties) to those that can only be assessed during usage (experience traits), the higher the quality of long-lasting and modern items. As a result, knowledge about a product before purchase indicates a more superb perceived quality than evidence accessible at the time of sale. Two sorts of cues can signal quality: intrinsic (physical makeup of the product) and extrinsic (factors external to the product) (product related but not part of the product itself like price, brand name, level of advertising). Later central nods can be improved without changing the product (Zeithaml, 1988); nevertheless, extrinsic signals are viewed as the deciding determinant for perceived quality for businesses competing to sell the same product. Extrinsic signals such as product warranties and approval seals, in addition to price, brand name, and product advertising, are helpful to customers. Because credible organizations may honor product warranties and approval seals throughout time, a company's trustworthiness can influence the image of quality. Service quality is judged by how well a company meets the needs of its customers in terms of reliability, responsiveness, communication, credibility, security, competence, civility, knowing the client, and access (Abdullah, 2016).

**The connection between social media and purchase intentions**

It utilizes intelligent media placement (mass, interactive, or personal) to increase an advertiser's product sales (Alalwan et al., 2018). Its purpose is to quietly impact consumer opinion while increasing brand recognition within the target population (Godey et al., 2016). Social media marketing's primary purpose is to educate, persuade, and remind potential customers to purchase the advertiser's products (Kumar et al., 2016). A few of the measures that can be directly related to a company's social media presence are sales (Kumar et al., 2016), profits (Kumar et al., 2017),
brand value (Hawkins, 2013), and market capitalization (Kumar et al., 2016), Hsu (2016) his associates were responsible. However, research indicates that the use of social media varies by industry and business. Diverse social media strategies will achieve varying levels of success for various companies (Mangold, 2009). The effectiveness of social media depends on multiple factors, including customer preferences and values, industry norms and trends, and the nature of the product or service in question (Palla, 2013). Social media platforms must overcome various challenges to boost their efficacy and strike a balance between capturing users' attention and drowning out the noise of competing products and services. Creativity is suggested as a strategy for increasing audience response and competing with ambient noise. Multiple studies demonstrate the significance of novelty to the effectiveness of social media (Godey et al., 2016). Without social media, it can be challenging to market a firm and its products regionally (Kumar et al., 2016). Through the company's social media presence, the product's advantages and benefits are communicated to consumers (Patwa et al., 2016).

When a business utilizes social media, it establishes a communication channel with its clients to comprehend better and satisfy their needs (Pechmann, 1990). Companies must use integrated marketing communication and 360-degree media campaigns to effectively reach their target audience in today's competitive market (Woodside, 2016). Despite the rise of digital media technology, traditional mass non-personal media such as television, print, radio, mailers, selling contests, paper, direct, and endorsement are still utilized (Ogilvy, 2013). There are two ways for a social media platform to promote itself: by doing all of the necessary social media tasks in-house or hiring a third-party advertising firm to do so (Ogilvy, 2013). Professional advertising agencies are frequently used to inform, remind, and persuade consumers through conventional and unconventional communication channels (Heerde et al., 2013). The 25 other companies in the area that offer the same thing can't compete with them because of their specialization and originality (Lowry et al., 2009). Positioning the company's brand in the minds of its intended audience is currently being shaped by the team's inventiveness (Shareef et al., 2018).

**Conceptual framework**
Hypotheses

Hypothesis 1: social media has a significant positive impact on purchase intentions.
Hypothesis 2: Electronic word of Mouth has a significant positive impact on purchase intentions.
Hypothesis 3: Perceived Risk has a significant positive impact on purchase intentions.
Hypothesis 4: Perceived Quality has a significant positive impact on purchase intentions.

Research Methodology

This study adopted a causal research design to meet the planned objectives and test the hypotheses developed from a complete literature assessment. Utilizing a questionnaire as the primary instrument for data collection, the study acquired quantitative data utilizing quantitative data collection methodologies. Furthermore, this was a cross-sectional study using various descriptive research approaches. A standardized questionnaire (Adopted) was used to collect the relevant information.

Population and sample size

The study's population was made up of Peshawar University students. This population was chosen for the current research for a variety of reasons. To begin, most college students have Android phones with the Facebook app loaded. Second, most Pakistani school and college students do not have email addresses. Third, university students are aware of mobile Facebook advertising and can purchase a product through mobile Facebook ads that they find intriguing. As a result, the primary goal of this study can only be achieved if the researcher collects data from college students. As a result, university students will be the study population. The research questionnaire was distributed to 250 people, with 230 responding. After cleaning and eliminating the incomplete surveys, 220 complete questionnaires were discovered. The sample size of 220 is consistent with previous research in which different authors collected data from students using comparable sample sizes, such as M.S. Zhu (2016), Jung (2016), Pato (2020), and Alalwan et al. (2018).
Instrumentation

Various sources were used to collect data for the questionnaires. Because of the nature of the questionnaire topics, namely Social Media and Purchase Intents, all of them must be completed by the students. Demographic information on the respondent, such as gender, age, and qualifications, would be included.

<table>
<thead>
<tr>
<th>Variables</th>
<th>Sources</th>
<th>Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic Word of Mouth (eWOM)</td>
<td>(Bambauer-Sachse &amp; Mangold, 2011).</td>
<td>4</td>
</tr>
<tr>
<td>Perceived Risk</td>
<td>Lim and Ting (2014)</td>
<td>5</td>
</tr>
<tr>
<td>Perceived Quality</td>
<td>Heisey (1990).</td>
<td>6</td>
</tr>
<tr>
<td>Purchase Intentions</td>
<td>Taylor &amp; Hunter (2002)</td>
<td>4</td>
</tr>
</tbody>
</table>

Results

Demographics

Of 230 responses, 149 (65.1%) were male, and 80 (34.9%) were female. The respondents' ages were divided into numerous groups: ages 16 to 25 represented 1103 with 45.6%, ages 26 to 36 defined 119 with 51.8%, and ages 36 to 45 illustrated 59 with 2.6%. While respondents with 1–5 years of experience were 55 with 23.8%, those with 6–10 years were 97 with 42.3%, those with 11–15 years were 73 with 31.9%, and those with 16 years or more were 5 with 2%. Looking at these respondents' qualifications, we can see that they come from various educational backgrounds. For example, 90 respondents (3.9%) have an intermediate degree and are currently pursuing their BS, 79 respondents (34.2%) have a bachelor's degree, 143 respondents (62.2%) have a master's degree, and 47 respondents (20.4%) have an MS or MPhil. Table 2 contains all the tabulated information for all the information presented previously.

Table 2: Respondents’ Demographic Characteristics

<table>
<thead>
<tr>
<th></th>
<th>Percentage</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Gender</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>65.1%</td>
<td>230</td>
</tr>
<tr>
<td>Female</td>
<td>34.9%</td>
<td>230</td>
</tr>
<tr>
<td><strong>Age</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>16-25 years</td>
<td>45.6%</td>
<td>230</td>
</tr>
<tr>
<td>26-36 years</td>
<td>51.8%</td>
<td>230</td>
</tr>
<tr>
<td>36 -45 years and above</td>
<td>2.60%</td>
<td>230</td>
</tr>
<tr>
<td><strong>Length of social media use via mobile</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1-5 years</td>
<td>23.8%</td>
<td>245</td>
</tr>
<tr>
<td>6-10 years</td>
<td>42.3%</td>
<td>245</td>
</tr>
<tr>
<td>11-15 years</td>
<td>31.9%</td>
<td>245</td>
</tr>
<tr>
<td>16 years and above</td>
<td>2.00%</td>
<td>245</td>
</tr>
</tbody>
</table>

http://www.webology.org
Descriptive Statistics

The descriptive statistics in Table 3 rely on the mean (average) and standard deviation to construct a picture of the supplied data (standard deviation). The preceding table described the relationship between Social Media (electronic word of Mouth), perceived risk, perceived quality, and the intention to purchase. The average levels of EWOM (4.25), PR (4.27), PI (4.24), and P2 (4.29) among University of Peshawar students were all greater than 3. The survey’s author concluded that students have a favorable view of social media. Additionally, all participants felt that their buy intent for products marketed on social media was positive and more significant than the neutral value of 3.

There is some dispersion in the responses surrounding the mean (48% for PQ, 47% for PI, and 48% for EWOM; see standard deviation numbers of 0.4574, 0.4305, and 4.721).

All skewness and kurtosis values are less than 2, suggesting that the data are distributed uniformly. In most factual investigations, examining the area and variability (skewness and Kurtosis) of an information index is necessary. Skewness measures the symmetry of an informative index or its lack thereof. In a healthy circulation, the informational index should appear balanced, like a chime with equal left and right sides. Even though Kurtosis investigates the levelness or peaks of a data set, it is not a statistical test. It appears to be a highly or somewhat utilized informational index. Data sets are largely typical and distributed with a level or low Kurtosis. Traditional univariate allocation can be demonstrated using estimations of skewness and Kurtosis between -2 and +2 (George and Mallery, 2010).

<table>
<thead>
<tr>
<th>Qualification</th>
<th>Intermediate</th>
<th>3.90%</th>
<th>245</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bachelor’s Degree</td>
<td>34.2%</td>
<td>245</td>
<td></td>
</tr>
<tr>
<td>Master’s Degree</td>
<td>62.2%</td>
<td>245</td>
<td></td>
</tr>
<tr>
<td>MS/MPhil</td>
<td>20.4%</td>
<td>245</td>
<td></td>
</tr>
</tbody>
</table>

### Table 3: Descriptive Statistics

<table>
<thead>
<tr>
<th>Statistic</th>
<th>N</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>Skewness</th>
<th>Kurtosis</th>
</tr>
</thead>
<tbody>
<tr>
<td>WOM</td>
<td>230</td>
<td>1</td>
<td>5</td>
<td>4.2576</td>
<td>0.45747</td>
<td>-1.617</td>
<td>1.56</td>
</tr>
<tr>
<td>PR</td>
<td>230</td>
<td>1</td>
<td>5</td>
<td>4.2783</td>
<td>0.4305</td>
<td>-1.603</td>
<td>1.792</td>
</tr>
<tr>
<td>PI</td>
<td>230</td>
<td>1</td>
<td>5</td>
<td>4.2424</td>
<td>0.47215</td>
<td>-1.15</td>
<td>1.981</td>
</tr>
<tr>
<td>PQ</td>
<td>230</td>
<td>1</td>
<td>5</td>
<td>4.2971</td>
<td>0.48972</td>
<td>-1.365</td>
<td>0.355</td>
</tr>
</tbody>
</table>

Descriptive Statistics
Reliability

The overall dependability statistics (Cronbach's Alpha) for the survey were 0.86, a substantial improvement over the prior year. The results of Table 4's reliability analysis demonstrate that the questionnaire was sufficiently reliable for use in the primary inquiry.

<table>
<thead>
<tr>
<th>Valid N (listwise)</th>
<th>230</th>
</tr>
</thead>
</table>

Table 4: Reliability Statistics

<table>
<thead>
<tr>
<th>Cronbach's Alpha</th>
<th>N of Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>.867</td>
<td>4</td>
</tr>
</tbody>
</table>

Regression analysis

Using regression analysis, the researcher examined the hypotheses produced from the literature review. The study's authors used regression analysis to determine how accurately social media predicts future purchases (dependent variable). Purchase intentions are regressed with social media in aggregate in the first regression model to assess the model's goodness of fit and the impact of these components collectively. Purchase intentions are regressed with each social media component separately in the second regression model to assess the effect of each predictor. However, before using regression analysis, the researcher confirmed the following fundamental assumption:

Regression model 1

To assess the model's fit and estimate the collective influence of social media on purchase intentions, the researcher regressed purchase intentions against social media as a whole. The regression analysis yielded the following results:

Table 5: Model Summary

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.69</td>
<td>.484</td>
<td>.482</td>
<td>.339</td>
</tr>
</tbody>
</table>

As indicated by the “Adjusted R Square” values, 48% of the variance in customers’ mean purchase intents may be attributed to the independent variable of social media, which consists of Electronic Word of Mouth, perceived risk, and perceived quality. The actual findings may differ by as much as 0.339%, based on the margin of uncertainty provided by the standard error of estimates.
The ANOVA results indicate that this model's centrality value (p=0.000) suggests that the model is measurably important. There is an absolute difference of 51,049 in buy targets. However, the internet-based lifestyle receives 24.71 change buy aims.

The Significance value (p=0.000) supports the idea that social media has a positive and substantial effect on consumers' desire to make a purchase. The study's author reasoned that social media was a valid research tool for studying consumer behavior because of this positive impact. Both the t-value (p=0.0001) and the non-zero standardized beta coefficient (0.696) corroborated this cause-and-effect relationship (more than 2). Therefore, hypothesis 1 is accepted.

**Regression model 2**

Researchers regressed purchase intentions against three distinct social media variables — "Electronic Word of Mouth," "perceived risk," and "perceived quality" — to identify how each variable affected customers' purchasing decisions. The outcome of the regression analysis is as follows:

**Electronic word of Mouth and purchase intentions.**

Table 8: Model Summary
According to "adjusted R Square" figures, 32% of the variance in sales goals was explained by the electronic verbal. With a potential range of +/-0.387 for the outcomes, the standard error of assessments indicates that the model contains some space for error since the products have a possible range of +/-0.387.

Based on the analysis of variance, we know this model is statistically significant (p=0.000). There are 51,049 overhead buy targets. Despite achieving only 16.74 percent of their change in purchase goals via electronic communication.

With a Significance value of 0.000, we may conclude that electronic word of Mouth affects customers' purchase intent significantly. Thus, the study supported the hypothesis that internet recommendations increase consumer intent to purchase. Both the standardized beta coefficient (0.573) and the t-value (higher than zero) were positive, lending support to the existence of a causal association between the two variables (more than 2). Therefore Hypothesis 2 is accepted.
Perceived Risk and purchase intentions.

Table 11: Model Summary

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.74</td>
<td>.547</td>
<td>.545</td>
<td>.318</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), PR
b. Dependent Variable: PI

According to the ANOVA results, the model's criticality concern (p = 0.000) indicates that it is quantitatively huge. There is now a distinct split of 51,049 buy points. Even though automated verbal trading only receives 16,74 target adjustments for buying, there are no target adjustments for sales.

Table 12: ANOVA

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Regression</td>
<td>1</td>
<td>27.922</td>
<td>275.268</td>
<td>.000b</td>
</tr>
<tr>
<td></td>
<td>Residual</td>
<td>228</td>
<td>.101</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>229</td>
<td>51.049</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Dependent Variable: PI
b. Predictors: (Constant), PR

The findings of variance analysis indicate that this model is statistically significant (p=0.000). There are 51,049 overhead buy targets. At the same time, online-only client commitment provides 27,922 other purchase goals.

Table 13: Coefficients

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>(Constant)</td>
<td>.772</td>
<td>.210</td>
<td>3.674</td>
</tr>
<tr>
<td></td>
<td>PR</td>
<td>.811</td>
<td>.049</td>
<td>16.591</td>
</tr>
</tbody>
</table>

a. Dependent Variable: PI

The Significance score (p=0.000) indicates that Perceived Risk significantly impacts purchase intent. In light of this, the study's authors acknowledged that fear of loss influences customers' tendency to make purchases. Both the non-zero standardized beta coefficient (0.74) and the t-value
greater than two support the presence of a causal relationship between the two variables under consideration. Therefore, hypothesis 3 is accepted.

**Perceived Quality and purchase intentions.**

Table 14: Model Summary

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.52</td>
<td>.27</td>
<td>.26</td>
<td>.404</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), PQ  
b. Dependent Variable: PI

'Adjusted R Square' data indicate that apparent quality accounts for 27% of the variance in monetary targets. Calculations based on the standard error of estimate reveal that a 0.404% positive or negative change in the model's assumptions could affect the outcome.

Table 15: ANOVA

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Regression</td>
<td>13.790</td>
<td>1</td>
<td>13.790</td>
<td>84.384</td>
</tr>
<tr>
<td></td>
<td>Residual</td>
<td>37.259</td>
<td>228</td>
<td>.163</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>51.049</td>
<td>229</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Dependent Variable: PI  
b. Predictors: (Constant), PQ

According to the ANOVA results, this model's centrality value (p=0.000) indicates that the model is genuinely enormous. The difference in purchase prices is 51,049. The website has acquired 13,79 change purchase targets in total.

Table 16: Coefficients

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
</tr>
<tr>
<td>1</td>
<td>(Constant)</td>
<td>2.089</td>
</tr>
<tr>
<td></td>
<td>PQ</td>
<td>.501</td>
</tr>
</tbody>
</table>

a. Dependent Variable: PI

Values of Significance (p0.000) imply that the website positively and statistically significantly influences consumer purchase intent. Therefore, the researcher agreed with the idea that the sense
of quality influences customer behavior. The standardized beta coefficient (0.52) is not zero, and the t-value is more than 2, both of which provide additional evidence for a causal relationship. Therefore, hypothesis 4 is accepted.

Conclusions

The researcher reaches the following conclusions based on data gained through inferential statistics in previous chapters and a discussion of findings in this chapter.

i. Similar to traditional advertising, social media has a beneficial effect on customers' purchase intent. In light of this, firms must promote their products everywhere.

ii. Due to their low cost and vast reach, promoting your business using social media is novel and cutting-edge. Companies can increase consumers' likelihood of purchasing their products by marketing them on social media.

iii. Due to its low cost and vast reach, mobile social media advertising has evolved into an innovative type of marketing. Globally, smartphone usage has surged. It has been demonstrated that mobile platform advertisements for goods and services increase consumers' inclination to purchase.

iv. Essentially, firms may increase consumer interest in their products using social networking. They can effectively capitalize on the domestic market.

Major contributions and implications

Theoretical implications

This study adds important new information to the existing literature on social media and consumer purchase decisions. This study demonstrates that the number of people accessing social media via mobile devices is expanding significantly. When comparing the mobile and desktop versions, essential differences include the space and time available for reading and making lengthy comments, the nature of the messenger used for conversations, the style of the homepage and newsfeed, and the visibility of adverts. As a result, the present study leveraged social media's mobile iteration as a crucial advertising medium and found it highly effective at generating and enhancing the advertisement audience's purchase intents. This study provides a comprehensive understanding of how exposure to adverts on mobile platforms influences consumers' inclination to make a purchase. Future scholars will use this study's theoretical implications to generate new knowledge.

Managerial Implications for Corporations

This study advises that businesses utilize mobile social media advertising due to its low cost and extensive reach. The study's findings imply that companies should deploy four types of social media promotion to increase consumers' likelihood of making a purchase.
Managerial Implications for Marketers

This study's conclusions have management significance for organizations in the marketing sector. Marketers and marketing groups are aware of the impact advertising plays in influencing customers' propensity to make purchases and in driving actual sales. This information can be utilized by marketing and advertising organizations to include social media in their campaigns. It is common knowledge that selecting the proper advertising medium is crucial for every organization since it ultimately determines the effectiveness of the advertising campaign. The press also determines the price of advertisements and the number of people who see them. In addition, businesses need inexpensive media that can effectively reach the great majority of their target population. Thus, marketers can persuade users to participate in advertising campaigns by recommending a mobile social media website with a large audience and affordable advertising costs. They discovered that the research assisted them in comprehending the distinctive components of social media's impact via the mobile version and how these components affected the buy intents of ad viewers.

Using this information, they may create adverts that function more effectively for less cost. They may build a marketing strategy incorporating all these for optimal outcomes.

Limitations and future research

The EWOM system bridges the gap between traditional in-person group purchasing and the contemporary online company store. It has not yet even been entirely conceived. As a result, EWOM websites in Pakistan have restricted the kind of products that can be purchased. In addition, many individuals make the error of connecting online group purchasing with the typical online business website.

This method often employs a conservative estimate as an illustration. Larger sample size can anticipate a higher yield and more accurate findings. Additionally, rather than testing the entire nation of Malaysia, only one state or city should be utilized. Respondents from various states may have diverse opinions and perspectives regarding EWOM. Customers divulge essential information, such as security codes and Visa numbers, to the EWOM shipper. The site and the vendor should encrypt and prevent unauthorized access to data acquired from EWOM sites.

In this investigation, the importance of satisfied consumers was not considered. This section is essential to establish a customer's propensity to purchase EWOM products or services. The purchaser's repurchase objectives should also be considered. Due to the advent of technology and eWOM, customers may now express their opinions on a vast array of things they own by leaving reviews or comments on virtually every company's website, online journal, and group purchasing website. It used to be difficult for customers to express their complaints online, but advances such as PDA clients and long-distance interpersonal communication have made it significantly more straightforward. Therefore, marketers need to understand the possible impact of e-WOM on consumers' preconceived conceptions of what they would ultimately buy.

In the future, the estimation will need to be added to the analytical model to identify the most
influential factors in the final decision made by internet-planning clients. Since conducting business online is a global phenomenon, it is essential to investigate the factors the researcher has analyzed in other nations to gather aggregated data for international trade organizations. The analyst asserts that further research on how consumers' mental, emotional, and social lives are affected by online time is required to derive practical implications for businesses. Future research may involve individuals of all ages, backgrounds, and professions.

To summarize it for the rest of humanity. As a result, all age groups can find common ground on P2P networks in cyberspace. Examining the influence of a product's Facebook page on consumer preferences could lead to practical recommendations for businesses. The Facebook page of a company or brand is ranked according to the opinions and input of its users. It is also suggested that research be performed on the influence of online social networking sites on the hospitality and management industries. It is necessary to study the effects of web-based living on efficiency, effectiveness, profit, growth, and market share to derive meaningful insights for other firms.

References


Statista (2017b). Social media advertising expenditure as share of digital advertising spending


